

Economic Development strategy approved

Our new Economic Development Strategy (EDS) and Action Plan from 2023 to 2040 has been agreed. This outlines a renewed vision and our priorities to reinvigorate Guildford's economy.

The EDS and Action Plan represents over six months of research and consultation with stakeholders.

Informing the EDS is an evidence base document which examines the borough's economy. The draft Action Plan outlines tangible actions that we and our partners can take to support Guildford's economy.

Lead Councillor for Economic Development, Cllr John Redpath said:

"This research has been used to shape a new vision for the local economy. It has been designed to re-establish Guildford as the beating heart of Surrey's economy. We want to be widely known for our modern, innovative, progressive, productive, inclusive and green economy."

To achieve this vision, the EDS identifies six broad themes to focus on:

Productivity: Boosting enterprise, clustering and innovation

Property: Meeting business and worker needs

People: Connecting people with opportunity

Provision: Upgrading our physical and digital infrastructure

Place: Transforming our town centre offer; and

Planet: Mitigating the environmental impact of economic activity

We have recognised the importance of the key programmes and projects under the Corporate Plan. These include:

Shaping Guildford's Future

Town Centre Masterplan

Weyside Urban Village

our climate change programme

transport and infrastructure projects to encourage sustainable travel

The draft Action Plan will be subject to further consultation with stakeholders and partners to ensure commitment to co-delivery.



[View the Council meeting and read the Economic Development Strategy.](#)