

About the Thames Valley and Bracknell Local Chamber Advisory Group (LCAG)

Thames Valley is a true turbo-economy - the 'Silicon Valley' of Europe and one of the UK's most productive regions. Thames Valley Chamber of Commerce Group (TVCC) is the independent voice of business in the region.

'Where great business is in good company' – Bracknell is home to a significant number of world-leading names, many of whom play their part in the LCAG and wider Chamber activities. The Bracknell Chamber represents businesses of all sizes across an array of sectors, including agritech, advanced engineering, life sciences and technology.



Aim and Objective

This policy statement summarises the core local policy priorities this Chamber will support throughout 2021. Like the strategic priorities, set out in the Business Manifesto 2021, they reflect the impact of the COVID-19 pandemic and our transition out of the EU. The objective is to help ensure that our region's decision makers and key stakeholders hear a clear voice from businesses as to what we consider important and decision makers understand what to focus on delivering. It is also an invitation to those partners to engage with businesses and the LCAG to help shape, frame and deliver solutions that will secure the economic prosperity of the local area and wider Thames Valley region.

Local Policy Priorities

The Bracknell LCAG has identified the following local policy priorities:

- As appropriate and relevant to our business community, support proposals that deliver Thames Valley Berkshire LEP's Local Economic Recovery Plan.
- Be the independent voice of business, providing decision makers and key stakeholders with informed input that promotes the value of community engagement and business reputation.
- Champion local initiatives that support the recovery of the transport sector. This includes pushing for greater investment in electric vehicle charging infrastructure and rebuilding confidence in travelling on public transport.
- Foster stronger business-focused relationships with all levels of education. This includes both Activate Learning and the business community in order to build a greater understanding of the world of work and the skills and knowledge required of businesses for its future workforce. Promote initiatives that encourage business and academic institutions to focus on skills transfer and diversification to help our workforce adapt – with a particular emphasis on digital skills.
- Maintain support to existing exporters and help new businesses grow their trade activity. Support new investors looking to locate in the Bracknell area.
- Preserve our active partnerships with significant local¹ groups to achieve our wider policy priorities.
- Promote initiatives that support a green recovery, and proposals that are helping to build a local economy centred around climate change and sustainability principles.
- Promote the sectors where Bracknell has evidential strengths to support foreign direct investment into the area.

¹ e.g. Bracknell Forest Council's Economic and Skills Development Partnership (ESDP)

- Support initiatives that re-imagine Bracknell town centre. Encourage the appropriate levels of investment and active management in our town centre that will help secure its future vitality and vibrancy - and employment opportunities.
- Support proposals that can help secure the appropriate mix of development and the highest standard of urban design, planning and infrastructure provision (e.g. Bracknell Town Centre Vision 2032).

Strategic Policy Background

Our LCAG priorities form an integral part of the wider TVCC regional programme detailed in the four main priorities set out in the Business Manifesto 2021. Together, they form policies and actions behind which the whole Chamber network will focus:

- **Resilient Infrastructure Networks:** Promote the need for investment in a resilient infrastructure network for the Thames Valley, strengthening provision of physical and digital networks that will support the region's future sustainable economic growth and innovation.
- **Low-Carbon, Green Economy:** Be an advocate for in-region excellence and thought leadership, supporting the greater awareness and understanding of the steps we all need to take for a more sustainable, low carbon, 'green' future for the Thames Valley.
- **EU Exit Transition:** Use the Chamber's experience to provide our businesses community with relevant support and practical information as Britain transitions out of the EU and to lobby Government to ensure frictionless trade, investment and freedom of movement for the workforce.
- **Restart, Rebuild, Renew:** Continue to support initiatives that will 'Invest in the Success' of the region, its productivity and the wider levelling-up agenda, and the "Restart, Rebuild, Renew" of the UK and Thames Valley economy, post COVID-19.



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