**Project: Economic Development - Increase employment opportunities**

**Lead Councillor: Piers Brown**

**Project Facilitator: Brie Logan**

**Lead Officer: Brie Logan**

**Background:**

The rate of unemployment for Shaftesbury is both lower than the average for Dorset and lower than the national average therefore suggesting that finding a job in the area may be easier than most places.

The rate of claiming any benefit (including work benefits) is more than 10% lower in Shaftesbury than the national average suggesting higher salaries than the average in the area.

Since 2011 there has been an increase in the population by 30% therefore if the trend continues there is a belief that finding a job may become harder.

There is no job centre in Shaftesbury

**Vision and expected outcome:**

Employment statistics continue to trend lower than County and national average

**Measure of success**

Feedback from residents reflects that there are employment opportunities available within the town

Proactive relationships with the job centres in Blandford

**OR**

**DEVELOP A TOWN CENTRE STRATEGY TO COMBINE ALL ASPECTS OF:**

**SHOPPING/ HIGH STREET EXPERIENCE, CAR PARKING, TRAFFIC FLOW, PUBLIC FACILITIES, LEADERSHIP AND OWNERSHIP, PUBLIC REALM INVESTMENT, PRIDE AND PERCEPTION, CONSUMER OFFER, DIVERSITY OF EMPLOYMENT/ OPPORTUNITIES, INVESTMENT, ACCESSIBILITY AND PUBLIC TRANSPORT, CAR PARKING, INFLEXIBLE OPENING HOURS, CHURN RATE, POP-UPS, WIFI, CRIME, TECHNOLOGY**