

Following the preparation of the first draft Framework in September, consultation has taken place with partners. Comments were received (both ‘formally’ and through informal discussion) with:

- DLUHC Area Team
- Economic Recovery Group
- Gravesham Borough Council
- Greater North Kent
- Kent Economic Development Officers Group
- Kent Business Advisors
- Kent and Medway Business Advisory Board
- Kent & Medway Economic Partnership
- Kent & Medway Integrated Care Partnership
- KMEP and BAB individual business members
- Kent Further Education
- Kent Rural Board
- Maidstone Borough Council
- Swale Borough Council
- University of Kent
- Visit Kent

In general, responses were positive regarding the overall framework, structure, and relevance of the key themes. There was also a consensus on the overarching ‘narrative’ and the balance between flexibility and specificity. However, there were two key points of general feedback:

- First, while the Framework is not intended to be a ‘marketing’ document, it was felt that more could be done to ‘capture the imagination’ through a summary narrative at the start, highlighting Kent and Medway’s unique strengths and assets. This will be added as a foreword once the document itself is approved.
- Second, it needs to capture alignment with local plans and strategies, with an additional section within the Framework setting this out; as well as additional ‘case studies’ to demonstrate relevance to all parts of Kent and Medway.

Regarding the five Ambitions, responses noted the following:

Ambition	Feedback received
1. Enable innovative, productive, and creative businesses	<ul style="list-style-type: none"> • There was support for the greater focus on innovation (compared with earlier strategies) and productivity. • In relation to the provision of commercial space, responses highlighted the need to make the case for direct public intervention where the

Ambition	Feedback received
	<p>market will not deliver, and to demonstrate demand through the effective use of data.</p>
<p>2. Widen opportunities and unlock talent</p>	<ul style="list-style-type: none"> • There was support for a range of policies and actions linking together – building on the Local Skills Improvement Plan, Employment Task Force, recent capital investment, etc., and strong recognition that this should be a core strategic theme. • However, responses considered that there is scope for extending the breadth of ambition – for example by emphasising “supporting young people into sustainable and rewarding work” beyond the narrow focus on Apprenticeships in the current draft.
<p>3. Secure resilient infrastructure for planned sustainable growth</p>	<ul style="list-style-type: none"> • There was recognition of alignment with emerging Kent Local Transport Plan. It was also noted the key infrastructure priorities and challenges are well established, and the Framework adds weight to them. • However, there is scope for additional content, in relation to: <ul style="list-style-type: none"> ➢ Acknowledging the importance of co-operation and co-ordination within the planning system ➢ The potential of rail freight ➢ The challenge presented by health infrastructure constraints
<p>4. Place economic opportunity at the heart of community renewal and prosperity</p>	<ul style="list-style-type: none"> • There was little comment in relation to this theme, but support for the focus on Health and the links with economic development – with scope for... <ul style="list-style-type: none"> ➢ Making the connection to health infrastructure constraints (as in previous Ambition) ➢ The importance of the ‘wider determinants of health’ (housing, food, skills, etc.) and the extent to which they involve a wide range of partners
<p>5. Create diverse, distinctive, and vibrant places</p>	<ul style="list-style-type: none"> • There was Support for the combination of factors that contribute to this Ambition – linking environmental quality, town centre renewal, heritage assets and the visitor economy. • But there is scope for greater reference to:

Ambition	Feedback received
	<ul style="list-style-type: none"> <li data-bbox="703 239 1358 309">➤ The rural economy, potentially defining an additional Action Area <li data-bbox="703 320 1331 434">➤ Strengthened narrative in relation to the visitor economy, linking up Kent and Medway's key assets and opportunities.

In addition, a number of specific comments points of detail were received.

These comments have been addressed in the revised draft attached at Annex 2.