

Our Priorities

To translate our vision into action we have focused on the following six priorities:

Shaping Quality Places – Maintaining a sustainable balance between homes, jobs and essential infrastructure.

Optimising Investment – Permitting the necessary amount of new development to invest in the community, tourism and leisure facilities and improve the quality of life.

Securing Environmental Excellence – Sustaining the economy, while minimising the impact upon the natural environment locally and globally; conserving and enhancing biological and ecological diversity.

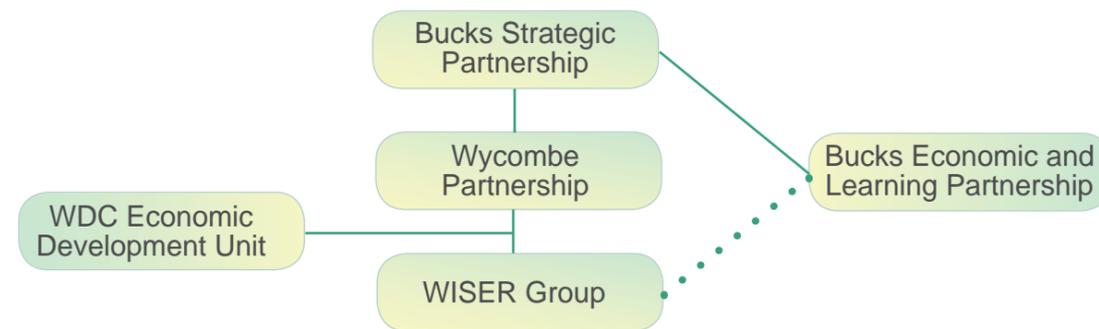
Improving Community Cohesion – Promoting an inclusive approach which allows all sections of society to participate in the wealth generation created through economic development.

Nurturing Enterprise and Innovation – Supporting business competitiveness at all levels.

Promoting Independence – Encouraging individuals to improve their skill levels and participate in the labour market.

Governance and Joint Working

If the strategy is to be successful the Council will need to harness the support and commitment of others. A new grouping (Wycombe Investment, Skills, Enterprise and Regeneration – WISER – Group) has been established to help translate and connect strategic thinking with delivery.



Delivery

A comprehensive work programme has been developed to take forward a number of projects under the six priorities. This work programme is steered and monitored by the WISER Group with individual partners taking the lead for driving delivery.

Performance Management

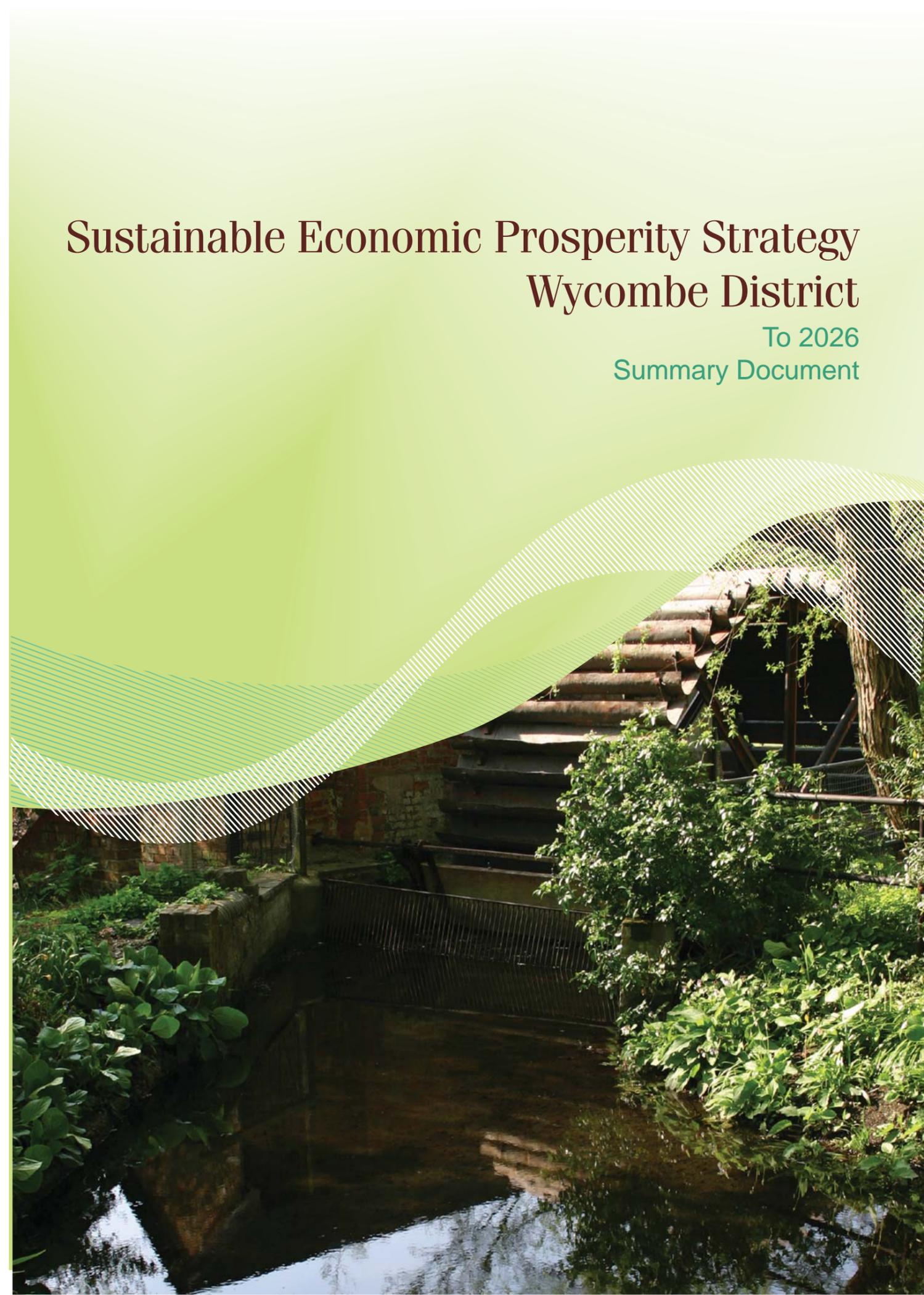
Performance management of the delivery of the strategy will involve review and analysis of the outputs from the initiatives described in the work programme. Progress will be reviewed quarterly to manage delivery, annually to present and consider emerging challenges and opportunities and every three years to reflect on overall strategic direction of travel.

For Further Information Contact:

Mayuri Naker, Economic Development Services Manager, Wycombe District Council,
Queen Victoria Road, High Wycombe, Bucks, HP11 1BB
☎ 01494 421124 ✉ Mayuri_Naker@wycombe.gov.uk

Sustainable Economic Prosperity Strategy Wycombe District

To 2026
Summary Document



Overview

The purpose of this strategy, which is owned by Wycombe Partnership, is to express agreed priorities and proposed actions which will contribute towards achieving a sustainable economic prosperity across the Wycombe District (Wycombe).

This strategy has been developed alongside other local strategies including, in particular, the Wycombe Development Framework (local spatial strategy), the Sustainable Community Strategy (overarching local vision) and Housing Strategy. Aligning with these strategies, along with other local and county strategies and plans, will secure a joined up approach that will maximise the synergies of partnership working.

Our core values

The following core values have been developed and agreed by all partners as the basis for developing policy and driving delivery:

- Promoting community cohesion.
- Encouraging innovation.
- Demanding high quality.
- Reducing the area's carbon footprint.
- Celebrating tradition.
- Sustainable policy.
- Embracing diversity.
- Intelligence led policy development and delivery.
- Focusing economic development of existing centres.

Challenges and Opportunities

The area faces a number of opportunities:

- High quality natural environment.
- Excellent connectivity to London, the motorway network and rest of world via Heathrow airport.
- A new shopping centre in High Wycombe has transformed the attractiveness of the town.
- Improved interchange on the M40 enhancing connectivity and providing the basis for new development in the vicinity.
- Bucks New University (BNU) which has a state of the art media suite and knowledge transfer expertise.
- Amersham & Wycombe College has achieved Centre of Vocational Expertise (COVE) status linked to the media sector.

We also face a number of challenges:

- Increased congestion and carbon footprint.
- Poor connectivity with weak north/south rail links across and beyond the District.
- Mismatch between the skill needs of business and the local resident offer.
- Hot spots of multiple deprivation.
- A lack of affordable housing resulting in the exclusion of a large section of the community, mainly the young but also key workers, from the housing market.
- Rising energy prices and the impact of climate change particularly in respect of extreme weather conditions.

Map to show Wycombe's location in relation to the South East Region and neighbouring areas



Our Vision

“To be a Town and District with an ‘edge’ – a very positive external perception and competitive advantage – so that it becomes a destination and a place where people want to live, work, visit, invest and learn”.