

# Positioning Cheshire in the Wider World

Action	Lead/ Co-ordinated By	Indicator/Measure of Success	Current Performance	Target(s)/ Timescale
<p>Work together to ensure Cheshire's voice is heard effectively at regional, national and international levels by:</p> <ul style="list-style-type: none"> <li>• Developing inter-agency "Cheshire messages"</li> <li>• Briefing MPs, MEPs and other EU Institutions</li> <li>• Lobbying funders to argue Cheshire's case for eligibility for external funding e.g. lottery; NOF; government grants etc</li> <li>• Developing links with similar areas</li> <li>• Engagement with NWRA, NWDA and GONW</li> <li>• Working with and influencing the new Strategic Health Authority covering Merseyside and Cheshire</li> </ul>	<p>The Cheshire Partnership Cheshire County Council Cheshire &amp; Warrington Economic Alliance</p>	<p>Development of common 'messages' about Cheshire's strengths, challenges and needs</p> <p>Widest access for Cheshire to various funding</p> <p>Robust response to consultation documents</p> <p>Cheshire fairly represented on the new authority</p>	<p>Ad hoc joint working</p> <p>Member representation on NWRA. Joint officer work.</p>	<p>5 years</p> <p>Ongoing</p>
<p>Promote Cheshire's position in Europe by:</p> <ul style="list-style-type: none"> <li>• acting jointly to lobby on key issues and demonstrate our credibility</li> </ul>	<p>The Cheshire Partnership Local Authorities, Cheshire &amp; Warrington Economic Alliance</p>	<p>Clear, joint lobbying positions</p> <p>Responsiveness of those lobbied</p>	<p>New activity – currently uncoordinated lobbying</p>	<p>3 years</p>

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<ul style="list-style-type: none"> <li>• promoting Cheshire by harmonising marketing and developing a common brand or slogan</li> <li>• strengthening Cheshire's voice by working with similar regions, developing links that include public, business and voluntary sectors</li> </ul>	Cheshire County Council, District Councils, Cheshire & Warrington Business Link	<p>Brand/slogans developed</p> <p>Develop economic/social links with at least 2 other EU states; undertake joint lobbying</p>	<p>New activity – not co-ordinated at present</p> <p>Tenuous/historic non-strategic links with towns in a number of EU and other states; few clear benefits to Cheshire's economy</p>	<p>Informed by 'messages' produced above 3 years</p> <p>Within 5 years</p>
Ensure that Cheshire maximises its share of NWDA sustainable economic development activity: – in terms of resource allocation, new initiatives and inward investment projects	NWDA, NWRA, Cheshire & Warrington Economic Alliance, Local Authorities, Cheshire & Warrington Business Link	<p>NWDA funding secured</p> <p>No. new inward investment enquiries and projects from NWDA</p> <p>% share of NWDA investment enquiries obtained by Cheshire</p>		
Establish the Cheshire and Warrington Economic Alliance as an effective sub-regional Economic Development Partnership			Preparatory work undertaken. Team North West funding application to be submitted Jan 02	Submission of Sub-Regional Economic Strategy by 2003: 3 year funding based on Business Plan

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Support work on a review of countywide spatial strategy to meet the infrastructure and future development requirements of this strategy	Cheshire CC	Maintain an up to date development plan	Approved Structure Plan to 2011	Approval of a revised planning framework by 2004
Work together to ensure that Cheshire supports international action to reduce environmental pollution and climate change emissions	Environment Agency Power Suppliers DECIDA Borough Councils	<p>% rivers/canals rated good/fair</p> <p>No. of days per year when air pollution is moderate or higher for NO<sub>2</sub>, SO<sub>2</sub>, O<sub>3</sub>, CO and PM<sub>10</sub></p> <p>Levels of CO<sub>2</sub> and Greenhouse gases</p> <p>Proportion of energy generated from renewable resources</p>	<p>88% watercourses fair in 2000</p> <p>Levels compliant with National Air Quality standards. Additional NO<sub>2</sub> monitoring to be undertaken</p> <p>Levels decreasing in line with national trends</p> <p>Cheshire data to be developed</p>	<p>All to be rated fair (or better) by 2010</p> <p>Maintain compliance</p> <p>Continue decrease beyond 2012</p> <p>Increase</p>