

Greater Cambridge as a world leader in the knowledge based economy that combines business success with a high quality of life for all				
Strategic Objectives	GOALS			
	Social Development	Economic Prosperity		Environmental Sustainability
Grow a world class knowledge based, low carbon economy		International profile, trade and inward investment	Innovation, start up and growth in clean tech, ICT and life sciences	
		Range of funding and business development models	Hotbed of start up activity within Greater South East	
		Spread of hi-tech and hi-value manufacturing	Build on academic strengths	
Encourage the resource efficient growth of a diverse and robust economy across the whole of Greater Cambridge	2012 Olympic opportunities		Local supply chains and strong market town economies	Resource efficient growth and operation
	Entrepreneurialism, business growth and diversification in rural areas		Cambridge as driving force for wider economic benefits	Protect character of Cambridge
	Develop business support programmes in response to recession intelligence		Opportunities and threats of climate change	
Build a strong skills base and high levels of economic participation	Demand led training provision, meeting needs of growth sectors, particularly low carbon			
	Attract, train and retain skilled individuals			
	Training for the unemployed, economically inactive adults and adults without qualifications			
	Self-employment, enterprise and social enterprise development in deprived communities			
	Transition from school to training or employment for young people not in education, employment or training			
	Economic participation of Black and Minority Ethnic Communities, inc Travellers			
	Capacity of the voluntary sector			
Develop sustainable Infrastructure and a high quality of life			Provision of employment land and sustainably built premises to better connect housing and jobs	
			Sustainable travel and transport solutions and improved digital infrastructure	
			Capital infrastructure projects that serve the functional economic area	
	Adequate provision of housing, including affordable housing		Improved access to quality, green infrastructure	
	Cultural, sporting and leisure infrastructure			
	Safe, strong communities			