



# STRATEGIC MAPPING & ACTION PLAN

Co-operatives UK working with Plymouth City Council

## Provision of strategic support

Plymouth City Councils (PCC) Corporate Plan sets co-operative working as a strategic value and wanted to set an action plan for increasing the number of businesses in the city that are owned and run co-operatively.

### The brief and procuring via CCIN Framework

To ensure that the methodology could be benchmarked with existing sector mapping and to provide a Strategic Action Plan to double the size of this sector by 2025, PCC appointed Co-operatives UK to undertake research and provide recommendations.

### Co-ops UK's mapping capability

The work for PCC produced six distinct yet connected outputs, including a static report mapping all co-operatives and mutual businesses in the area, accompanying commentary to pull out broad themes and key industries identified through analysis and raw data files provided with metadata sources.

### Development of the Strategic Action Plan

Analysis of the mapping research, local economic development research and consultation with key stakeholders identified by PCC enabled Co-operatives UK to analyse five strands for strategic priorities:

1. **Strategic Growth Areas** - sectoral analysis to understand both the geographical **concentration of sectors and industrial specialisation in Plymouth.**
2. **Access to finance** - scoping of potential sources of finance and enablers such as tax reliefs and mutual guarantee schemes
3. **Business Support** - identification of potential forms of business advice and support
4. **Awareness** - promoting the co-op option amongst key audiences, including business support and other intermediaries
5. **Procurement / Commissioning** - opportunities to leverage PCC procurement to facilitate growth

## Moving forward

PCC will aim to double the co-operative economy by 2025 across four indicators: organisation; turnover; membership and employees. This will be achieved by creating the right conditions for co-operative formation. These include:

- **Finance:** Scoping the viability of a new community investment institution to offer appropriate finance to new-start co-ops
- **Support:** Building the capacity of the council to implement the Action Plan and facilitate peer support between existing and emerging co-operatives
- **Inform:** Consider a “co-operative option” awareness programme to inform both prospective co-operatives and the wider professional services sector

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### For further information contact:

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