



Media Release

Bold vision in new economic strategy for Stirling

Councillors have today (Thursday) backed a new economic strategy for Stirling.

Approved at Thursday's [Full Council meeting](#), the plans dovetail with the Council's [10-Year Thriving Stirling](#) strategy and set out a bold, shared vision for the future of our economy.

Structured around three core themes of supporting an economy that is thriving, sustainable and inclusive, the strategy's overarching objectives are to:

- Support local businesses to grow
- Attract jobs and investment
- Tackle inequality
- Support the transition to net zero.

Council Leader, Cllr Scott Farmer, said: "There have been a number of significant developments in the economic and social context locally, nationally and internationally since the last strategy was developed and implemented in 2015.

"We've seen the UK's exit from the European Union, clear recognition of the climate emergency and the COVID-19 pandemic. The Stirling and Clackmannanshire City Region Deal was also agreed in early 2020, and will see over £90M invested in skills, innovation and infrastructure projects in the City Region over the next decade.

"Through setting out our shared vision, priorities and actions, and by pooling our skills and resources where appropriate, Stirling Council, our community planning partners and all our stakeholders will support our communities and businesses to thrive, driving sustainable and inclusive growth in the local and regional economy."

While Stirling Council has led on the development of the Economic Strategy, a wide range of public, private and third sector stakeholders also had input, pitching the strategy as one for the whole of Stirling.

A comprehensive action plan for 2022-23 underpins the new strategy, with Key Performance Indicators, such as Total Number of Jobs and Number of New Businesses, allowing the Council to track its success.

Depute Leader, Cllr Chris Kane, said: "This strategy has been developed taking full account of relevant current and emerging regional and national strategies, which will position us well to support increased collaboration in economic development locally, regionally and nationally.

“This joined-up approach is enshrined in the vision and priorities set out, which are based on extensive consultation and reflect the views of employers, education providers, community and third sector organisations, and local and national elected officials.

“Stirling’s strategic economic direction will be directed by these plans in the long term, but it’ll also be a continually evolving document that will be reviewed and refreshed annually. This gives us core guiding principles, as well as the flexibility to respond and react to future changes.”