

**31 January 2017**

**Finance, Policy & Resources Committee**

**Brentwood Economic Statement 2017**

**Report of:** *Anne Knight, Economic Development Manager*

**Wards Affected:** *All*

**This report is:** *Public*

## **1. Executive Summary**

- 1.1 This report presents a Brentwood Economic Statement based on the recent findings of the Enterprising Essex: Opportunities and Challenges report undertaken by the Essex Economic Commission.

## **2. Recommendation**

- 2.1 That members note the Economic Statement (Appendix A) and agree that the Brentwood ED Strategy is updated, taking into account the findings of the Statement and informing the 2017/8 ED Work Plan.**

## **3. Introduction and Background**

- 3.1 This report attaches an Economic Statement for Brentwood based on the recent findings of the Enterprising Essex: Opportunities and Challenges report undertaken by the Essex Economic Commission.
- 3.2 Where available, data at Brentwood level has been included, but for some of the economic indicators data is only available at sub-regional level. For Brentwood, this is presented as the Heart of Essex sub-region/growth corridor.
- 3.3 The key trends for Brentwood are highlighted in the attached report.
- 3.4 Supporting statistical tables are provided in the Appendix A.
- 3.5 Generally Brentwood is one of the higher performing local authorities of Greater Essex, as is the sub-region it is in – the Heart of Essex.
- 3.6 However there is still a need to continue to further improve economic productivity and strive for innovation and excellence if Brentwood is to maintain and advance its economic position.

3.6.1 Taking the key trends of the report into account, it is proposed that particular areas of focus for the future economic development of Brentwood should be:

- Enabling the provision of appropriate workspace to meet future demand
- Supporting businesses to start-up, grow and survive through business advice and development initiatives
- Encouraging inward investment and high value added business activities
- Supporting and working with the growth sectors of information and communication, business services, real estate activities; other services/household activities, financial services, creative industries and advanced manufacturing
- Developing the skills base so that local people can access job opportunities - increasing the number with higher qualifications; supporting more apprenticeships and business-education partnership initiatives
- Working with partners to support those not employment, education or training (NEETS) to enable them to be economically productive
- Working with partners to lobby for, and implement identified road and rail infrastructure schemes
- Ensuring that housing supply can support future demand via effective planning

3.7 The Brentwood Economic Development Strategy already sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits to the Borough to 2030.

3.8 The Strategy's Vision for Brentwood is for the areas to be a thriving, attractive and unique destination for people to live, work and visit by protecting and nurturing its existing high quality environment, growing its prosperous economy and fostering development that is responsive to local community needs.

3.9 The key priority objectives of the Strategy are business competitiveness, economic growth and investment, stronger sectors, skills and strengthening the rural economy and skills. These objectives are aligned with the evidence base from the new report of the Essex Economic Commission and the Brentwood Economic Statement attached.

3.10 Following the success of the Economic Development activities in the last couple of years, it is now proposed the ED Strategy is updated to take into account the findings of the Statement and to inform the 2017/8 ED Work Plan.

#### **4. Issue, Options and Analysis of Options**

4.1 Different options for delivery will be considered when scoping and developing the ED Work Plan and associated projects and a recommendation for the preferred option provided and recorded and approved under delegated authority of the Economic Development Manager and Committee Chair.

#### **5. Reasons for Recommendation**

5.1 To note the Brentwood Economic Statement and agree that the ED Strategy is updated, taking into account the findings of the Statement and informing the 2017/8 ED Work Plan.

#### **6. Consultation**

6.1 The current Economic Development Strategy successfully underwent public consultation and has been adopted. An updated ED Strategy will undergo consultation.

6.2 Key partners and business groups for each priority area are consulted and engaged with project development.

#### **7. References to Corporate Plan**

7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balanced night time economy. This includes:

- Facilitating the creation of new businesses
- Assisting in the provision of advice and guidance for local businesses
- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood Economy

## 8. Implications

### Financial Implications

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- 8.1 Economic Development projects for January to end of March 2017 will be funded from the existing and approved 2016/7 Economic Development budget. Any projects proposed by the ED Work Plan from April 2017 to March 2018 will be funded by the proposed 2017/8 ED budget.

### Legal Implications

**Name & Title: Daniel Toohey, Monitoring Officer**

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- 8.2 There are no legal implications arising from this report.

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.3 None

## 9. Background Papers (include their location and identify whether any are exempt or protected by copyright)

- 9.1 None

## 10. Appendices to this report

Appendix A - Brentwood Economic Statement 2017

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