

20 June 2017

Policy, Projects & Resources Committee

Brentwood Economic Strategy Work Plan 2017/18

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report presents the Brentwood Economic Strategy Work Plan for 2017/8.

2. Recommendation

- 2.1 That Members approve the Brentwood Economic Strategy Work Plan 2017/8 to support the delivery of the Economic Strategy.**

3. Introduction and Background

- 3.1 This report attaches the 2017/8 Brentwood Economy Strategy Work Plan following the PFR Committee's approval of the refreshed 2017-2020 Brentwood Economic Strategy (also attached).
- 3.2 The Work Plan outlines a range of ED initiatives and projects to drive forward the refreshed Brentwood Economic Strategy to enable economic growth for the Borough and to bring economic benefits to businesses and residents, ultimately supporting an improved quality of life for those who live, work and do business in Brentwood.
- 3.3 It builds on the success of the December 2014 Brentwood Economic Development Strategy and a range of initiatives that have been delivered to address this. It is strategically aligned to economic growth plans at national, regional and county level.
- 3.4 It complements the objectives of the Brentwood Borough Council Corporate Plan and the Brentwood Draft Local Development Plan for economic prosperity.
- 3.5 In particular the Work Plan will drive forward the strategic objectives of the Economic Strategy of:

- business advice and development;
- skills and employability support;
- business workspace, infrastructure and inward investment;
- stronger and more vibrant town centres;
- rural economy and
- place-promotion and support for the visitor economy.

3.6 Brentwood is one of the higher performing local authorities in Greater Essex, with one of the lowest unemployment rates (3.2%) and a greater share of better qualified staff with higher level occupations (33% with NVQ4 – second highest in Essex).

3.7 Brentwood's location makes it part of the fastest growing sub-region in Greater Essex (1% per annum). However to aspire to be of the highest performing regions in the UK and maintain and enhance its economic position this needs to increase to 3% per annum.

3.8 The vision for Brentwood is 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 sustainable development which is responsive to the local community needs.

3.9 Delivery of the Work Plan will require strong partnership working with shared delivery where possible to achieve a comprehensive approach, economies of scale and to minimize impact on both staff resources and the ED budget. The Work Plan will be reviewed and refreshed annually.

4 Issue, Options and Analysis of Options

- 4.1 The annual Economic Development Work Plan outlines the key initiatives to drive forward the Economic Strategy and address its strategic objectives. For each initiative different options for delivery will be considered and a recommendation for the preferred option recorded.

5 Reasons for Recommendation

- 5.1 To approve the Brentwood Economic Strategy Work Plan 2017/8 to support the delivery of the Brentwood Economic Strategy 2017-2010.

6 Consultation

- 6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted.

- 6.2 Key partners and business groups have been consulted on the refreshed Brentwood Economic Strategy and Work Plan for 2017/8 and engaged with project development and shared delivery where appropriate.

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

Name & Title: John Chance, Finance Director

Tel & Email: 01277 312542 / john.chance@brentwood.gov.uk

- 8.1 Economic Development projects from April 2017 to March 2018 will be funded by the 2017/8 ED budget.

Legal Implications

Name & Title: Daniel Toohey, Monitoring Officer

Tel & Email: 01277 312 860 daniel.toohey@brentwood.gov.uk

- 8.1 There are no immediate legal implications that arise from this report. Legal Services are available to advise and assist regarding partnerships and other matters as these arise.

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

- 8.2 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 Strategy Work Plan 2017-18

Appendix B - Brentwood Economic Strategy 2017-2020

Report Author Contact Details:

Name: Anne Knight

Telephone: 01227 312607

E-mail: anne.knight@brentwood.gov.uk