

<b>Committee(s):</b> Policy, Resources and Economic Development Committee	<b>Date:</b> 2 February 2022
<b>Subject:</b> Economic Development Work Programme 2021-2025	<b>Wards Affected:</b> All
<b>Report of:</b> Phil Drane, Corporate Director (Planning & Economy)	<b>Public</b>
<b>Report Author:</b> Name: Laurie Edmonds, Corporate Manager (Economic Development) Telephone: 01277 312500 E-mail: laurie.edmonds@brentwood.gov.uk	<b>For Decision</b>

### Summary

In November 2021 Policy, Resources and Economic Development Committee approved an Economic Development Strategy that identifies objectives to deliver corporate priorities for economic growth. A work programme has been developed to guide the work of the Economic Development Team in delivering these objectives (Appendix 1). This will be brought to the committee on a regular basis so that information on progress delivering the objectives can be monitored by Members.

### Recommendations

**Members are asked to:**

**R1. Endorse the Economic Development work programme as set out in Appendix A.**

**R2. Agree that the work programme is brought back to Policy, Resources and Economic Development Committee on a regular basis to inform Members on objectives and progress.**

### Main Report

#### **Introduction and Background**

1. The Council's Corporate strategy 2020-2025 was adopted in January 2020 and defines the Council's priorities for the next five years. Critical to the delivery of this strategy is a set of supporting strategies that assist with delivery of these priorities.

2. A refreshed Economic Development Strategy 2021-2025 was approved by Policy, Resources and Economic Development Committee on 24 November 2021 (Item 194).
3. The new Economic Development Strategy focuses on the three key objectives of the 'Growing Our Economy' corporate priority:
  - a) Promoting Brentwood as a place to set up and do business from;
  - b) Enabling the growth of existing businesses; and
  - c) Encouraging the creation of new enterprises and inward investment.
4. Each theme provides a set of priorities and objectives that will deliver effective delivery of the strategy.
5. In order to deliver the objectives a work programme is being used by the Economic Development Team to provide more detail on daily work tasks that link to the Council's priorities (Appendix 1).

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

6. The Strategy is designed as a focussed high-level document to underpin specific action plans or be adapted in response to future changes in the economy arising from changes in national and international policy and/or financial circumstances.
7. The three 'Growing Our Economy' themes were created before the COVID-19 pandemic. The recommended set of priorities and objectives take into account the impact of COVID-19 on the local economy and support the recovery of a thriving borough business community.
8. The Strategy's objectives are supported by a work programme that provides more detail and defined targets.
9. The work programme is a live document of projects and actions that can be brought back to the Policy, Resources and Economic Development Committee on a regular basis to inform Members on objectives and progress. The document includes the 2022 objectives, along with how they support strategic aims, their status and target delivery dates.
10. Some of the projects planned for 2022 include organising the Brentwood Business Showcase, developing the Discover Brentwood website, promoting high street initiatives and adopting new Parking and Green Strategies.

11. COVID support continues to be integral to the work programme, with two new grant schemes currently being administered.

### **Reasons for Recommendation**

12. The Economic Development Strategy 2021-2025 is critical to the delivery of the Corporate Strategy 2020-2025. The work programme sitting behind the Strategy details the specific projects and actions needed to achieve on the objectives.

### **Consultation**

13. None.

### **References to Corporate Strategy**

14. The Economic Development Strategy 2021-2025 supports the delivery of the Council's Corporate Strategy 2020-25. The strategy aligns with the 'Growing Our Economy' theme but will influence delivery of projects against a wide range of corporate priorities.

### **Implications**

#### **Financial Implications**

**Name/Title: Jacqueline Van Mellaerts, Corporate Director (Finance & Resources) and Section 151 Officer**

**Tel/Email: 01277 312500/jacqueline.vanmellaerts@brentwood.gov.uk**

15. The resource required to deliver the Economic Development Strategy objectives is being considered as part of the budget setting process. Additional reserves for economic development have been approved by the Council to deliver town and village centre schemes that provide for business support and economic growth. Projected costs of undertaking further work are part of the economic development budget.

#### **Legal Implications**

**Name & Title: Claire Mayhew, Corporate Manager (Democratic Services) and Deputy Monitoring Officer**

**Tel & Email: 01277 3125741/claire.mayhew@brentwood.gov.uk**

16. There are no legal implications arising from this report. Legal input into contracts and procurement will be provided as required.

#### **Economic Implications**

**Name/Title: Phil Drane, Corporate Director (Planning & Economy)**

**Tel/Email: 01277 312610/philip.drane@brentwood.gov.uk**

17. The economic implications are contained within this report.

## **Equality and Diversity Implications**

**Name/Title: Kim Anderson, Corporate Manager (Communities, Leisure and Health)**

**Tel/Email: 01277 312634/kim.anderson@brentwood.gov.uk**

18. The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:
  - a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
  - b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
  - c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.
  
19. The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for b) or c), although it is relevant for a).
  
20. The proposals in this report will not have a disproportionately adverse impact on any people with a particular characteristic.

## **Background Papers**

- Item 194, Policy, Resources and Economic Development Committee, Economic Development Strategy 2021-2025, 24 November 2021
- Item 746, Policy, Resources and Economic Development Committee, 17 March 2021, Year in Review 2020-21
- Item 495, Policy, Resources and Economic Development Committee, 9 September 2020 July 2019, Economic Development / Place Audit Update
- Item 431, Policy, Resources and Economic Development Committee, 18 March 2020, Place Audits of Brentwood, Shenfield and Ingatestone
- Item 427, Policy, Resources and Economic Development Committee, 18 March 2020, Economic Development Study
- Item 370, Policy, Resources and Economic Development Committee, 12 February 2020, Economic Development Update
- Item 303, Policy, Resources and Economic Development Committee, 8 January 2020, Economic Development Update
- Item 268, Policy, Resources and Economic Development Committee, 27 November 2019, Economic Development Update

- Item 167, Policy, Resources and Economic Development Committee, 11 September 2019, Economic Development Update
- Item 121, Policy, Resources and Economic Development Committee, 10 July 2019, Economic Development Update

### **Appendices to this report**

- Appendix A: Economic Development Work Programme (2022 objectives)