

**16 December 2014**

**Business & Town Centres Committee**

**Economic Development Strategy and Work Plan 2014**

**Report of:** *Gordon Glenday, Head of Planning & Development*

**Wards Affected:** *All*

**This report is:** *Public*

## **1. Executive Summary**

- 1.1 This report presents the final Economic Development Strategy and Work Plan 2014.

## **2. Recommendation(s)**

- 2.1 To agree the final Economic Development Strategy and Work Plan 2014 and that it is published on the Brentwood Borough Council website.**

## **3. Introduction and Background**

- 3.1 Brentwood Borough Council produced a Draft Economic Development Strategy in March 2014 to replace the version published in 2004. The public and stakeholders had the opportunity to comment on the content of the Draft Strategy as part of a six week consultation held from 13 March to 24 April 2014. The feedback was limited, but positive, with responses received from Strutt & Parker, EA Strategic Land LLP and Visit Essex expressing general support for the key priorities proposed and the vision for sustainable growth.
- 3.2 The Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits for the Borough to 2030. It forms a key part of the integrated strategic planning approach of the Council presenting key economic development priorities and a delivery plan that is supported by the emerging Brentwood Local Development Plan.
- 3.3 The Strategy has now been finalised to incorporate updated information on employment space, retail and job target statistics from the Brentwood Economic Futures Report 2014 and the Brentwood Borough Retail Study completed by Nathaniel Litchfield Partners (NLP).

- 3.4 The results from these studies indicate that the capacity of all employment sites (36 ha) could sustain just over 5,000 jobs, which exceeds the forecast requirements under each of three different tested growth scenarios (1,930 jobs for scenario one, 2,290 for scenario two, and 2,570 for scenario three). This implies that the capacity for jobs that exists on new sites significantly exceeds forecast growth, although some of this capacity may be needed or displaced to accommodate housing growth.
- 3.5 The majority of the potential employment land supply is made up of one large site, Brentwood Enterprise Park (23.4 ha) which accounts for 65% of the proposed new employment land supply and 75% of the employment allocations. Further work will be undertaken to assess the feasibility of developing Brentwood Enterprise Park and also to investigate intensifying usage and employment on existing sites.
- 3.6 The retail study indicates scope for new development within the Borough with projected additional floor space for Brentwood town centre of 15,234 sqm of additional A1 to A5 floor space up to 2030 and 941 sqm in Shenfield. The redevelopment of William Hunter Way car park could provide half of the floor space demand in Brentwood and redevelopment of Baytree Centre a further 2,000 sqm. An additional supermarket and diversification of uses is also recommended.
- 3.7 The ED Strategy's vision for Brentwood is for the area to 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 local economy and fostering development which is responsive to local community needs
- 3.8 The five key priority objectives of the Strategy are to support skills development; economic growth; business competitiveness, develop a stronger tourism, leisure and retail sector and strengthen the rural economy.
- 3.9 The thematic ED work areas to address these objectives are currently Business Advice and Support Portfolio and Events, Low Carbon Grants Programme, Superfast Broadband, Visitor Economy promotion and offer, support for Skills Initiatives, Economic Impact Study for Cross rail and Public Realm project bid, Essex Rivers bid and Local Action Group for Rural LEADER EU funding, Renaissance Group and Town Centre programme, partnership working with Essex County Council, Invest Essex, Visit Essex, Heart of Essex Partnership and South East Local

Economic Partnership at a strategic and operational level. The Work Plan will be reviewed annually and evolve as necessary to deliver the Strategy.

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

- 4.1 Future proposals and options will be prepared as necessary for developing and implementing the range of proposals within the ED Strategy and Work Plan.

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

- 5.1 The recommendations above are to agree, support and drive forward the Economic Development Strategy and enable delivery of associated thematic priorities.

#### **6. Consultation**

- 6.1 A public consultation was held between 13 March to 24 April 2014 on the Draft Economic Development Strategy.
- 6.2 Key partners and business groups for each thematic work area are being 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 balance 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:** Jo-Anne Ireland, Acting Chief Executive

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8.1 Implementation of some of the thematic work areas will require support from the ED budget (£28k for 2014/15) and possible support from the Renaissance Group and their associated budget.

8.2 It may also require support from external funding partners such as:

- SE LEP (Single Growth Fund, and EU funding)
- Essex County Council – ED and infrastructure funding
- Essex Employment and Skills Board (Essex County Funding)
- Visit Essex
- Invest Essex
- EU/DEFRA funding – LEADER
- EU ERDF funding – Low Carbon
- BDUK – broadband funding

### Legal Implications

**Name & Title:** Christopher Potter, Monitoring Officer and Head of Support Services

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8.3 None

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

8.4 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 - ED Strategy and Work Plan 2014

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