

**10 March 2016**

## **Economic Development Committee**

### **Revised Economic Development Strategy Work Plan 2016**

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

**Wards Affected:** *All*

**This report is:** *Public*

#### **1. Executive Summary**

- 1.1 This report presents a draft of the Borough Council's Economic Development Strategy Work Plan and outlines potential future objectives and initiatives for 2016 onwards. These are put forward to promote discussion and facilitate debate.

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

##### **The Committee:**

- 2.1 Notes the draft Economic Development Strategy Plan for 2016**  
**2.2 Agrees to establish a cross-party working group to prepare and recommend an agreed revised Economic Development Strategy. This group will comprise 4 Conservatives, 2 Lib Dems and 1 Labour. The group will be chaired by Cllr John Kerlake.**

#### **3. Introduction & Background**

- 3.1 The current Brentwood Economic Development Strategy was published in December 2014 and forms a vital part of the integrated strategic approach of the Council and its partners, bringing together key strategies and delivery plans for economic growth. This is supported by the Brentwood Draft Local Plan, Brentwood Housing Strategy and the Borough's Infrastructure Delivery Plan. In addition, work is now underway to produce a Brentwood Town Centre Action Plan, which will help set economic aims on how to enhance our vibrant and successful Town Centre.
- 3.2 Following the recent publication of the Brentwood Draft Local Plan (January 2016) and the new Corporate Plan "Vision for Brentwood" 2016-

2019, a revised Economic Development Strategy Work Strategy is required to ensure strategic alignment.

- 3.3 A draft Economic Development Strategy Plan prepared solely to aid discussion is outlined in Appendix A.

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

- 4.1 Different options for delivery are considered when scoping and developing economic development proposals to address the objectives of the Economic Development Strategy and where necessary a recommendation for the preferred option provided.

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

- 5.1 The recommendation is to agree the refresh of the Economic Development Strategy Work Plan in order that it aligns strategically with the new Corporate Plan “Vision for Brentwood” and the Brentwood Draft Local Plan. The objectives and initiatives proposed support and drive forward the Economic Development priority of the Council’s Corporate Plan and the Economic Prosperity priorities of the Draft Local Plan.

#### **6. Consultation**

- 6.1 The current Economic Development Strategy successfully underwent public consultation and has been adopted. If agreed, the refreshed Economic Development Strategy Strategy will be published.
- 6.2 Key partners and business groups for each thematic work 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 and promoting a mixed economic base across the Borough. This ED Strategy will drive forward the objectives of :

- Business competitiveness, growth and investment
- Developing conditions for job creation and helping people develop skills and access jobs
- Promoting a mixed economy, and a particular focus on retail, leisure and commercial opportunities and the town centres and their redevelopment

- Developing a town centre action plan to link key development opportunities including William Hunter Way
- Place promotion and marketing
- Building a stronger rural economy
- Utilising Council assets to support economic growth and income generation

## 8. Implications

### Financial Implications

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- 8.1 Implementation of projects and initiatives to drive forward the refreshed ED Strategy Work Plan will utilise the annual Economic Development budget subject to budgetary approval at Ordinary Council. Where possible, external funding and resourcing will be secured to assist with delivery and minimise cost to the Council.

### Legal Implications

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- 8.2 There are no legal implications arising from this report. Legal Services are available to advise and assist in relation to detail on specific projects as these emerge.

**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 – Economic Development Strategy Work Plan 2016

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