

 Overview and Scrutiny Committee 11th October 2011		Agenda Item No. 9
Title	Economic Development Strategy	
For further information about this report please contact	Joseph Baconnet 01926 456011 Joseph.baconnet@warwickdc.gov.uk	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number		
Background Papers	'Interpreting the Vision – the way forward to 2028' – September 2011 Executive	

Contrary to the policy framework:	Yes/ No
Contrary to the budgetary framework:	Yes/ No
Key Decision?	Yes/ No
Included within the Forward Plan? (If yes include reference number)	Yes/No
Equality & Sustainability Impact Assessment Undertaken	Yes/No (If No state why below)

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive		Bill Hunt
Head of Service		Paul Pinkney
CMT		
Section 151 Officer		Mike Snow
Monitoring Officer		
Finance		
Portfolio Holder(s)		Cllr John Hammon
Consultation & Community Engagement		
Insert details of any consultation undertaken or proposed to be undertaken with regard to this report.		
Final Decision?	Yes/No	
Suggested next steps (if not final decision please set out below)		

1. **SUMMARY**

- 1.1 The purpose of this report is to update the Overview and Scrutiny Committee (O&S) on the progress made to date on developing a Warwick District Economic Development Strategy and the process and timeline to complete the project.

2. **RECOMMENDATION**

- 2.1 It is recommended that Members of the Overview and Scrutiny Committee (O&S):
- i) note the preparation work that has been completed so far in developing a Warwick District Economic Development Strategy;
 - ii) note the process and timeline that has been established by the project team to deliver the strategy by the early part of 2012 (see Appendix 1); and,
 - iii) have the opportunity to influence the development of the DRAFT Economic Development Strategy prior to the final version being presented to the Executive Committee.

3. **REASONS FOR THE RECOMMENDATION**

- 3.1 O&S requested that officers update the committee on the progress made so far in the development of an Economic Strategy for Warwick District Council. The strategy is being progressed in line with the 'Interpreting the Vision – the way forward to 2028' programme which was adopted by the Council's Executive (September, 2011), the Sustainable Communities Strategy and the emerging Local Plan 2028. Due to this it is necessary to understand the objectives and potential outputs of those areas of work and how they 'drive' and influence local economic development. It is essential that the Economic Development Strategy is based on facts and data, which requires that a substantial amount of research be carried out during the pre-project stage.
- 3.2 Members note that this project is being delivered following the principles of Prince 2 project management. This establishes a clear framework for the delivery of the project, but it also requires a significant focus at the 'start up' and 'project initiation' stages (see Appendix 1: Project Plan and Appendix 2: Project Team Structure). Members will be able to hold the project team to account against the progress of the project.
- 3.3 As set out in the project timeline (Appendix 2) the first DRAFT Economic Development Strategy is scheduled to be available in December 2011. Due to the financial nature of the document and O&S's interest in the progress of the strategy, the committee could be consulted at this development stage and later prior to the document being considered by the Council's Executive Committee. Therefore, O&S would have a key opportunity in shaping the final Strategy.

4. **POLICY FRAMEWORK**

- 4.1 The Economic Development Strategy is one tool to help to establish 'The Way Forward to 2028', it is being developed to deliver the objectives of the Sustainable Community Strategy (SCS) 2028 and the Local Plan 2028.

4.2 The Economic Development Strategy is focussed on delivering the SCS vision: "To make Warwick District a great place to live, work and visit; where we aspire to build sustainable, safer, stronger and healthier communities".

5. **BUDGETARY FRAMEWORK**

5.1 This report has no direct budgetary impact.

5.2 Changes to the way in which Economic Development and Regeneration is delivered in the light of the "Delivering the Vision" report may well have budget implications and these would be considered as part of a future report.

6. **ALTERNATIVE OPTION(S) CONSIDERED**

6.1 None available, due to the need to comply with O&S request.

7. **BACKGROUND**

7.1 The Chief Executive's recommendations adopted in his report 'Interpreting the Vision – the Way Forward to 2028' set out a challenging timetable for the next six months where key decisions will be made by members about the course the Council wishes take during the period.

7.2 In setting out the way forward in "Interpreting the Vision", the Executive has made a clear linkage between the new local plan, the SCS and other supporting and emerging strategies – including the Economic Development Strategy. This will strengthen the "one council" approach to service delivery and outcomes that work together to focus on the corporate goals.

7.3 The Economic Development & Regeneration Strategy will need to support these objectives when they have been decided, and, explain how and when they will be achieved. Until these decisions are made the Council's ED&R Team will continue to deliver its main programmes and initiatives which support the Sustainable Communities Strategy - Jobs, Skills and Economy Policy Priority as follows:

- a) Enterprise Programme – business units and advice for new companies and support for existing businesses
- b) Employment Support – managing the Brunswick Employment Club helping people back into work
- c) Graduate Employment – working with Coventry University and University of Warwick to increase graduate employment in the District, promoting work placements and internships
- d) Town Centre Management – delivering clean safe and vibrant Town Centres
- e) Inward Investment – The ED&R Team are a main point of contact for inward investors and work with Warwickshire Investment Partnership to promote Warwick District.
- f) Asset Management – actively managing and seeking to use the Council's non-operational (investment assets) to drive economic growth and create investment opportunities
- g) Project Management – using good project management practice to develop and lead on specific growth projects such as the Public Service

Centre in Kenilworth, developing a new Tourism Strategy, a new Evening Economy Strategy, Clarendon Arcade etc...