

MEETING	B&NES HEALTH AND WELLBEING BOARD
DATE	22/07/2015
TYPE	An open public item

<u>Report summary table</u>	
Report title	B&NES Economic Strategy Review
Report author	Benjamin Woods, Group Manager Economy and Culture
List of attachments	1) Economic Strategy Review 2014 2) Action Plan 2014 - 2030
Background papers	
Summary	The report provides a précis of the Economic Strategy Review and the developing linkages to the cross-cutting theme of Health and Wellbeing
Recommendations	The board is asked to agree that: 1. The delivery of the wider economic strategy review action plan should be supported.
Rationale for recommendations	Details of the rationale for preferring the recommendations made above including details of other options considered and reasons for rejecting them. NOTE: This section should state how the recommendations contribute to the delivery of the outcomes in the Joint Health and Wellbeing Strategy: http://www.bathnes.gov.uk/health-wellbeing-board
Resource implications	There are no additional financial implications arising from this report. The Economic Strategy Action Plan sets out a number of proposals for future action based on opportunities identified in the Strategy which will be the subject of detailed evaluation as they are progressed. Any proposals which could have resource implications for the Council will be subject to the Council's corporate financial approval processes.
Statutory considerations and basis for proposal	Councils have the power to address the economic, environmental and social wellbeing of their area. The Economic Strategy Review addresses a number of considerations including: economic prosperity: equalities: sustainability: planning: public health and inequalities.
Consultation	Cllr Vic Pritchard, Ashley Ayre, Richard Morgan, Maria Lucas

Risk management	A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.
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THE REPORT

1 BACKGROUND

- 1.1 The Economic Strategy Review and Action Plan launched in November 2014 as a joint product of a cross-service officer group and external Economic Partnership Group and a cross-service Officer Group.
- 1.2 The purpose of the Economic Strategy Review as to update the Economic Strategy 2010 and to;
 - (1) embrace a 'whole economy approach' to the delivery of economic growth in BaNES.
 - (2) support the work of the Public Services Board to promote the close integration of key strategies for the delivery of sustainable communities.
 - (3) respond to the changes to the welfare system and the introduction of universal credit, increases in the age educational participation and retirement age.
 - (4) ensure linkages with the LEP Strategic Economic Plan to attract further funding for key infrastructure and development projects, business support and skills initiatives; and opportunity to retain business rate income under the West of England City Deal.

2 SYNOPSIS

- 2.1 The full Economic Strategy Review and accompanying Action Plan are attached as Appendices 1 and 2 to this report.
- 2.2 It is intended that the Strategy and Action Plan are seen as a Partnership documents, rather than one owned by the Council, and that partners will take a lead in delivering the key strategic themes and priority actions below;



In summary the over-arching issues emerging from the Review and informed by the evidence base are outlined below.

- The B&NES economy came out of the economic recession relatively well.
- The overall trend for ‘main out of work benefits’ (which includes JSA, ESA, IB, Lone parents and others on income related benefits) has been of steady reduction and currently stands at just over 5% in BaNES.
- Key sectors such as creative and digital, ICT and retail have out-performed sub-regional and national trends in relation to employment.
- The wider economy has performed less well in relation to workplace employment, output and productivity. A further key issue is the relatively low rate of entrepreneurship. The area has, historically, had a lower ‘business birth rate’, but also a relatively high ‘business death rate’.
- Moving forward the Economic Strategy is seeking, in line with the LEP’s growth plans and the Council’s Core Strategy, to increase the number of jobs in B&NES by 11,500 by 2030 which, taking into account job losses, will require some 16,900 new jobs to be created.
- The Bristol and Bath region is highlighted as having an internationally-significant and fast-growing high tech sector in an influential Centre for Cities report.
- Bath has more than double the national average employment representation in the Creative & Digital sector and over 1.5 times average representation in ICT and the Environmental & Low Carbon sectors

2.3 The Review proposes that by building on the areas business strengths and business specialisms it will be possible to :

- raise the proportion of employment in private sector businesses, particularly in the knowledge economy and higher value added sectors and businesses;
- raise the productivity of private sector businesses, particularly in retail and tourism and the wider visitor economy;
- raise the level of business start-up, particularly in higher value added private sector business activities; whilst at the same time reducing business failure, and thus improving business survival rates and growing the stock of businesses.

3 ECONOMIC STRATEGY REVIEW & HEALTH AND WELLBEING

3.1 Embodied within the review and action plan is the belief that to effectively tackle health and wellbeing (inequalities) the Council in partnership with stakeholder need to build a dynamic and sustainable 21st century economy by creating space to attract new businesses and for existing businesses to expand and provide employment growth.

- (1) Deliver of the Bath City Riverside Enterprise Area: Bath is the economic driver for the wider area providing nearly 70% of overall employment and GVA output and 75% of priority sector employment: a lack of appropriate business space is a constraint to future employment growth in the city.
- (2) Developing investment propositions and marketing strategies which actively target businesses from the health and well-being sector.
- (3) Delivering a business engagement programme which is building relationships with existing health and well-being businesses in BaNES to support indigenous growth.
- (4) Facilitating the delivery of new strategic employment locations in the Market Towns

3.2 Utilise our regeneration; transport planning and housing powers to improve connectivity across BaNES develop modern physical spaces which can improve Health and Wellbeing.

- (1) Ensuring the design of the Enterprise Area will maximise outdoor leisure opportunities and accessibility for residents and where possible internal designs will be as ergonomic as possible.
- (2) Building into our planning processes sustainable transport solutions which enhance health and wellbeing such as walking and cycling and working with partners to provide a wider range of travel options.
- (3) Intervening to improve existing homes and provide an improved range of housing by providing financial assistance to vulnerable home owners for home improvements, supporting adaptations and energy efficiency and where necessary enforcing minimum standards in the rented housing sector.

3.3 Give residents the opportunity to take part in this economic growth but also recognising that we need to tackle the worklessness agenda and the issue of low pay/ productivity employment in order to reduce health and wellbeing disparities that are associated with low incomes.

- (1) Targeting excluded and disadvantaged groups in the labour market to address employability issues and raise participation levels
- (2) Build links between the education sector and employers and promote more work based training schemes
- (3) Securing more local employment & training opportunities through the delivery of Targeted Recruitment & Training initiatives linked to the delivery of new development in B&NES and public sector procurement

3.4 Support all residents by providing digital infrastructure to 'maximise their capabilities and have control over their lives' in the 21st century.

- (1) The Digital BaNES programme has been established to delivering superfast and ultrafast broadband to communities and key development sites in B&NES. Aim is to have 100% superfast coverage across BaNES by 2020.
- (2) Working with stakeholders such as the NHS, Sirona, Curo to explore ways to utilise new technologies to improve health and well-being outcomes.
- (3) Working with partners to signpost residents to digital inclusion support to ensure residents of all ages can utilise full the benefits of the internet and other associated technologies

4 MONITORING & REVIEW

- (1) The Economic Partnership is being re-launched as the B&NES Investment Partnership, a key partnership under the auspices of the Public Services Board.
- (2) The Partnership will be responsible for the implementation of the Economic Strategy and engage on strategic issues with leaders from the business community and higher educational institutions in the development of policy and in responding to key economic issues including those related to Health and Wellbeing.
- (3) A framework is being developed for measuring progress against the key priorities in the Strategy which will be monitored on an on-going basis by B&NES Investment Partnership Economic Investment Board, reported to Cabinet on an annual basis and covered at an Annual Economic Partnership Conference.

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