

Bath & North East Somerset Council

MEETING	Planning, Housing and Economic Development Policy Development & Scrutiny Panel	
MEETING DATE	24th November 2015	EXECUTIVE FORWARD PLAN REFERENCE:
TITLE:	Economic Strategy Review : Progress Report	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Appendix 1 : Progress against Key & Strategic Success Measures 2010 - 2014		

1 THE ISSUE

- 1.1 The Economic Strategy Review document was developed with a group of key partners and stakeholders. Together with the Health & Wellbeing and Transport Strategies it forms a suite of high level strategies to guide the future of the B&NES area.
- 1.2 The updated Strategy was agreed by the Council's Cabinet in September 2013 and subsequently published in November 2013. The report sets out progress against the Key and Strategic Measures of Success which were included in the Review document.
- 1.3 The Review also included an Action Plan covering the period 2014 – 2020 and Members will receive a presentation of the priority actions which are being progressed to assist in delivering the Strategy's priority objectives.

2 RECOMMENDATION

- 2.1 That the PD&S Panel note the progress against the Key & Strategic Measures of Success included in the Economic Strategy Review 2014 – 2030.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 There are no direct 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.

- 3.2 Any proposals which could have resource implications for the Council will be subject to the Council's corporate financial approval processes, which includes proposals under the strategic review included within the Directorate Plan being considered elsewhere in this agenda.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 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; and public health and inequalities.

5 THE REPORT

- 5.1 The Economic Strategy Review was developed through discussion and consultation with an external Economic Partnership Group and a cross-service Officer Group. The Review sought to:

- support the work of the Public Services Board in promoting the closer integration of key strategies for the delivery of sustainable communities;
- widen the scope of the Strategy to embrace the whole economy and ensure that the impact and potential of the wider visitor and cultural sectors and their contribution to the quality of 'place' and the economy are fully understood;
- update the evidence base for the Economic Strategy and review the main objectives in the 2010 strategy document;
- respond to the changes to external partnership relations with the demise of the Regional Development Agencies and Business Links and the creation of Local Enterprise Partnerships (LEP'S);
- ensure linkages with the LEP Strategic Economic Plan and the potential to attract further funding for key infrastructure and development projects, business support and skills initiatives; and
- take into account changes in government legislation, the need for cross-boundary liaison and in particular the opportunity to retain business rate income under the West of England City Deal.

- 5.2 The Economic Strategy Review document is structured around:

- Three strategic themes Business; Place; and People.
- Two cross-cutting Core Values: Sustainability & Health and Wellbeing
- Nine key priorities:
 - business growth & investment | business space | business support
 - successful city | vibrant market towns | sustainable connected communities | housing

- employment & skills | leisure & culture

5.3 The Review identifies eight priority sectors which will be the focus for future for future economic and employment growth. These are split into Key and Core sectors:

- Core sectors currently employ significant numbers of people locally and will continue to be important in employment terms. They cover : tourism, leisure, arts and culture / retail / health & wellbeing / finance & professional business services
- Key sectors are generally smaller in employment terms but higher value added and offer the potential for significant future expansion. They cover: creative & digital / ICT / advanced engineering & electronics / environmental & low carbon

5.4 The report to Cabinet in 2013 indicated that the Strategy would be subject to annual progress reports which would cover:

- Progress against the Key and Strategic Measures of Success which were included in the Review document.
- An update on the Action Plan 2014 -2020 which accompanied the Review.

5.5 Appendix one to this report sets out progress against the Success Measures for the period 2010 – 2014. It shows:

- That against the key measures of growth in jobs / GVA / productivity the area's economy has performed well and running ahead of target
- That employment growth in the Priority Sectors is ahead of target but with a focus on growth in the Core Sectors including retail, the visitor economy and health
- That because of the focus on the Core Sectors and the increase in part-time employment :
 - The average productivity (GVA) per worker has not grown as much as projected to date
 - The average annual income per employee has fallen : however in contrast resident earnings have risen by 2.3% between 2010 – 2014 reflecting the fact that the B&NES resident workforce has above average qualification levels

5.6 An update on Action Plan 2014 – 2020 will be covered by a presentation at the Panel meeting.

6 RATIONALE

6.1 The B&NES Economic Strategy has provided the strategic context for:

- Bath City Riverside being established as one of five Enterprise Areas across the West of England.
- £11m of funding being secured for enabling infrastructure in E.A. and a further £50m of funding being earmarked for a further five priority projects through the LEP's Revolving Infrastructure and City Deal Economic Development funds.

- 1,600 existing & potential new start businesses supported through Council SLA's and joint working with the LEP and Business West.

6.2 The Strategy Review provides a framework for the B&NES area to continue to benefit from the LEP's Strategic Economic Plan for the sub-region, the West of England Growth Deal and the Strategic Investment Framework for EU funds.

7 OTHER OPTIONS CONSIDERED

7.1 None

8 CONSULTATION

8.1 The Economic Strategy Review and Action Plan framework have been developed in conjunction with a cross-service Officer Working Group from the Council and with an external Partnership Group drawn for the B&NES Economic Partnership.

8.2 The Council's Strategic Director of Place, Monitoring Officer (Divisional Director – Legal and Democratic Services) and Section 151 Officer (Divisional Director - Finance) have had the opportunity to input to this report.

9 RISK MANAGEMENT

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

Contact person	Ben Woods 01225 477597 John Cox 01225 477294
Background papers	<ol style="list-style-type: none"> 1. Report to Cabinet September 2013 http://democracy.bathnes.gov.uk/documents/s32203/E2661%20Economic%20Strategy%20Review.pdf 2. Economic Strategy Review 2014 – 2030 http://www.bathnes.gov.uk/services/business/economic-business-development
Please contact the report author if you need to access this report in an alternative format	