

Economic Development and Tourism Strategy Review - Terms of Reference

Introduction

An Overview and Scrutiny Working Group will be asked to work with Officers to oversee the development of a new Economic Development and Tourism Strategy for the Borough. This will also include a review of the Council's current Small Business Grant Scheme and explore options to develop a wider 'open for business' support initiative.

Purpose of the review:

The Working Group will be asked to consider the following:

- a) The key priorities for the Borough to have a strong and prosperous economy.
- b) What the strategy should cover.
- c) The most appropriate period of time for the strategy to cover.
- d) The Council's Small Business Grant Scheme and how it could be developed into a wider support programme, to deliver benefits to the local business community.
- e) What actions the Borough can undertake to help new-start businesses, support existing enterprises, attract new businesses, improve skills and support residents back to work.
- f) How the Borough can develop as a key centre of employment within the M5 Growth Zone.
- g) How priorities can be aligned with wider growth opportunities emerging through the Gloucestershire Strategic Economic Plan, Growth Deal and EU Structure and Investment Funds Strategy.
- h) The partners or partnerships the Borough Council will need to work with to enable and achieve sustainable economic growth.
- i) How policies and employment allocations in the Joint Core Strategy and Borough Plan can support jobs growth, sector development and inward investment.
- j) An assessment of the Borough economy, including relevant policies and economic drivers.
- k) A review of best practice elsewhere.
- l) The form of the strategy consultation process.

The process:

- 1. To provide input to and agree a draft strategy for consultation.
- 2. Receive and discuss any consultation feedback and make any amendments where appropriate.
- 3. Identify any resource implications.
- 4. Recommend the draft strategy for approval by Overview and Scrutiny Committee.

Who could we consult?

Local Businesses and networks, including:

- Federation of Small Businesses
- Tewkesbury Chamber of Commerce and Industry
- Bishops Cleeve Chamber of Commerce
- Winchcombe Business Forum
- Cleeve Hill Business Breakfast Club
- Tewkesbury Business Breakfast Club

Gloucestershire County Council's Economic Development Team

GFirst Local Enterprise Partnership

Growth Hub

Gloucestershire Enterprise Ltd

Private Sector – focus groups, interviews and surveys.

Focus groups could also be facilitated by Gloucestershire Rural Community Council (GRCC) with local business groups to help inform the draft strategy and the development of any business support schemes.

Officer support:

Rachel North, Deputy Chief Executive

Julie Wood, Development Services Group Manager

Katie Power, Economic Development Officer

Andy Sanders, Community and Economic Development Manager

Anna Sanders, Tourism Marketing Officer

Graeme Simpson, Corporate Services Group Manager

Richard Horton, Revenues and Benefits Group Manager

Chris Judge, Business Rates Officer

Holly Jones, Planning Policy Manager

Claire Edwards, Gloucestershire County Council Economic Development and Strategic Planning

Timescale:

Aim to start the process in June 2015 and complete by January 2016, with a new strategy in place.

Desired outcomes:

- A new Economic Development and Tourism Strategy which supports business growth and economic vitality across the Borough; setting the context within which the Council will deliver its Economic Development Service.
- Development of a business support scheme, which delivers benefits to the local business community and stimulates economic activity.