

TEWKESBURY BOROUGH COUNCIL

Report to:	Overview and Scrutiny
Date of Meeting:	14 June 2018
Subject:	Economic Development and Tourism Strategy
Report of:	Andy Sanders, Community and Economic Development Manager
Corporate Lead:	Annette Roberts, Head of Development Services
Lead Member:	Cllr R A Bird, Lead Member for Economic Development
Number of Appendices:	Two

Executive Summary:

In June 2017 the Executive Committee resolved to adopt the Economic Development and Tourism Strategy 2017-21.

This report outlines progress to date on the year one action plan, as well as the actions identified for 2018/19.

Recommendation:

To CONSIDER the progress made against the Economic Development and Tourism Strategy during Year One and the actions identified for 2018/19.

Reasons for Recommendation:

To inform Members on progress of the Economic Development and Tourism Strategy and provide the actions for the coming year.

The Economic Development and Tourism Strategy is an essential component of the Council's delivery, supporting business growth across the Borough. The strategy sets the context within which the Borough Council will deliver its Economic Development and Tourism service, as well as influencing other departments. Economic development is one of the key themes with the Council's current Council Plan.

Resource Implications:

Regarding the Strategy, there are no resource implications directly resulting from the report, although the Strategy will set the priorities and actions for staff involved in the Economic Development and Tourism service.

Legal Implications:

No legal implications directly resulting from the report recommendation; consideration will be given to any specific legal implications arising from specific workstreams.

Risk Management Implications:

None directly.

Performance Management Follow-up:

Annual progress is reported through the Overview and Scrutiny Committee.

Performance management is also reported through the quarterly performance tracker.

Environmental Implications:

None directly.

1.0 INTRODUCTION/BACKGROUND

- 1.1** Tewkesbury Borough Council has had a proactive approach to supporting local business growth, which has been a central priority within the Council Plan since 2011.
- 1.2** In June 2015, the Overview and Scrutiny Committee resolved to establish a Working Group to develop a new Economic Development and Tourism Strategy. A key element for the Working Group was the commissioning and development of an employment land review, economic assessment and business survey. This work was carried out by Bruton Knowles and funded through the Large Sites Infrastructure Fund. This study was fundamental in the development of the strategy and providing key recommendations for the Council to take forward. As a result of the Working Group discussions, and in particular taking account of the Bruton Knowles report findings, a strategy was produced.
- 1.3** The Strategy provides five key priorities:
1. Employment Land Planning.
 2. Transport Infrastructure Improvement.
 3. Business Growth Support.
 4. Promoting Tewkesbury Borough.
 5. Employability, Education and Training
- 1.4** Under each of these five headings were a number of objectives, which can be found in the strategy. In addition, a number of annual actions have been outlined under each objective.
- 1.5** The Overview and Scrutiny Committee endorsed the strategy at its meeting in May 2017. Following this, the Executive Committee adopted the strategy in June 2017.

2.0 ECONOMIC DEVELOPMENT AND TOURISM STRATEGY ACTION PLAN

2.1 Over the last 12 months a number of key actions from the strategy have been fulfilled. These are outlined within the Appendix 1. Of particular note are as follows:

- Development of the Growth Hub and Growth Hub Service, ready for soft launch in Summer 2018 and official launch in September.
- Allocation of 112ha employment land within the JCS.
- BDP appointed to produce Masterplan for the J9 area.
- Successful HIF Bids for infrastructure at J9.
- Successful business engagement events, including the launch of the Business Tewkesbury Brading at Porsche and the Business Breakfast at Tewkesbury Park Hotel.
- New business grants scheme launched.
- New tourism wayfinding and interpretation signage designed and installed within Tewkesbury.
- Winchcombe Tourism Marketing Plan produced.
- Careers Fair within the Public Services Centre.
- LEADeR funds allocated to businesses within Tewkesbury Borough.

3.0 ACTION PLAN 2018/19

3.1 In view of the Council's clear aspirations for economic growth and the positive achievements from 2017/18, the action plan for 2018/19 sets out positive interventions to facilitate and encourage economic growth. Within Appendix 1, a number of actions have been developed for 2018/19. These sit below the priorities identified in the Strategy. Key priorities include:

- Opening and launching the Growth Hub.
- Development of a pilot business incentive scheme.
- Incorporating employment land allocations within the Borough Plan.
- The J9 area masterplan progression.
- LEADeR funding support for rural economic growth.
- Continued business engagement.
- Increase the heritage offer of Tewkesbury Battlefield.
- Developing an airport strategy.
- Progressing a rail strategy.

3.2 Therefore, based on the action plan in Appendix 1, the Committee is asked to consider the progress on Year One and the actions identified for Year Two.

4.0 OTHER OPTIONS CONSIDERED

4.1 None.

5.0 CONSULTATION

5.1 The business community were widely surveyed as part of the economic assessment that informed the strategy.

6.0 RELEVANT COUNCIL POLICIES/STRATEGIES

6.1 Tewkesbury Borough Employment Land and Economic Development Strategy Review. Strategic Economic Plan for Gloucestershire.

7.0 RELEVANT GOVERNMENT POLICIES

7.1 Government Industrial Strategy.
EU Structural and Investment Funds Strategy.

8.0 RESOURCE IMPLICATIONS (Human/Property)

8.1 The strategy relates to job creation within the borough, as well as employment land and premises.

9.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)

9.1 As outlined within the report and action plan.

10.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)

10.1 None directly.

11.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

11.1 Adoption of Economic Development and Tourism Strategy - Executive Committee - 7 June 2017

Background Papers: Adoption of Economic Development and Tourism Strategy - Executive Committee - 7 June 2017

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Appendices: Appendix 1 – Action Plan.
Appendix 2 – Economic Development and Tourism Strategy 2017-21