

TEWKESBURY BOROUGH COUNCIL

Report to:	Overview and Scrutiny
Date of Meeting:	18 June 2019
Subject:	Economic Development and Tourism Strategy
Report of:	Head of Development Services
Corporate Lead:	Deputy Chief Executive
Lead Member:	Lead Member for Economic Development/Promotion
Number of Appendices:	2

Executive Summary:

In June 2017 the Executive Committee resolved to adopt the Economic Development and Tourism Strategy 2017-2021.

This report outlines progress to date on the year two action plan, as well as outlining the actions for 2019/20.

Recommendation:

- 1. To CONSIDER the progress made against the delivery of the Economic Development and Tourism Strategy during year two and the actions identified for 2019/20.**
- 2. To RECOMMEND TO THE EXECUTIVE COMMITTEE that authority to make amendments to the strategy be delegated to the Lead Member for Economic Development/Promotion in consultation with the Deputy Chief Executive and Head of Development Services.**

Reasons for Recommendation:

To inform members on progress of the Economic Development and Tourism Strategy, provide actions for the coming year and provide opportunities for the committee to scrutinise the action plan.

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 but consideration will be given to any specific legal implications arising from specific actions/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 Appendix 1. Of particular note are as follows:

- The launch and operation of Tewkesbury Growth Hub and Service.
- Launch of Hub Surgery Sessions for businesses with Planning Champion.
- Successful bid to establish Countywide Inward Investment Service with Local Authority partners and GFirst LEP.
- The launch of 'Uncover the Cotswolds' project to attract more visitors from European markets.
- Successful business engagement events, including the launch of the Growth Hub and training events hosted at the Hub.
- Successful, ongoing delivery of Small Business Grant Scheme.
- LEADER funds allocated to businesses within Tewkesbury Borough.
- Future High Streets fund expression of interest submitted.

3.0 ACTION PLAN 2019/20

3.1 In view of the Council's clear aspirations for economic growth and the positive achievements from 2018/19, the action plan for 2019/20 sets out positive interventions to facilitate and encourage economic growth. Within Appendix 1, a number of actions have been developed for 2019/20. These sit below the priorities identified in the strategy

3.2 . Key priorities include:

- Deliver year two Growth Hub support.
- Explore Growth Hub extension plans.
- Deliver annual business engagement, courses and training.
- Deliver countywide Inward Investment service working with key partners.
- Establish J9 business Group to support Masterplan and Garden Town Delivery as part of the wider Governance of the Garden Town.
- J9 area masterplan progression/Garden Town project development
- Work with partners to deliver the Rail and Air Strategies.
- Work with LEADER Programme and partners to identify replacement funding streams.
- Deliver 'Uncover the Cotswolds' Project - Year 2.
- Work with Gfirst LEP to develop and shape Local Industrial Strategy.
- Increase the heritage offer of Tewkesbury Battlefield.

3.3 Therefore, based on the action plan in Appendix 1, the Committee is asked to consider the progress on year two of the action plan and the actions identified for year three.

4.0 UPDATING THE STRATEGY

- 4.1** The strategy was originally developed in 2017. Due to the focus on growth and a number of changes in the economic development field, the strategy would benefit from being updated. For example, there have been a number of new initiatives and policies including Garden Towns, the High Street Fund, potential airport growth and the Local Industrial Strategy. Therefore, it is requested that the Overview and Scrutiny Committee recommend to the Executive Committee that authority be delegated to the Lead Member for Economic Development/Promotion, in consultation with the Deputy Chief Executive and Head of Development Services, to update the current strategy. A new version of the Strategy is due to be produced in 2021.

5.0 OTHER OPTIONS CONSIDERED

- 5.1** None.

6.0 CONSULTATION

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

7.0 RELEVANT COUNCIL POLICIES/STRATEGIES

- 7.1** Tewkesbury Borough Employment Land and Economic Development Strategy Review.
Strategic Economic Plan for Gloucestershire.

8.0 RELEVANT GOVERNMENT POLICIES

- 8.1** Government Industrial Strategy.
EU Structural and Investment Funds Strategy.

9.0 RESOURCE IMPLICATIONS (Human/Property)

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

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

- 10.1** As outlined within the report and action plan.

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

- 11.1** None directly.

12.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

12.1 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

Contact Officer: Community and Economic Development Manager
01684 272094 andy.sanders@teWKesbury.gov.uk

Appendices: Appendix 1 – Action Plan
Appendix 2 – Economic Development and Tourism Strategy 2017-2021