

# Gloucestershire Economic Growth Scrutiny Committee

## Wednesday 15<sup>th</sup> September 2021

### 1. Future of The High Street

Presentations were delivered that considered the future of the high street from two different perspectives. Nigel Jobson, Chair of the LEP Retail and the High Street Sector Group and Chief Commercial Officer for Maybe\* ([www.MaybeTech.com](http://www.MaybeTech.com)) delivered a presentation that can be found at:

<https://glostext.gloucestershire.gov.uk/documents/s74876/Nigel%20Jobson%20slides.pdf>

*(If the links on this page do not appear to work on your device, please copy them into your browser's address bar and press "enter")*

Nigel used the idea of purchasing something so small as a banana to illustrate that everything we consume is becoming increasingly digitally influenced. He explained that the Maybe\* platform uses artificial intelligence, chatbots and social media to measure and connect the online and offline world.

He went on to describe how Maybe\* works with places, companies, and national bodies to help them increase their digital influence to drive physical footfall and sales to our High Streets.

Andy Sanders, Community and Economic Development Manager at Tewkesbury Borough Council, then delivered a presentation that focused on specific improvements to Tewkesbury's High Street.

That presentation follows:

<https://glostext.gloucestershire.gov.uk/documents/s74877/HAZ%20Pres%20Sept%2021.pdf>

### 2. GFIRST LEP

Neil Hopwood (GFirst LEP) produced a paper that delivered an overview of the Local Growth Fund Programme and a Project Review of the Gloucester Transport Hub.

The committee was asked to consider this report.

<https://glostext.gloucestershire.gov.uk/documents/s74710/Economic%20Growth%20Scrutiny%20Committee%2015-9-21%20GFirst%20Report.pdf>

### 3. Gloucestershire COVID-19 Economic Recovery Planning

Colin Chick, Chick, Executive Director of Economy, Environment & Infrastructure on Economic Growth, used an "economic dashboard" to provide an overview of the county's economic status.

This report considered various economic dimensions such as: Covid-19 impact, Covid-19 job retention scheme, unemployed claimant count, self-employment support scheme, universal credit claimants, apprenticeships, and NEETS (not in education, employment, or training). The report also provided some statistical data to describe the wider context. For example, population by age and gender, economic activity, business births and deaths and GVA (gross value added) and productivity.

The dashboard can be found via the following link:

<https://glostext.gloucestershire.gov.uk/documents/s74867/Economic%20Dashboard%20-%202015%20September%202021.pdf>

#### **4. Gloucestershire Economic Growth Joint Committee (GEGJC) Update**

Cllr Tony Dale provided a verbal update on the GEGJC meeting he chaired earlier that day. This meeting included a similar presentation to the “economic dashboard” referred to earlier. It also included a report from GFirst LEP which is linked to here:

<https://glostext.gloucestershire.gov.uk/documents/s74643/GFirst%20LEP%20Update%20for%20GEGJC%20meeting%2015th%20September%202021.pdf>

This report confirmed:

- That GFirst LEP has appointed Ruth Dooley as their new Chair
- Changes that had been made to the LEP Board
- The GFirst LEP Capital Projects update – to July 31<sup>st</sup>, 2021

It also provided:

- Information about the “Additional Restrictions Grant”
- An update on the tourism sector
- A display of a new cyber sector advert

The GEGJC also received an update on the Business Rate Pool. Please see below.

<https://glostext.gloucestershire.gov.uk/documents/s74673/GEGJC%20-%20Business%20Rates%20Pool%20Update%20Sep%202021.pdf>

#### **5. Executive Director’s Report**

Colin Chick then shared an update report on County wide issues.

The link to this report follows:

<https://glostext.gloucestershire.gov.uk/documents/s74300/Directors%20Report%20EI%20Scrutiny%20-%20August%202021.pdf>