

TEWKESBURY BOROUGH COUNCIL

Report to:	Overview and Scrutiny Committee
Date of Meeting:	6 September 2022
Subject:	Review of Economic Development and Tourism Strategy
Report of:	Community and Economic Development Manager
Head of Service/Director:	Head of Development Services
Lead Member:	Lead Member for Economic Development and Promotion
Number of Appendices:	One

Executive Summary:

An annual report on policies and strategies that are due for review during 2022/23 was presented at the Overview and Scrutiny Committee on 7 June 2022. The Economic Development and Tourism Strategy was one of those identified for review and the Overview and Scrutiny Committee expressed an appetite to review the strategy prior to consideration by Executive Committee. It was agreed that Terms of Reference for the review would be drawn up and presented to the Committee for approval.

Recommendation:

To APPROVE the proposed Terms of Reference for the review of the Economic Development and Tourism Strategy.

Financial Implications:

One-off monies of £10,000 have been approved as part of the budget for 2022-23 to fund any costs associated with the strategy.

In addition, funds have also been approved for the cost of the economic assessment.

Legal Implications:

There are no legal implications at this stage. Actions arising as a result of the development and implementation of the strategy will be the subject to legal advice, where necessary.

Environmental and Sustainability Implications:

Not at this stage, although the green economy is a developing business sector for the borough.

Resource Implications (including impact on equalities):

None at this stage.

Safeguarding Implications:

Not applicable.

Impact on the Customer:

The Strategy will set out key objectives that will impact on the business community, who are a fundamental and key customer for the Council.

1.0 INTRODUCTION

1.1 An annual report on policies and strategies that are due for review during 2022/23 was presented at Overview and Scrutiny Committee on 7 June 2022. The Economic Development and Tourism Strategy was one of those identified for review and the Overview and Scrutiny Committee expressed an appetite to review the strategy prior to consideration by Executive Committee.

2.0 REVIEW OF ECONOMIC DEVELOPMENT AND TOURISM STRATEGY

2.1 The Council's current Economic Development and Tourism Strategy covered the period 2017-21. Originally the strategy was due to be replaced last year but, due to the uncertain impact of COVID-19 on the business community, it was decided to delay the development of a new strategy until now.

2.2 An Economic Development and Tourism Strategy is an essential component of the Authority's delivery, supporting local business growth and economic vitality across Tewkesbury Borough. The strategy will set the context within which the Council will deliver its Economic Development and Tourism Service as part of the growth agenda across the authority.

2.3 As an initial step in the development of the strategy, the Council is in the process of appointing a consultant to prepare an economic assessment and clear evidence base for the Tewkesbury Borough. This will inform the development of the five year Economic Development and Tourism Strategy.

2.4 The economic assessment will inform the development and future direction of the strategy and will include:

- o Local economic and sector assessment.
- o Deep dive assessment of key growth sectors.
- o Analysis of key statistical data and local economic drivers.
- o Review of relevant existing strategies and policies.
- o A business and stakeholder survey.
- o Retail centre /regeneration review
- o Skills review

2.5 The assessment will include a key recommendation report to inform the future strategy and action plan development. It will also set out how the authority can help promote a strong and diverse local economy, support business growth, promote innovation, inform spatial planning strategy, support regeneration and encourage investment and maximise visitor numbers to the area. It will identify opportunities or requirements for intervention by the authority or other partners to support economic growth. It will also need to complement the UK Shared Prosperity Investment Plan recently submitted to Government.

3.0 PROPOSED TIMESCALES AND ROLE OF OVERVIEW AND SCRUTINY COMMITTEE

3.1 Proposed Terms of Reference for the review are attached at Appendix 1. Following the completion of the economic assessment it is recommended that the Overview and Scrutiny Committee, along with the Lead Member for Economic Development and Promotion, will receive a presentation/workshop from the consultants on their findings. This presentation will include feedback from the business community as well as analysis of data.

3.2 The consultant will also be compiling recommendations as part of their report. As stated, these recommendations will form the basis of the new Economic Development and Tourism Strategy. Therefore, following the economic assessment and subsequent presentation/workshop, a draft strategy will be produced for consideration by the Overview and Scrutiny Committee. Following this, the target is for final endorsement of the strategy by Executive Committee on 1 February 2023.

3.3 The indicative timescales are as follows:

- August 2022 – Appointment of consultant to carry out economic assessment.
- September/October 2022 – Economic assessment/recommendations produced.
- November 2022 – Consultants present and deliver workshop to Overview and Scrutiny Committee.
- December 2022 – Draft strategy produced.
- 10 January 2023 – Draft strategy considered at Overview and Scrutiny Committee.
- 1 February 2023 – Draft strategy considered at Executive Committee.

4.0 CONSULTATION

4.1 The engagement with the business community is outlined within the report.

5.0 ASSOCIATED RISKS

5.1 None at this stage.

6.0 MONITORING

6.1 The final strategy will be monitored through the Council's performance tracker.

7.0 RELEVANT COUNCIL PLAN PRIORITIES/COUNCIL POLICIES/STRATEGIES

7.1 Economic development and tourism is a key objective within the Council Plan economic growth priority, specifically to:

- Deliver our strategic and economic development plans.
- Deliver employment land and infrastructure to facilitate economic growth.
- Deliver borough regeneration schemes.
- Promote the borough as an attractive place to live and visit.

Background Papers: None

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

Appendices: Appendix 1 – Proposed Terms of Reference