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# West Berkshire Council Economic Development Strategy

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<b>Committee considering report:</b>	Executive on 28 March 2019
<b>Portfolio Member:</b>	Councillor James Fredrickson
<b>Date Portfolio Member agreed report:</b>	7 March 2019
<b>Report Author:</b>	Gabrielle Mancini
<b>Forward Plan Ref:</b>	EX3674

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## 1. Purpose of the Report

1.1 To introduce the draft Economic Development Strategy.

## 2. Recommendation

2.1 That the Executive agrees that the draft Strategy can go forward to consultation.

## 3. Implications

3.1 **Financial:** None

3.2 **Policy:** The Economic Development Strategy is one of a number of strategies which will contribute to fulfilling the aspirations set out in the West Berkshire 2036 Vision, which itself is a key component of the council's policy making in the years to 2036.

3.3 **Personnel:** None

3.4 **Legal:** None

3.5 **Risk Management:** None

3.6 **Property:** None

3.7 **Other:** None

## 4. Other options considered

4.1 None

## Executive Summary

### 5. Introduction / Background

- 5.1 West Berkshire Council's previous Economic Development Strategy came to an end in 2018.
- 5.2 Given the council's strategic commitment to promoting Economic Development, an Economic Development Board was established in late 2018 to consider how best to do so and Economic Development consultancy SQW was engaged to do some preliminary research work into potential content for a new strategy.
- 5.3 Following the establishment of the Board and the employment of a new Economic Development Officer, work on the new strategy began, considering closely how West Berkshire could be promoted as a great place to do business and how the council's aims could be aligned with the West Berkshire 2036 Vision and the emerging Berkshire Local Industrial Strategy.
- 5.4 The Economic Development Officer worked with the Developer Contributions and Economic Development Team Leader to identify officers across each service of the council to help draft chapters of the new strategy.
- 5.5 The four chapters in the strategy are:
  - People- Good jobs and greater earning power for all in West Berkshire
  - Places- Creating prosperous communities across West Berkshire
  - Infrastructure- Future-proofing West Berkshire's infrastructure
  - Business Environment- Making West Berkshire the best place to start and grow a business
- 5.6 Officers from Education, HR, Public Protection and Culture, Transport and Countryside, Development and Planning, and Adult Social Care were involved in the drafting of material for each of the chapters.
- 5.7 Initial drafts were considered by the Economic Development Board and content was amended accordingly. This report presents the resultant draft.

### 6. Proposal

- 6.1 That Executive agrees that the draft Economic Development Strategy can progress to consultation.

### 7. Conclusion

- 7.1 Executive is asked to endorse the first draft of the Economic Development Strategy

### 8. Appendices

- 8.1 Appendix A – Data Protection Impact Assessment
- 8.2 Appendix B – Equalities Impact Assessment
- 8.3 Appendix C – Draft Economic Development Strategy

## Appendix A

### Data Protection Impact Assessment – Stage One

The General Data Protection Regulations require a Data Protection Impact Assessment (DPIA) for certain projects that have a significant impact on the rights of data subjects.

Should you require additional guidance in completing this assessment, please refer to the Information Management Officer via [dp@westberks.gov.uk](mailto:dp@westberks.gov.uk)

Directorate:	Economy and Environment
Service:	Development and Planning
Team:	Planning and Transport Policy
Lead Officer:	Gabrielle Mancini
Title of Project/System:	Economic Development Strategy
Date of Assessment:	05/03/2019

**Do you need to do a Data Protection Impact Assessment (DPIA)?**

	Yes	No
<p><b>Will you be processing SENSITIVE or “special category” personal data?</b></p> <p>Note – sensitive personal data is described as “<i>data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation</i>”</p>		X
<p><b>Will you be processing data on a large scale?</b></p> <p>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</p>		X
<p><b>Will your project or system have a “social media” dimension?</b></p> <p>Note – will it have an interactive element which allows users to communicate directly with one another?</p>		X
<p><b>Will any decisions be automated?</b></p> <p>Note – does your system or process involve circumstances where an individual’s input is “scored” or assessed without intervention/review/checking by a human being? Will there be any “profiling” of data subjects?</p>		X
<p><b>Will your project/system involve CCTV or monitoring of an area accessible to the public?</b></p>		X
<p><b>Will you be using the data you collect to match or cross-reference against another existing set of data?</b></p>		X
<p><b>Will you be using any novel, or technologically advanced systems or processes?</b></p> <p>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</p>		X

**If you answer “Yes” to any of the above, you will probably need to complete [Data Protection Impact Assessment - Stage Two](#). If you are unsure, please consult with the Information Management Officer before proceeding.**

## Equality Impact Assessment - Stage One

We need to ensure that our strategies, policies, functions and services, current and proposed have given due regard to equality and diversity as set out in the Public Sector Equality Duty (Section 149 of the Equality Act), which states:

- “(1) A public authority must, in the exercise of its functions, have due regard to the need to:**
- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;**
  - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; this includes the need to:**
    - (i) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;**
    - (ii) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;**
  - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it, with due regard, in particular, to the need to be aware that compliance with the duties in this section may involve treating some persons more favourably than others.**
- (2) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.**
- (3) Compliance with the duties in this section may involve treating some persons more favourably than others.”**

The following list of questions may help to establish whether the decision is relevant to equality:

- Does the decision affect service users, employees or the wider community?
- (The relevance of a decision to equality depends not just on the number of those affected but on the significance of the impact on them)
- Is it likely to affect people with particular protected characteristics differently?
- Is it a major policy, or a major change to an existing policy, significantly affecting how functions are delivered?
- Will the decision have a significant impact on how other organisations operate in terms of equality?
- Does the decision relate to functions that engagement has identified as being important to people with particular protected characteristics?
- Does the decision relate to an area with known inequalities?
- Does the decision relate to any equality objectives that have been set by the council?

Please complete the following questions to determine whether a full Stage Two, Equality Impact Assessment is required.

<b>What is the proposed decision that you are asking the Executive to make:</b>	To endorse the Economic Development Strategy
<b>Summary of relevant legislation:</b>	
<b>Does the proposed decision conflict with any of the Council's key strategy priorities?</b>	No
<b>Name of assessor:</b>	Gabrielle Mancini
<b>Date of assessment:</b>	05/03/2019

Is this a:		Is this:	
Policy	/No	New or proposed	Yes
Strategy	Yes	Already exists and is being reviewed	No
Function	Yes	Is changing	Yes
Service	Yes		

<b>1 What are the main aims, objectives and intended outcomes of the proposed decision and who is likely to benefit from it?</b>	
<b>Aims:</b>	To identify opportunities to promote West Berkshire as a great place to live, work, learn and do business.
<b>Objectives:</b>	To propose actions for developing the district's economy.
<b>Outcomes:</b>	This document in and of itself will not facilitate outcomes as it is strategic and aspirational in its focus. A resultant action plan will eventually fulfil this purpose.
<b>Benefits:</b>	This document in and of itself will not facilitate benefits as it is strategic and aspirational in its focus. A resultant action plan will eventually fulfil this purpose.

<b>2 Note which groups may be affected by the proposed decision. Consider how they may be affected, whether it is positively or negatively and what sources of information have been used to determine this.</b>		
(Please demonstrate consideration of all strands – Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex and Sexual Orientation.)		
<b>Group Affected</b>	<b>What might be the effect?</b>	<b>Information to support this</b>
Age	None	

Disability	None	
Gender Reassignment	None	
Marriage and Civil Partnership	None	
Pregnancy and Maternity	None	
Race	None	
Religion or Belief	None	
Sex	None	
Sexual Orientation	None	
<b>Further Comments relating to the item:</b>		
<b>3 Result</b>		
<b>Are there any aspects of the proposed decision, including how it is delivered or accessed, that could contribute to inequality?</b>		<b>No</b>
<b>Please provide an explanation for your answer:</b>		
<b>Will the proposed decision have an adverse impact upon the lives of people, including employees and service users?</b>		<b>No</b>
<b>Please provide an explanation for your answer:</b>		

If your answers to question 2 have identified potential adverse impacts and you have answered 'yes' to either of the sections at question 3, or you are unsure about the impact, then you should carry out a Stage Two Equality Impact Assessment.

If a Stage Two Equality Impact Assessment is required, before proceeding you should discuss the scope of the Assessment with service managers in your area. You will also need to refer to the [Equality Impact Assessment guidance and Stage Two template](#).

<b>4 Identify next steps as appropriate:</b>	
<b>Stage Two required</b>	N/A
<b>Owner of Stage Two assessment:</b>	
<b>Timescale for Stage Two assessment:</b>	

Name: Gabrielle Mancini

Date: 05/03/2019

Please now forward this completed form to Rachel Craggs, Principal Policy Officer (Equality and Diversity) ([rachel.craggs@westberks.gov.uk](mailto:rachel.craggs@westberks.gov.uk)), for publication on the WBC website.