
Economic Development Strategy and Delivery Plan

Committee considering report:	Executive on 30 th April 2020
Portfolio Member:	Councillor Hilary Cole
Date Portfolio Member agreed report:	5 March 2020
Report Author:	Gabrielle Mancini
Forward Plan Ref:	EX3758

1 Purpose of the Report

- 1.0 To introduce the final Economic Development Strategy (EDS) and Economic Development Delivery Plan (EDSDP).

2 Recommendation

- 2.0 That Executive approves the Economic Development Strategy and the Economic Development Strategy Delivery Plan.

3 Implications and Impact Assessment

Implication	Commentary
Financial:	Additional funding for £96,000 was sought as a pressure bid for 2020/21. The 2020/21 Revenue Budget confirms an investment for Economic Development support of £80,000; some of which will be awarded to the Newbury West Berkshire Economic Development Company subject to appropriate governance arrangements and Terms of Reference being established. The remainder will go into new staffing at West Berkshire Council.
Human Resource:	It is envisioned that a new Economic Development Officer post will be created at West Berkshire Council. Recruitment will begin in August 2020.
Legal:	None

Economic Development Strategy and Delivery Plan

Risk Management:	None			
Property:	None			
Policy:	This is a renewal of the existing Economic Development Strategy 2018 and reflects a renewed commitment to Economic Development in light of the projected challenges for the district that were outlined in the 2036 Vision.			
	Positive	Neutral	Negative	Commentary
Equalities Impact:				
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?	x			The stated aim of promoting inclusive growth would have a positive equality impact when implemented.
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?	X			The strategy promotes skills, employment, infrastructure and place-making initiatives which it is anticipated will have a positive impact on the prosperity and wellbeing of the district's residents and businesses.

Economic Development Strategy and Delivery Plan

Environmental Impact:	X			The strategy promotes the infrastructure improvement and projects that form part of the Environment Strategy. These, as well as the provision of business support to emerging green companies, will contribute towards the Council's aspirations towards carbon neutrality by 2030 as laid out in the emerging Environmental Strategy 2020.
Health Impact:	x			Addressing employment equalities and improving the local environment should have a positive health impact.
ICT or Digital Services Impact:		X		None
Council Strategy Priorities or Business as Usual:	X			<p>The Economic Development Strategy contributes to five of the six Council Strategy priorities. These are:</p> <ul style="list-style-type: none"> • supporting businesses to start, develop and thrive in West Berkshire; • developing local infrastructure including housing to support and grow the local economy; • ensuring our vulnerable children and adults achieve better outcomes; • maintaining a green district; • ensuring sustainable services through innovation and partnerships.
Data Impact:		X		None

Consultation and Engagement:	Legal Finance Bryan Lyttle – Planning and Transportation Policy Manager Nick Carter- Chief Executive
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4 Executive Summary

- 4.0 Given the council's renewed strategic commitment to promoting Economic Development and a restructure of the council's governance structure, an Economic Development Board was established in late 2018 to develop an ambitious new Economic Development Strategy. This would replace the previous strategy, which ended in 2018.
- 4.1 Economic Development consultancy SQW was engaged to do some preliminary research work into potential content for a new strategy.
- 4.2 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.
- 4.3 The draft strategy went out to consultation in July 2019 for 6 weeks. Following this consultation, further amendments took place to reflect the public comments mentioned in Appendix E and the result was the production of the strategy outlined in Appendix C.
- 4.4 The strategy introduces four chapters which contain actions that it is anticipated would contribute to a successful local economy.
- 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
- 4.5 An associated Delivery Plan has also been produced. This can be found at Appendix C. In order to support this Delivery Plan, additional funding will be provided. This will take the form of an additional post at West Berkshire Council and funding of £40,000 being awarded to the Newbury West Berkshire Economic Development Company, subject to appropriate governance arrangements and Terms of Reference being established.

5 Supporting Information

Introduction

5.1 The strategy at Appendix C is intended to refresh West Berkshire Council's previous Economic Development Strategy, which came to an end in 2018.

Background

5.2 Given the council's strategic commitment to promoting Economic Development and as a result of a restructure of the council's governance structure, an Economic Development Board was established in late 2018 to consider how best to take this forward and Economic Development consultancy SQW was engaged to do some preliminary research work into potential content for a new strategy.

5.2.1 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 draft chapters. It was also informed by meetings the Economic Development Officer had directly with local businesses.

5.2.2 Initial drafts were considered by the Economic Development Board and content was amended accordingly before going out to consultation in March 2019.

5.2.3 The consultation was publicised in accordance with West Berkshire Council's usual consultation procedures. It was also publicised to business contacts by the Economic Development Officer and was promoted at a number of engagement events, including visits to town and parish meetings as well as at Newbury West Berkshire Economic Development Company stakeholder and networking meetings.

5.2.4 The consultation resulted in 48 survey responses, 12 email responses and 84 individual comments for action.

5.2.5 The final strategy was originally due to go before Executive in December 2019 but this was delayed due to the period of Purdah surrounding the General Election, which took place on 12th December 2019. It was subsequently suggested that the Strategy should be taken to Executive on 30th April alongside the Environment Strategy in order to ensure strategic alignment.

5.2.6 The final strategy has been amended to reflect the consultation responses in the following ways:

- Some of the comments reflected that the Strategy did not contain any targets or key performance indicators. Although the Foreword reflected that a delivery plan would follow, this has been made more explicit in the text and the Delivery Plan is being made publicly available at the Executive meeting considering the final Strategy.
- Content in the People chapter has been amended to more clearly reflect the council's firm commitment to inclusive growth which was made in the Council Strategy.

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- Comments regarding the timeline for the revised West Berkshire Local Plan were considered and informed amendments in the Places chapter.
- Many felt that the table displayed in the draft Infrastructure chapter did not accurately capture the district's infrastructure needs. The table has since been removed and the chapter has been restructured to reflect these comments.
- Revisions have also been made to the Business Environment reflect the leading role of the Newbury West Berkshire Economic Development Company in delivering the strategy's delivery plan.
- Content in all chapters was reviewed and amended to reflect the local declaration of a Climate Emergency in July 2019 and the authority's stated aspiration to work towards carbon neutrality by 2030. Doing so was a particular priority for elected members and these revisions were made to reflect the significant impact of climate change on the local economy.
- In line with comments made in the West Berkshire Council Local Government Association Peer Review, the strategy was reviewed in order to make the links between it and the council's other strategies, including the emerging Environment and Housing Strategies, clearer.

5.3 Proposals

- 5.3.1 It is proposed that the Executive approves the Economic Development Strategy and Delivery Plan.
- 5.3.2 The additional West Berkshire Council post mentioned at 4.5 will be used to support the delivery of the actions outlined in the People, Places and Infrastructure chapters, as outlined in the Delivery Plan. It is anticipated that the Newbury West Berkshire Economic Development Company will fulfil the actions outlined in the Business Environment chapter.

6 Other options considered

- 6.1 Not approving the Economic Development Strategy and Economic Delivery Strategy Delivery Plan. This option is not recommended given the council's commitments as outlined in the Council Strategy 2019-23.

7 Conclusion

- 7.1 Executive is asked to approve the final draft of the Economic Development Strategy and the associated Delivery Plan as it is integral to the authority's strategic framework and the delivery of its stated priorities as outlined in the Council Strategy 2019-23.

8 Appendices

- 8.1 Appendix A – Equalities Impact Assessment
- 8.2 Appendix B – Data Protection Impact Assessment

Economic Development Strategy and Delivery Plan

- 8.3 Appendix C – Economic Development Strategy and Economic Development Strategy Delivery Plan
- 8.4 Appendix D - Spreadsheet containing consultation comments

Subject to Call-In:

Yes: No:

Document Control

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Version:		Date Modified:	
Author:			
Owning Service			

Change History

Version	Date	Description	Change ID
1			
2			

Appendix A

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.

What is the proposed decision that you are asking the Executive to make:	To endorse the Economic Development Strategy
Summary of relevant legislation:	
Does the proposed decision conflict with any of the Council’s key strategy priorities?	No
Name of assessor:	Gabrielle Mancini
Date of assessment:	26/02/2020

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		

1 What are the main aims, objectives and intended outcomes of the proposed decision and who is likely to benefit from it?	
Aims:	To identify opportunities to promote West Berkshire as a great place to live, work, learn and do business.
Objectives:	To propose actions for developing the district’s economy and the skills of the local population whilst making a positive contribution on the environment.
Outcomes:	This document in and of itself will not facilitate outcomes as it is strategic and aspirational in its focus. The delivery plan, when completed, will eventually fulfil

	this purpose.
Benefits:	This document in and of itself will not facilitate benefits as it is strategic and aspirational in its focus. The delivery plan, when completed, will eventually fulfil this purpose

<p>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.</p> <p>(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.)</p>		
Group Affected	What might be the effect?	Information to support this
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	
Further Comments relating to the item:		

3 Result	
Are there any aspects of the proposed decision, including how it is delivered or accessed, that could contribute to inequality?	No
Please provide an explanation for your answer:	
Will the proposed decision have an adverse impact upon the lives of	No

people, including employees and service users?	
Please provide an explanation for your answer:	

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](#).

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

Name: Gabrielle Mancini

Date: 26/02/2020

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

Appendix B

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

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:	26/02/2020

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

	Yes	No
<p>Will you be processing SENSITIVE or “special category” personal data?</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>Will you be processing data on a large scale?</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>Will your project or system have a “social media” dimension?</p> <p>Note – will it have an interactive element which allows users to communicate directly with one another?</p>		x
<p>Will any decisions be automated?</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>Will your project/system involve CCTV or monitoring of an area accessible to the public?</p>		x
<p>Will you be using the data you collect to match or cross-reference against another existing set of data?</p>		x
<p>Will you be using any novel, or technologically advanced systems or processes?</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.