

# Refresh of the Economic Development Strategy and Delivery Plan

<b>Committee considering report:</b>	Executive 10 <sup>th</sup> June 2021
<b>Portfolio Member:</b>	Councillor Ross Mackinnon
<b>Date Head of Service agreed report:</b> (for Corporate Board)	04/05/2021
<b>Date Portfolio Member agreed report:</b>	04/05/2021
<b>Report Author:</b>	Katharine Makant
<b>Forward Plan Ref:</b>	EX4098

## 1 Purpose of the Report

- 1.1 To introduce the 2021 Refresh of the Economic Development Strategy (EDS) and a high level Economic Development Delivery Plan (EDSDP).

## 2 Recommendation

- 2.1 To consider and offer recommendations to Executive on the 2021 Refresh of the Economic Development Strategy and the accompanying high level Delivery Plan.

## 3 Implications and Impact Assessment

Implication	Commentary
<b>Financial:</b>	Additional funding to support the delivery of the Economic Development Strategy was put in place this financial year. This includes a restructuring of the Economy Team, resourcing and consultancy for the London Road Industrial Estate and Newbury Town Centre projects and funds previously allocated to a separate Economic Development Company. If further investment is needed, this will come forward in due course.
<b>Human Resource:</b>	Recruitment to the new post of Business Engagement Officer has been successful. Recruitment to the remaining new posts, which include two project officers and an apprentice, is underway.
<b>Legal:</b>	None

<b>Risk Management:</b>	None			
<b>Property:</b>	None			
<b>Policy:</b>	This is a refresh of the existing Economic Development Strategy 2020 and reflects the need to address post Covid-19 recovery in alignment with other strategies, as well as address the projected challenges for the district that were outlined in the 2036 Vision.			
	<b>Positive</b>	<b>Neutral</b>	<b>Negative</b>	<b>Commentary</b>
<b>Equalities Impact:</b>				
<b>A</b> 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>B</b> Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?	X			The refreshed strategy promotes Covid-19 recovery, 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.

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

<b>Consultation and Engagement:</b>	The consultation on the existing Economic Development Strategy took place in March 2019 and was publicised in accordance with West Berkshire Council's usual consultation procedures. It was also publicised to business contacts and 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.
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## 4 Executive Summary

- 4.1 This refresh document and accompanying high level delivery plan are intended as a reflection and update on the objectives and actions set out in the Economic Development Strategy 2020 – 2023, approved by Executive in April 2020, following extensive public consultation.
- 4.2 Both the Strategy and the refresh document have four chapters which contain actions that it is anticipated will 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
- 4.3 These four themes are reproduced in the high level delivery plan, which provides indicative project timescales in the short, medium and long term in an easy-to-read format intended primarily for public consumption.

## 5 Supporting Information

### Introduction

- 5.1 The document at Appendix C is intended to refresh West Berkshire Council's Economic Development Strategy, which was approved in April last year following public consultation in 2019. The refresh document is aligned with the Council's Recovery Plan and the Thames Valley Berkshire LEP Recovery and Renewal Plan.
- 5.2 Appendix C includes a high level version of the original Delivery Plan, updated to reflect additional actions being undertaken to support post Covid-19 local economic recovery. This document is intended primarily for public consumption. Work is progressing on updating the detailed draft Delivery Plan which was considered at the same time as the Strategy, and which includes targets and key performance indicators.

### Background

- 5.3 The 2020-2023 Economic Development Strategy and draft Delivery Plan were prepared before the onset of the Covid-19 pandemic, and reflected West Berkshire's strong economic position, seeking to ensure more local people were able to take advantage of the opportunities on offer. The Strategy and draft Delivery Plan envisaged that the

marketing, business engagement and inward investment activity would be undertaken by a separate Economic Development Company (EDC).

- 5.4 The consultation in March 2019 was publicised in accordance with West Berkshire Council's usual consultation procedures. It was also publicised to business contacts and 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.
- 5.5 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 12<sup>th</sup> December 2019. It was subsequently taken to Executive on 30<sup>th</sup> April alongside the Environment Strategy in order to ensure strategic alignment.
- 5.6 The draft detailed Delivery Plan was made publically available in April 2020 in response to comments received during the consultation, which reflected that targets and key performance indicators were missing from the Strategy document
- 5.7 Unfortunately, in light of the Covid-19 global pandemic, it became clear to the EDC Directors that a subscription model based on contributions from the private sector was unviable given the impact on businesses. As such, the Newbury West Berkshire Economic Development Company (EDC) was dissolved with immediate effect in September 2020. This led to the restructuring of the council's Economy Team and a new post of Business Engagement Officer was introduced to take on some of the activity formerly intended for the EDC.
- 5.8 In March 2021, a new Economy Manager was recruited, following the promotion of the former post holder to a new role within the council. As of May 2021, the Economy Team consists of an Economy Manager (temporarily part time), an Economic Development Officer (Kickstart and Additional Restriction Grants) and a Special Projects Manager (LRIE). The Business Engagement Officer is due to take up her post in early August and recruitment is underway for two project officers (LRIE and Town Centres) and an apprentice.
- 5.9 Work is progressing on updating the detailed Delivery Plan to reflect the post-Covid recovery position, including the targets and key performance indicators. This work is being overseen by the Economic Development Board.
- 5.10 The Refresh and associated high level Delivery Plan are of necessity a snapshot in time of what is a living document. The Economy Team will continue to respond to new opportunities, such as the Government's recently announced Welcome Back Fund, as they arise.
- 5.11 The Economic Development Strategy is due to be reviewed by the Overview and Scrutiny Management Commission in April 2022.

### Proposals

- 5.12 It is proposed that Operations Board considers and offers its comments on the Economic Development Strategy Refresh and associated high level Delivery Plan before it progresses to Executive for final approval.

## 6 Other options considered

- 6.1 Not considering the refresh of the Economic Development Strategy Refresh and associated high level Delivery Plan. This option is not recommended given the council's commitments as outlined in the Council Strategy 2019-23.

## 7 Conclusion

- 7.1 Corporate Board is asked to consider and issue its recommendations on the Economic Development Strategy Refresh and the associated high level 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 -

- 8.3 Appendix C – Economic Development Strategy Refresh and High Level Delivery Plan

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### 8.3.1.1 Corporate Board's recommendations:

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#### 8.3.1.1.2 Background Papers:

#### Subject to Call-In:

Yes: ☒ No: ☐

- |  |                          |
|--|--------------------------|
| The item is due to be referred to Council for final approval   | <input type="checkbox"/> |
| Delays in implementation could have serious financial implications for the Council   | <input type="checkbox"/> |
| Delays in implementation could compromise the Council's position   | <input type="checkbox"/> |
| Considered or reviewed by Overview and Scrutiny Management Committee or associated Task Groups within preceding six months | <input type="checkbox"/> |
| Item is Urgent Key Decision  | <input type="checkbox"/> |
| Report is to note only   | <input type="checkbox"/> |

#### Wards affected:

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**Officer details:**

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**Document Control**

Document Ref:		Date Created:	
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.

<b>What is the proposed decision that you are asking the Executive to make:</b>	To endorse the Economic Development Strategy Refresh 2021
<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>	Katharine Makant
<b>Date of assessment:</b>	04/05/2021

<b>Is this a:</b>		<b>Is this:</b>	
<b>Policy</b>	<b>No</b>	<b>New or proposed</b>	<b>No</b>
<b>Strategy</b>	<b>Yes</b>	<b>Already exists and is being reviewed</b>	<b>Yes</b>
<b>Function</b>	<b>Yes</b>	<b>Is changing</b>	<b>Yes</b>
<b>Service</b>	<b>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>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 and the skills of the local population whilst making a positive contribution on the environment.
<b>Outcomes:</b>	This document in and of itself will not facilitate outcomes as it is strategic and aspirational in its focus. The evolving delivery plan will 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. The evolving delivery plan will fulfil this purpose.

**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.**

(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>		

**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 people, including employees and service users?	No
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: Katharine Makant

Date: 04/05/2021

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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.

## 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](mailto:dp@westberks.gov.uk)

Directorate:	Place
Service:	Development and Planning
Team:	Economy
Lead Officer:	Katharine Makant
Title of Project/System:	Economic Development Strategy
Date of Assessment:	04/05/2021

## 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><i>Note – sensitive personal data is described as “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>		<b>x</b>
<p><b>Will you be processing data on a large scale?</b></p> <p><i>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</i></p>		<b>x</b>
<p><b>Will your project or system have a “social media” dimension?</b></p> <p><i>Note – will it have an interactive element which allows users to communicate directly with one another?</i></p>		<b>x</b>
<p><b>Will any decisions be automated?</b></p> <p><i>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?</i></p>		<b>x</b>
<p><b>Will your project/system involve CCTV or monitoring of an area accessible to the public?</b></p>		<b>x</b>
<p><b>Will you be using the data you collect to match or cross-reference against another existing set of data?</b></p>		<b>x</b>
<p><b>Will you be using any novel, or technologically advanced systems or processes?</b></p> <p><i>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</i></p>		<b>x</b>

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.