
Economic Development/Growth Strategy Refresh (2016-2020)

Purpose

1. The purpose of the paper is to present the Portfolio holder the proposal and suggestions for updating the Economic Development Strategy for the period 2016 – 2020.
2. This is not a key decision but is likely to lead to a key decision upon formulation of a revised strategy as it will affect communities living and working in the District.

Recommendations

3. It is recommended that the Portfolio holder approves the refresh of the Economic Development/Growth Strategy.

Reasons for Recommendations

4. The report seeks to acknowledge economic actions achieved through the economic strategy of 2010 – 2015 and seeks to determine future delivery for the period 2016 – 2020.

Background

5. The Economic Development Strategy for South Cambridgeshire District, prepared by the Council (in consultation with internal and external partners and stakeholders at various stages) can be found at: <https://www.scambs.gov.uk/sites/default/files/documents/Economic%20Development%20Strategy.pdf>. It is informed by a thorough assessment of the District that the Council undertook in 2009/10. Since adoption, the Council has delivered a number of economic development activities such as strategic actions incorporated in the employment needs of the draft local plan; informing policy plans and practise (e.g. planning policies to support identified economic clusters translated into practise with planning applications, creating jobs and investment); business support measures (e.g. Business Support workshops, Key Account Management, procurement practise, Broadband roll-out); to name some successes.
6. The period of the current Strategy is 2010-2015 and a refreshed strategy is a timely priority, given changed funding and delivery structures from central government.

Considerations

7. Following the recent Portfolio holder meeting of 25 January 2016 and earlier Business Friendly and EMT meetings, this report puts forward a proposal for reviewing the current Economic Development Strategy, to review progress, update the economic profile and prepare a framework for future delivery to 2020.
8. It is suggested that the current evidence base is sound but 7 years on needs to be updated to include aspects such as:
 - (a) current economic statistics, using existing, recent data from planning policy and housing services, for example;

- (b) changed delivery partnerships and proposed plans (e.g. City Deal, LSCC, (the LEP)) are included
- (c) alignment with the proposed Local Plan on matters such as employment, housing (labour supply) and infrastructure.

9. The benefits of this include:

- (a) Joined-up delivery across the Council and with partnerships (LEP, LSCC, etc.), mapping the actions we deliver; as well as those that SCDC + partners deliver to the economic benefit of the District.
- (b) Agreement with political members and public sign-off of economic priorities
- (c) SMART, unbiased delivery of the District's economic aims and economic potential.

10. The methodology proposed is that of the Peterborough model, which the Council has successfully used in reviewing Health & Wellbeing, Children, Young People & Families, Ageing Well, and Localism in 2014 through the Joint Portfolio holder task group. It will involve key external and internal stakeholders, including members. Further details are available in the attached PID (Project Initiation Document) in Appendix 1.

Effect on Strategic Aims

11. Economic Development has a central place within the Council's Vision that says, 'Our District will demonstrate impressive and sustainable economic growth'. One of the Corporate Plan's 12 objectives is to 'Make the district an even more attractive place to do business'.

Background Papers

Where [the Local Authorities \(Executive Arrangements\) \(Meetings and Access to Information\) \(England\) Regulations 2012](#) require documents to be open to inspection by members of the public, they must be available for inspection: -

- (a) at all reasonable hours at the offices of South Cambridgeshire District Council;
- (b) on the Council's website; and
- (c) in the case of documents to be available for inspection pursuant to regulation 15, on payment of a reasonable fee required by the Council by the person seeking to inspect the documents at the offices of South Cambridgeshire District Council.

South Cambridgeshire District Council Economic Strategy (2010 – 2015)

South Cambridgeshire District Council: Local Economic Assessment – July 2010

Planning and Economic Development Portfolio holder Meetings, 11 June 2015, 09 September 2015 and 25 January 2016.

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