

## **Economic Development Strategy Update**

**Summary:** The Executive agreed the Council's Economic Development Strategy (the Strategy) in 2014. Further, that it should receive an annual update on progress against its action plans. This Report is the 2017 update

### **Portfolio: Transformation**

**Signed off by Portfolio Holder: 12 December 2017**

**Wards Affected: All**

### **Recommendation**

The Executive is advised to comment as appropriate, note the content and ask for a further update in 2018.

## **1. Resource Implications**

- 1.1 Since the economic downturn in 2008/09 local authorities have increasingly been raising the levels of direct support they provide to their local business communities. The advent of business led Local Enterprise Partnerships (LEP), the introduction of Government incentive schemes permitting greater retention locally of business rates, as well as changes to the Non Domestic Rating system and the financing of local government in general planned over the coming years are all drivers for councils to play a more prominent role in assisting local economies.
- 1.2 The Council's Five Year Strategy sets out 4 priorities, one of these priorities is 'Prosperity', it states that 'We will support and promote our local economy so that people can work and do business across Surrey Heath'. The Economic Strategy has been produced to help facilitate the Council's Five Year Strategy.

## **2. Summary**

- 2.1 The Strategy identifies three principal economic objectives. These are:
  - a) **A sustainable place to live, work, shop and play**
  - b) **A great place for business to flourish**
  - c) **A great place for people to succeed**
- 2.2 Each objective has corresponding actions and action plans setting out projects relevant to each of the three main areas. The Action Plan is appended as Annex 1 of the Report.
- 2.3 The Executive is asked to note that the Strategy is for the long term. This means not all actions will have started as yet, or where they have started may be in the early stages of development.

## **3. Key Issues**

- 3.1 Annex 1 set's out the progress against the Strategy action plans and should be read in conjunction with this report. This Key Issue section seeks to highlight some of the main areas of economic development work over the past twelve months since the last update and comment on some of the future Government funding changes which are set to influence this area.

#### Open for Business

- 3.2 2017 has seen the continued development of positive cooperative inter-department relationships as part of the 'one team' approach; and actively working with the LEP and colleagues at Surrey County Council. This has seen recent success with the Local Enterprise Partnership awarding a £3.5million grant that will be used to improve the public realm of Camberley High Street.
- 3.3 Open for Business continues to be a positive collaboration between the Council and business a number of events took place this year to promote this approach including; the Business breakfast, Business awards and the Camberley Expo.
- 3.4 The Kevin Cantlon Shop Front Improvement Grant Scheme was approved this year and will also benefit small local retail businesses. Work has also continued with Yorktown & Watchmoor Park and Frimley Business Associations.

#### Local Government Funding and Economic Development

- 3.5 The Council is awaiting details from central Government of a Surrey bid to be a pilot scheme in respect of retention of Business Rates.
- 3.6 Being a Pilot means that 100% of *growth* is retained within Surrey not 100% of all rates collected. However from work done Surrey as an area could still benefit by up to £28m by becoming a pilot.
- 3.7 The Government has stated that applicants for a Pilot must show how being in a pilot will help with 2 particular aims which are firstly increasing financial stability of Councils and secondly supporting economic development.
- 3.8 If the pilot goes ahead we will work collaboratively with the rest of Surrey to ensure bids are put forward for infrastructure schemes and one off projects that will further develop Surrey Heath from the £20million 'Surrey Investment Pot'.

#### 2017 and Strategy Review

- 3.8 The Strategy action plans have been fully updated for the purposes of this report. As the Strategy moves into its third year it will be timely to review it to ensure it remains relevant to corporate priorities (as set out in the five year strategy) and reflective of the national picture. For example:
- The Government has triggered Article 50 and begin the process of the UK's withdrawal from the European Union.
  - The Council has brought The Square (the Mall) to ensure economic growth and to help Camberley achieve LEP step up town status and make a destination of choice. The town centre was promoted at REVO & MIPIM

demonstrating the investment being made into the town to potential new retailers.

- The Council also has greater ownership of the London Road Block and the Economic Development team has taken a lead role in actively promoting this site to potential investors at REVO and MIPIM.
- The Council has also purchased St George's Industrial Estate and Albany Park Business Park.
- The Council has submitted and had approved a bid to the LEP for improvements in Camberley Town Centre. The bid set out the potential economic benefits that could come from public realm improvements.
- The Council, working in partnership with Surrey CC and Hampshire CC were successful in getting LEP funding to deliver cycle and pedestrian improvements along the A331 to provide a safe link from Blackwater Station to Watchmoor and Yorktown Business Parks.

#### **4. Options**

- 4.1 The Executive has the option to comment on the report and note it.
- 4.2 The Executive has the option to comment on the report and recommend other actions.

#### **5. Proposals**

- 5.1 It is proposed that the Executive comments on and notes the report.

#### **6. Supporting Information**

- 6.1 The full Economic Development Strategy is available on the internet.  
<http://www.surreyheath.gov.uk/sites/default/files/documents/business/economic-development/EDSFinalv2November2014.pdf>

#### **7. Corporate Objectives And Key Priorities**

- 7.1 Five Year Strategy – Prosperity Objective – ‘We will support and promote our local economy so that people can work and do business across Surrey Heath’.
  - Work with partners to support our urban and rural economy through strategic development planning and economic growth
  - Support local businesses by encouraging economic development and improvements to local transport and other infrastructure
  - Encourage inward investment by promoting Surrey Heath as a great place to live and work

#### **8. Policy Framework**

- 8.1 Supports the Council's policy objective to work with and support the local business community.

#### **9. Legal Issues**

9.1 No legal issues identified.

## 10. Governance

10.1 The Strategy cuts across a number of service areas and will be overseen by the Portfolio Holder for Transformation.

## 11. Risk Management

11.1 Minimal risk as the Council is committed to supporting business as set out in the Five Year Strategy and Annual Plan.

## 12. Human Rights

12.1 No issues identified.

## 13. Consultation

13.1 Consultation was carried out at the time the Strategy was developed, but not for this update report.

## 14. PR And Marketing

14.1 The Council has maximised the publication of its Strategy and the work delivered and will continue to do so.

## 15. Officer Comments

15.1 This is the third annual update of the Strategy on the anniversary of its approval by the Executive. Progress has been made in working with the business community and enhancing the Council's role in supporting the local economy. Work will continue on a daily basis in this vein.

<b>Annex 1</b>	Updated action plans
<b>Background Papers</b>	Economic Development Strategy
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## Consultations, Implications and Issues Addressed

<b>Resources</b>	<b>Required</b>	<b>Consulted</b>
Revenue	✓	✓
Capital		
Human Resources		
Asset Management		
IT		
<b>Other Issues</b>	<b>Required</b>	<b>Consulted</b>
Corporate Objectives & Key Priorities	✓	✓
Policy Framework		
Legal		

<b>Resources</b>	<b>Required</b>	<b>Consulted</b>
Governance		
Sustainability		
Risk Management		
Equalities Impact Assessment		
Community Safety		
Human Rights		
Consultation		
P R & Marketing	✓	

**Review Date:** October/November 2018

**Version:** 3