

Economic Development Strategy Update

Summary: The Executive agreed the Council's Economic Development Strategy (the Strategy) in 2014, and a further update in 2018. Further that it should receive an annual update on progress against its action plans. This report is the 2018 update for the Performance and Finance Committee and the information is provided to support the scrutiny of the Economic Development Portfolio Holder.

Portfolio: Transformation

Signed off by Portfolio Holder: Economic Development

Wards Affected: All

Recommendation

The Committee is advised to comment as appropriate and note the content.

1. Resource Implications

- 1.1 Surrey Heath no longer receives central Government Funding to support its services. Greater retention of Business Rates, changes in the Non-domestic rating system and support from the Em3 LEP allows for a continuing, and improving support system for local businesses.
- 1.2 The Council's corporate priority; Prosperity, states that "We will support and promote our local economy so that people can work and do business across Surrey Heath". The Economic Strategy is the Council's commitment to the Borough on supporting and creating situations for growth and sustainability for business and the community.

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 Committee is asked to note that the Strategy has 18 months left to run, and the economic landscape has changed significantly since its

first iteration in 2014 and therefore some Actions have been removed or altered to ensure we are delivering the right projects to support the economy.

3. Key Issues

3.1 Annex 1 sets 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.

3.2 Figures

Number of business registered for PAYE and VAT – 4,715
Additional 1,550 businesses (self-employed or under the VAT level)
Population – 88,400
Jobs in the Borough – 52,000
Borough GVA - £3.3bn up 1.8%
Highly Skilled workforce - 33% employed professionals
17% of all employed in the Borough are Managers and above,
compared to the national average of 11%

3.3 Open for Business

3.4 2018 has seen the continued development of positive cooperative inter-department relationships as part of the 'one team' approach; and active working with the LEP and colleagues at Surrey County Council.

3.5 Open for Business continues to be a successful collaboration between the Council and business. The Business breakfast, Business awards and the Camberley Expo held in 2017 have been successful in continuing the Council's approach to Open for Business.

3.6 The Kevin Cantlon Shop Front Improvement Grant Scheme is also benefiting small local retail businesses, allowing them to invest in their business with support from the Council.

3.7 The Economic Development team are beginning to attend organised networking events locally and discussing the work of the team and where SHBC can support through its Open for Business initiative. Great connections are being made, which will no doubt prove worth while.

3.8 Economic Development is continuing to work with the Frimley Business Association to support their plans, and is re-connecting the Watchmoor and Yorktown Business associations and more to provide support where required.

- 3.9 Surrey Heath is part of a County wide pilot to retain business rates, with funds to be used to support Economic Growth within the Borough, projects are being identified and reviewed for roll out during 2019.
- 3.10 7 Businesses within the Borough have accessed support over the last 12 months from the EM3 Growth Hub, who have been supported through growth planning and support from the team and the EM3 ambassadors.
- 3.11 The Economic Development team works with wider teams across the Council to support the Councils ambitious growth plans, identifying key economic impacts of projects for developments for the Council and for Businesses throughout the Borough.
- 3.12 Economic Development – Supporting development
- 3.13 As the Strategy moves into its fourth year it has undergone a brief update to ensure that the aims and actions are still relevant, For example:
- The Council has brought The Square (the Mall) to ensure economic growth and to help Camberley achieve LEP step up Town status. The Council has greater ownership of the London Road Block, and is taking forward plans to develop the block over the coming years, presenting a clearer gateway to the town from the A30. The Council has also purchased St George’s Industrial Estate and Albany Park Business Park.
 - The Council was successful in its Bid submission to the Em3 LEP to conduct public realm improvements to Camberley High Street. The £3.5 million will enable improvements to Knoll Walk, Princess Way and High Street, widening pavements and introducing public art to increase dwell time and a clear identity.
- 3.14 The Council, has supported Surrey County Council in 2 bids to the LEP for highways improvements for the Town. One is for improvements to the A30, which will support the London Road block development opportunity, and a further one supporting the Blackwater Gold Grid scheme.
- 3.15 The next 12 months
- 3.16 To ensure that the Councils Economic Development Strategy fully reflects the needs of an ambitious Borough, a full update to the Strategy will be undertaken during 2018/19. The update will include an update to the baseline data, and a smarter, more agile strategy, which will reflect the needs of an ever changing economy. This will also allow Surrey Heath to react quicker to the realities of Brexit post March 2019.
- 3.17 The Council will work closer with The EM3 Growth hub to deliver a range of support within the Borough. We will signpost more growth

businesses to the Growth hub for free support, as well as work with the hub to deliver support and seminars throughout the next 12 months. Em3 Growth Hub has identified Surrey Heath as a Scale up area as part of a pilot project to target up to 15 high growth, high innovation companies in the Borough to support them in their growth plans aiding them in achieving 20% growth in turnover and/ or employment.

- 3.18 The Economic Development team will continue to work with teams across the Council to support the delivery of the Councils ambitious Growth plans.
- 3.19 The Economic Development Team will continue to promote the Kevin Cantlon Shop Fronts scheme, going out to commercial agents, shop fit out companies and others to ensure that those choosing to update their shop front, or new tenants or owners, know that they have access to the funding.
- 3.20 The Economic Development team will continue to work on the new Customer Relationship Management tool, Tractivity, supplied by the Em3 LEP, to manage the database of businesses and contacts to support the organisation of future business related events and communications, and with this, develop a new reporting system for company engagement.
- 3.21 The Economic Development team will work with the EM3 LEP, Invest Surrey and the Department of International Trade to ensure that companies who wish to expand into new markets, such as exporting, can gain support from the correct organisations.
- 3.22 The Economic Development team will continue to work with the Surrey Skills and Training Board to ensure we support our businesses in taking up and developing apprenticeships throughout the Borough of all levels and sectors.
- 3.23 The Economic Development Team will deliver a Corporate Social Responsibility project for the Borough enabling businesses of all sizes and sectors to get involved in organised volunteering and fundraising to support local causes. This project is also encouraging regular networking, supporting growth of local supply chains.

4. Options

- 4.1 The Committee has the option to comment on the report and note it.

5. Proposals

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

6. Supporting Information

- 6.1 6.1 The full Economic Development Strategy is available on the internet. <https://www.surreyheath.gov.uk/business/economic-development/economic-development-strategy>

7. Corporate Objectives And Key Priorities

- 7.1 Corporate objective 2 – ‘We will support and promote our local economy so that people can work and do business across Surrey Heath’.

7.2 Key priorities -

- Work with partners to support our economy through strategic development planning and economic growth
- Support local businesses by encouraging improvements to local transport and infrastructure
- Encourage inward investment
- Encourage new developments to strengthen the local economy

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 Economic Development.

11. Risk Management

- 11.1 Minimal risk as the Council is committed to supporting business as set out in the 5 Year Strategy and Key Priorities.

12. Human Rights

- 12.1 No issues identified.

13. Consultation

- 13.1 Consultation was carried out at the time the Strategy was initially developed in 2014, but not for the 2018 update.

14. PR And Marketing

- 14.1 The Council has utilised the resources of the media and marketing team to strengthen its promotion of activities and events.

15. Officer Comments

- 15.1 This is the fourth 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 and the Councils development projects. Work will continue on a daily basis in this vein.

Annex 1	None
Background Papers	Economic Development Strategy
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Consultations, Implications and Issues Addressed

Resources	Required	Consulted
Revenue	✓	✓
Capital		
Human Resources		
Asset Management		
IT		
Other Issues	Required	Consulted
Corporate Objectives & Key Priorities	✓	✓
Policy Framework		
Legal		
Governance		
Sustainability		
Risk Management		
Equalities Impact Assessment		
Community Safety		
Human Rights		
Consultation		
P R & Marketing	✓	