

## **ECONOMIC DEVELOPMENT STRATEGY**

### **Economic and Community Development Advisory Committee - 21 October 2014**

Report of Chief Officer Communities and Business

Status: For consideration

Also considered by: Cabinet, 11 December 2014

Key Decision: No

---

#### **Executive Summary:**

This report asks Members to consider the revised final draft of the three year Economic Development Strategy and three year Action Plan (2015-2018), following the public consultation period in August and September 2014.

---

**This report supports the Key Aim of** the Community Plan's Dynamic & Sustainable Economy priorities and the District Council's Corporate Plan

**Portfolio Holder** Cllr. Hogarth

**Contact Officer(s)** Lesley Bowles Ext 7335

---

#### **Recommendation to the Economic and Community Development Advisory Committee**

Members consideration is sought in advance of decision by Cabinet on 11 December

#### **Recommendation to Cabinet**

Members are asked to approve the final draft of the Economic Development Strategy and Action Plan

---

**Reason for recommendation:** comments made by Economic and Community Development Advisory Committee will be used to make amendments to plan before it is taken to Cabinet for decision

---

#### **Introduction and Background**

- 1 The Sevenoaks District Community Plan makes a commitment to a thriving local economy where businesses flourish, where people have the skills for employment and where tourism is supported. The Community Plan also commits to a sustainable economy where people can live, work and travel more easily and are empowered to shape their communities. One of the Council's five promises in the Corporate Plan is to support and develop the local economy.

- 2 The Council's Economic Development Strategy and Action Plan will help us to prioritise our ambitions and provide support for our local economy. Officers and Members have held consultation workshops with interested groups including Town and Parish Councils, town partnerships, business support and inward investment organisations, rural support groups, businesses, tourism groups, young people and Council officers engaged in associated work. Members were invited to consultation workshops and the Advisory Committee held its own workshop. Businesses were also consulted by way of a survey which was e-mailed to them and publicised in the Council's e-publication 'real Business'.
- 3 The results of the consultation were used to inform a draft consultation strategy. The public consultation draft was circulated to all groups, agencies, partners, support organisations and Members of the Council, together with a response form. This gave further opportunity to make suggestions for amendments or additions to the strategy and action plan. While the public consultation response period closed on 26 September, the Council agreed to receive comments from some organisations outside of the public consultation period.
- 4 The final draft Economic Development Strategy and Action Plan for the next three years (2015-2018), included as Appendix A, takes into account the changes made as a result of the responses received during the public consultation stage. A summary of all the public consultation responses received, responses to the comments and a list of changes made to the Economic Development Strategy document and action plan is included at Appendix B.

## **Conclusions**

- 5 Members of the Economic and Community Development Advisory Committee are asked to consider the final draft of the Economic Development Strategy and Action Plan for the period 2015-2018.

## **Key Implications**

### Financial

There are no financial implications associated with the Economic Development Strategy. Work identified in the action plan will be funded within existing resources or from external funding where this can be accessed.

### Legal Implications and Risk Assessment Statement.

There are no legal implications associated with this report.

### Equality Impacts

A full Equalities Impact Assessment has been completed.

Consideration of impacts under the Public Sector Equality Duty:		
Question	Answer	Explanation / Evidence

Consideration of impacts under the Public Sector Equality Duty:		
Question	Answer	Explanation / Evidence
a. Does the decision being made or recommended through this paper have potential to disadvantage or discriminate against different groups in the community?	No	
b. Does the decision being made or recommended through this paper have the potential to promote equality of opportunity?	Yes	
c. What steps can be taken to mitigate, reduce, avoid or minimise the impacts identified above?	N/A	

### Sustainability Checklist

A sustainability checklist have been completed.

**Appendices** Final Draft Economic Development Strategy - Appendix A

Summary of Public consultation responses received – Appendix B

**Background Papers:** South East LEP Growth Deal and Strategic Economic Plan

**Papers:**

<http://www.southeastlep.com/about-us/activities/262-developing-a-growth-strategy-and-prioritising-investment-in-the-south-east>

West Kent Priorities for Growth.

<http://cds.sevenoaks.gov.uk/ieListDocuments.aspx?CId=291&MId=1661&Ver=4>

**Lesley Bowles**  
**Chief Officer Communities and Business**