

DRAFT ECONOMIC DEVELOPMENT STRATEGY

Cabinet 11 December 2014

Report of	Chief Officer Communities and Business
Status:	For consideration
Also considered by:	Economic and Community Development Advisory Committee - 21 October 2014 (this report is not identical)
Key Decision:	No

Executive Summary:

This report asks Members to consider the 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 Cabinet

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

***Comments made by the Economic and Community Development Advisory Committee (see referenced minute at front of this report) and consultations have been included within the attached final draft of the Strategy and Action Plan**

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 businesses, young people and Council officers engaged in associated work.

- 3 Members were invited to consultation workshops and the Economic & Community Development 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'.

Changes as a result of Consultations

- 4 The results of the consultation were used to inform a draft consultation strategy. The draft strategy was circulated to all groups, businesses, partners and Members who took part in the consultation. This gave further opportunity to make suggestions for amendments or additions to the draft strategy and action plan.
- 5 Changes requested by the Economic and Community Development Advisory Committee have also been reflected in the final document. Further detail has been added with regard to the impact of Bat and Ball and Enysford train stations considered within Zone 6 proposals for Swanley. Further detail has also been added to "21 Century Connectivity" and "Broadband".
- 6 From consultation comments, sections relating to the rural economy and tourism have been expanded to reflect the significant contribution these make to the District's overall economy.
- 7 The final draft Economic Development Strategy and Action Plan draft takes into account the changes made as result of the responses received during the public consultation and follow up feedback. It is set out at Appendix A.
- 8 A summary of all the public consultation responses received, additional feedback and a list of changes made to the draft Strategy and Action Plan are set out at Appendix B.

Conclusions

- 9 Cabinet are asked to approve the final draft of the Economic Development Strategy and Action Plan which incorporates changes requested Economic and Community Development Advisory Committee and consultations.

Key Implications

Financial

There are no financial implications associated with this report. Work identified in the Economic Development Strategy Action Plan will be funded within existing Council resources or from external funding where this can be obtained.

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 for the Strategy.

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	As part of the consultation process for the development of the Strategy and Action Plan, different community groups were consulted to ensure the consultation was inclusive.
b. Does the decision being made or recommended through this paper have the potential to promote equality of opportunity?	Yes	This Strategy represents the economy of this District as a whole and promotes equality across the District.
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 and Action Plan - Appendix A

Summary of Public consultation responses received – Appendix B

Background Papers:

South East LEP Growth Deal and Strategic Economic Plan

Results of consultations

West Kent Priorities for Growth

Lesley Bowles

Chief Officer Communities and Business