

Economic Growth Strategic Plan

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Portfolio: Economic Development

Ward(s) Affected: All

Purpose of the Report:

For the Economic Success Policy Development Panel to review and recommend to Cabinet for the approval and adoption of the Broadland Economic Growth Strategic Plan 2022 – 2027 Summary.

Recommendations:

- 1 Economic Success Policy Development Panel to recommend to Cabinet to approve and adopt the Broadland Economic Growth Strategic Plan 2022 – 2027 and use of the Summary as an externally facing document.

1. Summary

- 1.1 This report provides an overview of the development of an Economic Growth Strategic Plan for 2022 – 2027 for Broadland, in collaboration with South Norfolk Council. The Strategic Plan outlines the activities and projects the Economic Growth team will be undertaking to deliver against the priorities in the Council's Delivery Plan.
- 1.2 While being developed concurrently and giving members a common approach to tracking service delivery, the Strategic Plan also enables Broadland District Council and South Norfolk Council to address local barriers to growth and develop a targeted response. The Summary document (Appendix 1) is specific to the activities proposed for Broadland.
- 1.3 The full Economic Growth Strategic Plan (Appendix 2) will continue to be a living document, updated regularly to ensure it continues to address local priorities and opportunities. Progress against activities will be presented to members as part of the existing performance management structure, ensuring data is provided at a district level.

2. Background

- 2.1 Members of this panel were invited for their input into the development of the Economic Growth Strategic Plan, presented at the Economic Success Policy Development Panel meetings held in February and April 2022. Recommendations from these meetings, along with those received from both internal and external stakeholders have been integrated into the final plan.
- 2.2 A summary document has been produced to confirm the Council's commitment to supporting the local economy. It identifies the social and economic challenges, our economic strengths and opportunities and details the actions and commitments which are needed to support growth, which is clean, inclusive, and productive.

3. Current position/findings

- 3.1 The proposed Economic Growth Strategic Plan covers the period from 2022-2027 and focuses on the actions we need to take over the five years to secure long-term success. The four main priorities have been finalised as follows:
 - 3.1.1 Growth and investment – Supporting businesses and breakout sectors and securing capital funding.
 - 3.1.2 Quality locations and infrastructure – Quality and affordable housing, building community resilience, improving public transport and improving general infrastructure/connectivity.

- 3.1.3 Skills and lifelong learning – Addressing the skills shortage, creating high level employment and tackling long term unemployment while maintaining equality of opportunity and inclusive growth.
- 3.1.4 Enterprise – Encouraging the use of new technologies and developing networks.
- 3.2 These priorities will be underpinned by two key principles:
 - 3.2.1 Inclusive Growth – creating opportunity for all segments of the population and distributing the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society.
 - 3.2.2 Clean Growth – empowering businesses to capitalise on the opportunities provided by the green agenda.
- 3.3 In delivering our plan, we will pay particular attention to the opportunities and potential that exists in key clusters selected based on the potential for growth, location quotient for the two districts, total productivity, and the presence of national or multinational headquarters for businesses within the cluster groups.

4. Proposed action

- 4.1 This report proposes that Economic Success Policy Development Panel recommend to Cabinet to approve the adoption of the Economic Growth Strategic Plan 2022 – 2027 and the use of the Summary as an external facing document to outline how we will address barriers to growth to deliver positive outcomes for the district.
- 4.2 Progress on activities will be provided to members as part of the performance management process; with data provided on a district level. A substantial number of performance indicators are proposed in the draft plan. The viability and appropriateness of these will be reviewed over the next six to twelve months before they are finalised.

5. Other options

- 5.1 Members could choose not to adopt the Strategic Plan for 2022 – 2027. This would however mean that we would not have a clear path for delivery for the coming years and impact our ability to support economic growth within the district.

6. Issues and risks

- 6.1 **Resource Implications** – Implementation of the Economic Growth Strategic Plan will be carried out within existing resources. Resource implications will be considered as individual work streams are developed and will be brought to Members as required.

- 6.2 **Legal Implications** – to comply with current legislation related to clean growth; in particular the Net Zero Strategy. Legal implications will be considered as individual work streams are developed and will be brought to Members as required.
- 6.3 **Equality Implications** – The plan recognises the need to educate and train local people for local jobs. Equality implications will be considered as individual work streams are developed and will be brought to Members as required.
- 6.4 **Environmental Impact** – to acknowledge that Clean Growth means complying with the Climate Change Act and the Net Zero Strategy. The economy is intrinsically linked to the environment and implications have been considered throughout the development of this Plan with Clean Growth identified as a key priority. Work streams will be developed to result in positive impacts on the environment with implications considered as individual projects are developed.
- 6.5 **Crime and Disorder** – N/A based on current recommendations.
- 6.6 **Risks** – Risks related to individual work streams will managed through operational risk registers.

7. Recommendations

- 7.1 Economic Success Policy Development Panel to recommend to Cabinet to approve and adopt the Broadland Economic Growth Strategic Plan 2022 – 2027 and use of the Summary as an externally facing document.

Background papers

None