



Executive Committee

No particular Ward Relevance

1 July 2007

REDDITCH ECONOMIC DEVELOPMENT STRATEGY

(Report of the Director of Environment & Planning)

1. Summary of Proposals

The report seeks the endorsement of the Redditch Economic Development Strategy (REDS) and the endorsement of the Executive Summary of the Strategy which has been produced by students of Trinity High School and Sixth Form Centre.

2. Recommendation

The Committee is asked to **RECOMMEND** that

- 1) **subject to the outcome of a separate budget bid, the Redditch Economic Development Strategy as detailed in Appendix A be endorsed; and**
- 2) **the Executive Summary of the Redditch Economic Development Strategy as prepared by students of Trinity High School and as detailed at Appendix B be endorsed.**

3. Financial, Legal, Policy and Risk Implications

Financial

- 3.1 Details of the financial implications of the recommendations are included in the Action Plan in Appendix A. These will be pulled together to form a separate budget bid.

Legal

- 3.2 Under Section 2 of the Local Government Act 2000, the Council has the power to do anything which it considers is likely to achieve the promotion or improvement of the economic well-being of its area.

Policy

- 3.3 The Redditch Economic Development Strategy details proposals for activities that Officers will undertake to support the Council's economic priorities, which are included in the Constitutional Policy Framework.

Risk

- 3.4 The Redditch Economic Development Strategy identifies the key economic issues facing the Borough. Failure to address these issues could result in the continuation of the problems, or their exacerbation.

Sustainability / Environmental

- 3.5 During the preparation of the Redditch Economic Development Strategy, consideration has been given to environmental sustainability when developing responses to Redditch's economic needs and opportunities.

Report

4. Background

- 4.1 On the 19 January 2009, the Council adopted a new set of economic priorities. The priorities were structured around Business, People, Place and a Powerful Voice in order to align with the Regional Economic Strategy and the Worcestershire Economic Strategy.
- 4.2 Officers were asked to prepare a Redditch Economic Development Strategy (REDS) for consideration by this committee. The strategy details the key economic issues facing the Borough; the process of identifying draft economic priorities and the consulting on these with stakeholders; the adoption of the economic priorities; and an action plan containing details of proposed activities to support the economic priorities.
- 4.3 One of the activities included in the action plan is to set up a programme whereby young people visit a business and learn about the organisation. The students will then be given a project by the company related to their business activity and the company will provide feedback and evaluation of the finished project.
- 4.4 As a pilot for this programme, students from Trinity High School and Sixth Form Centre were asked to produce an executive summary of the REDS which could be used to publicise the strategy and promote the Council's economic vision for the Borough. The details of the task given to the students is contained in Appendix C.
- 4.5 In response to the task, three teams of 5 students developed executive summaries of the Redditch Economic Development Strategy as part of their Business Studies A level course. A group of

Members and Officers judged the work and the winning Executive Summary is detailed in Appendix B.

- 4.6 A prize of a free meal for each of the winning team's members has been donated by Rilys restaurant.

5. **Key Issues**

- 5.1 The action plan contains proposals for activities to support the economic priorities. However, some of the activities will require additional resources.
- 5.2 Appendix A includes an Action Plan detailing proposed activities. These activities are divided into 3 groups: Quick Wins, First Priority and Second Priority.
- 5.3 The Quick Win actions are those activities that are currently being carried out by Officers or can be carried out within existing resources and budgets.
- 5.4 The First Priority actions are those activities that will have the greatest impact in relation to investment. In order to deliver these actions the allocation of additional budgets is required.
- 5.5 The Second Priority actions are those activities that require more development or have a lesser impact in relation to investment. In order to deliver these actions the allocation of additional budgets is required.

6. **Other Implications**

Asset Management : None

Community Safety : None

Human Resources : Some of the activities in the Action Plan will be carried out by Officers in other Service Teams. Where this is the case, these activities are included in their Service Plans.

Social Inclusion : The Council's economic priorities aim to tackle social exclusion by encouraging a strong local economy and creating opportunities for all residents to benefit from the local economy.

7. **Lessons Learnt**

Not applicable

8. **Background Papers**

None

9. **Consultation**

There has been informal consultations with some stakeholders and also with relevant Borough Council Officers.

10. **Author of Report**

The author of this report is Georgina Harris (Development Support Officer), who can be contacted on extension 3229 (email: georgina.harris@redditchbc.gov.uk) for more information.

11. **Appendices**

Appendix A – The Redditch Economic Development Strategy

Appendix B – Executive Summary of the Redditch Economic Development Strategy

Appendix C – Project brief for Trinity High School Students