

---

## **Thanet's Economic Growth and Regeneration Strategy**

To: **Cabinet – 14 November, 2013**

Main Portfolio Area: **Economic Development and Regeneration Services**

By: **Madeline Homer, Director Community Services**

Classification: **Unrestricted**

Ward **All Wards**

---

**Summary:** **The Economic Growth and Regeneration Strategy and Plan 2013-2031 are being brought forward for adoption by Cabinet.**

### **For Decision**

---

#### **1.0 Introduction and Background**

- 1.1 The Council is committed to driving growth across the district by promoting investment, skills and employment opportunities, to create a sustainable and balanced economy. To support this; the attached Economic Growth and Regeneration Strategy and Plan has been developed with the engagement of stakeholders to ensure delivery reflects our desire to build on partnership working.
- 1.1 The strategy and action plan were brought to Cabinet on 29 May, 2013 to enable officers to take the action plan out to consultation. The consultation period ran from Friday 31 May until 12 July, 2013. The consultation was targeted at particular organisations and was open to anyone via the Council's website. Consultees were asked to consider each action, whether it was high, medium or low as a priority and to provide other general feedback.
- 1.2 The Council received direct responses to the consultation and also received feedback via the Thanet Regeneration Board during the consultation period.

#### **2.0 The Current Position**

- 2.1 The final strategy includes a redrafting of the main document and editing of the action plan following feedback to the consultation.
- 2.2 The initial direction of travel of the strategy has not changed. It is recognised that to achieve the aims it will need to be flexible and react and respond to the changes in current conditions and opportunities as they arise.
- 2.3 The priorities that were originally put forward largely remain, however they have been transferred into four critical success factors. These critical success factors are considered the key elements to make a difference to Thanet's economy. The plan no longer provides the level of detail that was originally proposed. This detail will be managed through the work programmes of the relevant partner organisations. The action plan now highlights the key areas for delivery under each of the critical success factors.
- 2.4 A series of indicators has been identified to measure the success of the plan over time and they are listed within this strategy.

2.5 The strategy sits alongside the Local Plan; however there will be an opportunity to refresh the strategy every five years.

### **3.0 Corporate Implications**

#### **3.1 Financial and VAT**

3.1.1 There are no direct financial implications arising directly from the adoption of the strategy however where specific actions/projects are not already part of the relevant partners activities a financial appraisal will be undertaken.

#### **3.2 Legal**

3.2.1 There are no direct legal implications arising directly from the adoption of the strategy, specific actions/projects will require a review of legal implications.

#### **3.3 Corporate**

3.3.1 Thanet's Economic Growth and Regeneration is a key priority for the Council and this action plan is the delivery tool by which the Council can implement its regeneration priorities, in partnership. The consultation allows the Council to ensure that it takes into account key stakeholders opinions, thus mitigating risks associated with the strategy and its delivery.

3.3.2 The strategy directly supports delivery of the Corporate Plan 2012-16 through the following priorities:

- Priority One – We will support the growth of our economy and the number of people in work
- Priority two – We will tackle disadvantage across our district
- Priority three - We will support our community and voluntary organisations
- Priority five – We will work to improve parking and transportation in our district
- Priority six – We will make our district cleaner and greener and lead by example on environmental issues
- Priority eight – We will support excellent and diverse cultural facilities and activities for our residents and visitors
- Priority nine – We will support a broad range of sports, leisure and coastal facilities and activities
- Priority ten – We will influence the work of other agencies to ensure the best outcomes for Thanet

#### **3.4 Equity and Equalities**

3.4.1 There is no direct equity and equalities implications arising directly from the adoption of the strategy, specific actions/projects will require equality impact assessments.

### **4.0 Recommendation(s)**

4.1 Members are requested to adopt Thanet's Economic Growth and Regeneration Strategy.

### **5.0 Decision Making Process**

5.1 This is a key decision. Cabinet can make decisions that are aimed at creating conducive environment for the development of the local economy and facilitate the regeneration of the area.

Contact Officer:	Louise Askew, Economic Development Officer,
Reporting to:	Madeline Homer, Director of Community Services

### Annex List

Annex 1	Economic Growth and Regeneration Strategy
---------	---

### Background Papers

Title	Details of where to access copy
None	N/A

### Corporate Consultation Undertaken

Finance	
Legal	