

Fulfilling Thanet's growth and development opportunities

Cabinet	17 November, 2016
Report Author	Louise Askew, Economic Development Manager
Portfolio Holder	Cllr Stummer-Schmertzing, Cabinet Member for Regeneration and Enterprise Services
Status	For Decision
Classification:	Unrestricted
Key Decision	Policy Framework
Previously Considered by	Overview & Scrutiny – 25 October, 2016
Ward:	Whole district

Executive Summary:

One of Thanet District Council's priorities is to promote inward investment and job creation and increase prosperity for residents through economic growth. The district, through this Strategy and the Local Plan, aims to create the right environment and conditions to capitalise on the areas assets and supporting residents to be enterprising and aspirational. This role is not solely for the local authority but requires a partnership approach to delivery with the private sector, other public sector organisations and the voluntary sector.

The Strategy forms part of the evidence base for the Local Plan, identifying strong sectors for the Thanet economy and ways in which the Council can support their growth and take advantage of them, which in turn will deliver the required jobs as identified in the Local Plan.

Recommendation(s):

The Economic Growth Strategy should be adopted by Cabinet.

CORPORATE IMPLICATIONS

Financial and Value for Money	There are no financial implications arising directly from this report – as an action plan is developed the work programme of the Economic Development function will be costed.
Legal	There are no legal implications arising directly from this report however the Council does have regard to Section 149 of the Equalities Act 2010 which is considered below.
Corporate	<p>The Economic Growth Strategy enables delivery of Priority 3: Promoting Inward Investment and Job Creation.</p> <p>The Strategy provides evidence for the Local Plan and therefore plays a key role in supporting its delivery and confirms how the Council, working with its partners, can enable economic growth and the creation of jobs identified in the Local Plan.</p>

Equalities Act 2010 & Public Sector Equality Duty	<p>Members are reminded of the requirement, under the Public Sector Equality Duty (section 149 of the Equality Act 2010) to have due regard to the aims of the Duty at the time the decision is taken. The aims of the Duty are: (i) eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, (ii) advance equality of opportunity between people who share a protected characteristic and people who do not share it, and (iii) foster good relations between people who share a protected characteristic and people who do not share it.</p> <p>Protected characteristics: age, gender, disability, race, sexual orientation, gender reassignment, religion or belief and pregnancy & maternity. Only aim (i) of the Duty applies to Marriage & civil partnership.</p>								
<table border="1"> <tr> <td colspan="2">Please indicate which aim is relevant to the report.</td> </tr> <tr> <td>Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,</td> <td></td> </tr> <tr> <td>Advance equality of opportunity between people who share a protected characteristic and people who do not share it</td> <td>✓</td> </tr> <tr> <td>Foster good relations between people who share a protected characteristic and people who do not share it.</td> <td>✓</td> </tr> </table>		Please indicate which aim is relevant to the report.		Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,		Advance equality of opportunity between people who share a protected characteristic and people who do not share it	✓	Foster good relations between people who share a protected characteristic and people who do not share it.	✓
Please indicate which aim is relevant to the report.									
Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,									
Advance equality of opportunity between people who share a protected characteristic and people who do not share it	✓								
Foster good relations between people who share a protected characteristic and people who do not share it.	✓								
<p>Through the strategy the general demography of the district has been identified which is relevant to the development of an overarching strategy that supports Thanet's economic growth. The strategy also draws on advice from a number of organisations about existing policies and funding because delivery will not only be from Thanet District Council but will include a number of partners and/or linking up with Government designed delivery that happens nationally.</p> <p>Through the development of the strategy a wide range of stakeholders have been engaged, including some organisations in the business community and Chambers of Commerce, education providers, public sector bodies including Department for Work and Pensions, Historic England, County Council and others. These were through wider meetings and one to one discussions.</p> <p>The strategy is an overarching document that draws together the priorities for delivery to support the growth of Thanet's economy therefore each individual project aligning to the strategy that is taken forward will need to make consideration of completing a Customer Impact Assessment and the relevant departments will do this as projects/delivery is taken forward.</p> <p>The Council will use the strategy to influence its partners in the widest sense to ensure that any provision for residents takes into account Thanet's demographic profile and targets activity where required.</p>									

CORPORATE PRIORITIES (tick those relevant)✓	
A clean and welcoming Environment	
Promoting inward investment and job creation	✓
Supporting neighbourhoods	

CORPORATE VALUES (tick those relevant)✓	
Delivering value for money	
Supporting the Workforce	
Promoting open communications	

1.0 Introduction and Background

- 1.1 The Council is committed to promoting investment and economic growth in order to create jobs and improve the quality of life of its residents.
- 1.2 In order to deliver this, the Council's current Economic Growth and Regeneration Strategy needed to be reviewed to align more closely with the Local Plan targets and respond to changes in the national, regional and local circumstances. Officers recruited BBP and SQW through an open procurement process to provide advice to the Council through a revised Economic Growth Strategy. This included undertaking relevant research and analysis, including stakeholder engagement, with a focus on developing specific recommendations.
- 1.3 The Economic Growth Strategy also forms part of the evidence base for the Local Plan and supports the economic development element including job creation and land allocations. It provides a framework for other Council responsibilities including delivery with East Kent Opportunities and the East Kent Spatial Development Company.

2.0 The Current Situation

- 2.1 The Economic Growth Strategy identifies four 'Foundational Priorities' that are critical for enabling sustained economic growth and therefore fulfilling the job creation identified in the Local Plan. These cover the importance of skills provision for the workforce, the measures needed to support businesses, the promotion and up take of the strategic business parks in the district and working with partners to ensure that the tourism sector develops in line with changes in demand.
- 2.2 A number of 'Transformational Initiatives' have also been identified, which are longer term and require Thanet District Council to work with public and private sector partners to ensure delivery. These include focusing on sectors such as high value manufacturing and engineering, agritech and the creative industries and continued growth at the port. All of these represent strong sectors already in the district indicating the opportunity for growth. There are initiatives linked with placeshaping including the development of feasibility modelling for Margate and Ramsgate and the promotion of the broad cultural and leisure offer that is throughout the district. Lastly, there is a link between the housing being provided and the types of communities that the district should be looking to encourage by ensuring all new developments support those people looking to work from home or that 'design-in enterprise'.
- 2.3 The Economic Growth Strategy identifies the need for the Council to work closely with partners and to have an 'oversight' role in terms of the delivery of economic growth in Thanet. There are a great number of stakeholders – private and public, that are well placed to help secure growth for Thanet and the Council has a clearly identifiable placeshaping role in delivery. This role will be articulated both through the Economic Growth Strategy and the Local Plan.

Contact Officer:	Louise Askew, Economic Development Manager, 01843 577178
Reporting to:	Rob Kenyon, Director of Community Services

Annex List

Annex 1	Economic Growth Strategy
---------	--------------------------

Background Papers

Title	Details of where to access copy
None	N/A

Corporate Consultation

Finance	Matthew Sanham, c
Legal	Ciara Feeney, 17 Oct. 16