



Date: Wednesday, 23 March 2022
Time: 1.00 pm
Venue: Council Chamber, Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND
Contact: Emily Marshall, Committee Officer
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COMMUNITIES OVERVIEW COMMITTEE

TO FOLLOW REPORT (S)

- 8 Economic Growth Plan (Pages 1 - 4)**
Report attached, marked 7. Report to Follow

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Committee and Date

**Communities Overview
Committee**

23 March 2022

Item

Public

Economic Growth Strategy Review and refresh 2022-2027

Responsible officers

Name Tracy Darke - Assistant Director of Economy and Place

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Name Hayley Owen - Growth programme and Strategy manager

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1.0 Summary

1.1 This report is to inform Communities Overview Committee of the Economic Growth Strategy (EGS) review 2022-2027, the work undertaken to date, work in progress, next steps and consultation process.

2.0 Recommendations

2.1 That Community Overview Committee note the content of the report and request that the draft Economic Growth Strategy 2022-2027 is brought back to committee in advance of any future Cabinet report and recommendations.

REPORT

3.0 Risk assessment and opportunities appraisal

3.1 As part of the development of the Economic Strategy, a high level Equality and Social Inclusion Impact Assessment (ESIIA) was undertaken. An updated Equality, Social Inclusion and Health Impact Assessment (ESHIA) will be undertaken to incorporate the planned consultation due to take place from Spring 2022. This will be reviewed and updated as the strategy progresses.

4.0 Financial implications

4.1 The costs incurred in the preparation of the Review has been met by Government grant to support Brexit and Covid recovery. There are no further financial implications for Shropshire Council in relation to the adoption of the Strategy document.

4.2 As the Delivery Plan is prepared, and subject to the Council's role being determined in the delivery of those key actions, they will be subject to further assessment, financial appraisal and the Council's governance and reporting procedures.

5.0 Climate change appraisal

5.1 The emerging EGS will support the challenge of climate change through clean growth with increased investment in low carbon innovation and industries with a focus on sectors that support the environment and local green job growth.

5.2 Key areas of focus for the economic strategy in terms of climate change and aligning to the climate change strategy are:

- renewable energy development;
- energy efficiency retrofit measures for existing buildings (both domestic and non-domestic);
- low carbon vehicle fuels;
- Waste, materials and resource management;
- Land management, carbon capture & storage.

5.3 As the delivery plan is developed and activities are finalised, these will be thoroughly investigated and appraised against the key Climate Change considerations.

6.0 Background

6.1 In January 2021 Cabinet supported the principles of setting out an economic recovery framework which will inform a new Economic Growth Strategy for Shropshire 2022-2027 (EGS) and replace the current Economic Growth Strategy 2017-2021 (a review of the current strategy can be found [here](#)).

6.2 The development of a new EGS has built upon the Council's and partners response to the Covid 19 pandemic and the impacts of Brexit. The Council established an Economic Taskforce with the Shropshire Business community along with partners and key stakeholders to address the priorities and issues facing Shropshire's economy. An outcome of this was to review and refresh the EGS for Shropshire to reflect the impacts, changes and approach to the short-, medium- and long-term prosperity of the County. The Economic Taskforce has helped to shape and guide the development and progress of the strategy to date and has been collaborative in its approach.

6.3 The EGS will be directed at government, businesses and investors with the aim of setting out Shropshire's growth opportunities and how to maximise these to create new jobs, employment opportunities to benefit residents and businesses of Shropshire.

6.4 A significant amount of work has been undertaken to inform the evidence base, which has helped to develop the core values and themes of the EGS. The development of the emerging EGS is being supported by the University Centre Shrewsbury. The development of the EGS has been developed in line with the emerging Shropshire Plan and other key strategies to ensure synergies and interdependencies are reflected.

6.5 The **core values** of the strategy are:

- Resilience
- Sustainability
- Inclusivity
- Wellbeing and Health

These core values will run through the key themes of the emerging strategy and will be embedded in the actions and delivery plan.

6.6 The **key themes** are:

- Supporting local business
- Strategic locations
- Employment and skills

6.7 These have been developed and tested through the Economic Taskforce for Shropshire and as part of a wider business, stakeholder and partners workshop held in November 2021 at Shrewsbury Town Football club. This hybrid event successfully brought together over 90 participants to discuss, debate, inform and shape the key themes outlined. It also gave our business community the opportunity to tell us about their requirements, asks and wants from a new EGS for Shropshire. The feedback from the event can be found [here](#).

6.8 Following the event, further work was done on the Strengths, Weaknesses, Opportunities and Threats for each of the key themes which can be viewed [here](#).

7.0 **Next Steps**

Work is continuing on the drafting of the emerging strategy for spring 2022. This will be brought back to Communities Overview Committee in advance of going back to Cabinet for wider consultation. An action plan for delivery will then be developed to implement key themes in the strategy. This will be an action plan that will sit across all the partners and stakeholders to collectively deliver, monitor and review to ensure the outcomes and outputs are achieved. The development of KPI's and key outcomes of the EGS will be developed and these will be aligned to the Shropshire Plan delivery plans and emerging performance management framework. Future governance and management of this will be reviewed, however the current economic taskforce is potentially looking to evolve into an

Economic Investment board, which will have overview and oversight of the strategy going forward and will monitor and review delivery.

7.1

An annual review of the strategy will be undertaken and could be brought to Communities Overview Committee for review and discussion.

8.0 Conclusion

8.1 The draft EGS will be finalised in Spring 2022 ready for consultation over the Spring/Summer 2022. This will ensure that Shropshire has a robust, well informed and deliverable EGS which is recognised by the business community as their plan for growth.

List of background papers

Cabinet report January 2021 - Shropshire's economic recovery, transformation and resilience framework report.

http://shropshire.gov.uk/committee-services/documents/s26358/Economic%20Recovery%20Committee%20Report%20Jan%202021_08012021.pdf

Cabinet member (portfolio holder)

Cllr Ed Potter

Local member

All

Appendices