



<u>Committee and Date</u>
Cabinet 14 December 2022

<u>Item</u>
<u>Public</u>

ECONOMIC GROWTH STRATEGY 2022-2027 REPORT, DRAFT ACTION PLAN, KPI AND GOVERNANCE

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1. Synopsis

The Shropshire Plan includes outcomes to achieve a Healthy Economy and the finalised Economic Growth Strategy supports that priority. Following consultation, the strategy provides a draft Action Plan, Key Performance Indicators and associated Governance arrangements for which we are now seeking Cabinet (and Council) approval.

2. Executive Summary

- 2.1. The Economic Growth Strategy 2022-27 (EGS) is the outcome of ongoing collaborative work between Shropshire Council and the Economic Taskforce, Shropshire business community, along with partners and key stakeholders. This is a strategy for the County which is co-owned by our business community and will be delivered in partnership for the economic prosperity of Shropshire.
- 2.2. The EGS supports and contributes to The Shropshire Plan and will contribute directly to the Healthy Economy priority and its strategic objectives. Activities and KPIs referenced in the Economic Strategy will support Shropshire Council to provide access to lifelong learning supporting people and our communities to prosper, and through providing the right skills developing greater productivity and improved wages. In addition to delivering infrastructure and connectivity, to ensure an appropriate mix of housing in the right areas alongside a safe, strong and vibrant destination.

- 2.3. This report brings to Cabinet the final version of the EGS and associated appendices following public consultation over the summer period.
- 2.4. The proposed Governance arrangements (for which we are seeking a separate approval from Council) will provide a robust framework for ensuring that the EGS is implemented across partners, stakeholders, businesses and organisations who take collective ownership of the delivery of the EGS and Action Plan.
- 2.5. The proposed Shropshire Economic Partnership Board (SEPB) will bring together partners and organisations to work collectively to develop, drive and own the strategy.
- 2.6. The development of appropriate Key Performance Indicators to measure the outcomes and impacts of the strategy will create a unique set of KPIs to support the EGS and feed into the Shropshire Plan Healthy Economy priority.

3. Recommendations

Cabinet to:

- 3.1. To endorse and approve the final Economic Growth Strategy 2022-2027(Appendix 1).
- 3.2. To recommend to Council the formation of the Shropshire Economic Partnership Board.

REPORT

4. Risk Assessment and Opportunities Appraisal

- 4.1 The new EGS is anticipated to have a positive impact on business communities and, in consequence, residents across the whole of Shropshire. There are many benefits in terms of equality, diversity and social inclusion associated with a resilient economy such as increased employment opportunity, greater social mobility opportunity, provision of housing, infrastructure benefits, facilities and utilities, climate change considerations and well-being improvements.
- 4.2 A follow up Equality, Social Inclusion and Health Impact Assessment (ESHIA) has been carried out and is attached as Appendix 3. This draws upon the feedback from the consultation and engagement process to date. Screening indicates that positive impacts will be

achieved for a variety of intersecting Protected Characteristic groupings as defined by the Equality Act 2010 (Age, Disability, Pregnancy and Maternity, Sex) through future engagement process and through the delivery of specific projects developed within the Action Plan. This will be due to an emphasis within the EGS and The Shropshire Plan on developing the County as a better place in which to live, learn, and do business, as well as to access for leisure, environmental and hospitality pursuits and activities. Additionally, positive impacts are anticipated to accrue for our tenth grouping of consideration in Shropshire, of Social Inclusion. This is not least due to improvements anticipated for vulnerable individuals and households such as young people leaving care, and veterans and serving members of the armed forces, as well as low income households, rural households, and people living in fuel poverty.

- 4.3 Furthermore, there is potential for an increase in the positive impact in equality terms from low to medium positive, for the groupings of Gender Reassignment, Race, Religion and Belief, and Sexual Orientation, if efforts are made to engage with faith communities and LGBT communities and with those undergoing gender reassignment.
- 4.4 There is potential for further positive impacts through the adoption of the EGS, including stimulation of economic development and investment which will provide jobs and improved workspace. In line with the Public Sector Equality Duty on the Council, as set out in the Equality Act 2010, the Council will need to ensure that contractors engaged in commercial development for the Council are likewise able to demonstrate compliance with PSED duties. In so doing, they will also be expected to adhere to guidance with regard to equity of access to economic opportunities.
- 4.5 The EGS is anticipated to contribute towards improving on Shropshire's position as one of the healthiest places to live which will positively influence people's mental and physical wellbeing. This is not least through improving prospects of employment and therefore prosperity across age ranges and for people with disabilities and/or with caring responsibilities, alongside upskilling and further education opportunities as well as potential for greater social mobility across our rural county.

Do Nothing option

- 4.6 By not having a relevant EGS in place for Shropshire it would seriously impact on the economic stability and aspirations of the County. Without an agreed direction and vision of the County, securing funding and resources to support businesses and development will be severely limited. Without growth, highly skilled employees and infrastructure to support development, the economy

will not prosper, and this will detrimentally impact on the people of Shropshire and increase pressure on Council services and resources.

5. Financial Implications

- 5.1. The costs incurred in the preparation of the review has been met by Government grants to support Brexit and Covid recovery. There are no further financial implications for Shropshire Council in relation to the adoption of the Strategy document.
- 5.2 As the Action Plan is being developed, 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

6. Climate Change Appraisal

- 6.1 The 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.
- 6.2 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.
- 6.3 As the action plan and KPIs are developed and activities are finalised, these will be thoroughly investigated and appraised against the key Climate Change considerations.

7. Background

- 7.1. Shropshire Council agreed the Shropshire Plan in May 2022 which sets out the Council's priorities, which includes Health Economy. The Economic Growth Strategy is a key strand of delivering this for the Council. Following Cabinet agreement to consult on the Economic Growth Strategy in June 2022, robust consultation has taken place on the strategy and comments have been received. These have been carefully considered and fed into either the strategy or have been captured for the Action Plan and KPI

development. This has been captured in a 'you said we did' paper which supports the strategy (Appendix 2).

- 7.2. The development of the Economic Growth Strategy is the outcome of ongoing collaborative work between Shropshire Council and the Economic Taskforce, Shropshire business community, along with partners and key stakeholders. This report provides Cabinet with more details on the development of the Action Plan framework and the approach for development of KPIs to support the EGS going forward. This is supported by appropriate governance (as set out in more detail below at paragraph 8.7 onwards) to ensure that the Strategy is collectively driven forward with our partners and stakeholders and co-owned and delivered for the prosperity of Shropshire.

8. Additional Information

Consultation

- 8.1 Public Consultation on a draft Economic Growth Strategy for Shropshire 2022 to 2027 was undertaken between 4 July and 2nd September 2022. As part of the 9 week consultation, members of the public, local businesses and a range of other partner organisations and local stakeholders were invited to feed in their comments using an online survey or alternatively responding by email or letter.
- 8.2 A significant amount of engagement and work was undertaken in advance of the consultation with our business community to ensure that the strategy was shaped and developed by them and reflects the outcome of workshops, discussions and events which were carried out.
- 8.3 39 people completed the online survey and 5 organisations provided written comments or submissions. Despite a significant amount of social media, press, and circulation of the consultation, feedback was limited. One reason for this maybe that a significant amount of engagement has already taken place on the strategy and therefore businesses and organisations didn't feel they needed to respond directly to the consultation.
- 8.4 The following is a summary of the engagement and review undertaken on the draft EGS over the past 18 months to date:
- EGS refresh launch November 2021 event /workshop November 2021 – 90 participants
 - All Members update Dec 2021
 - Progress meeting with Communities Overview Committee 23 March 2022

- In person workshop for Taskforce and Senior SC officers 30 March 2022
- Second members update given 28 April 2022
- Proposed content of EG Strategy Refresh at Communities Overview Committee Meeting 4 May 2022
- Cabinet agreement to consult 8 June 2022
- Draft EGS presented at Shropshire Business Leaders Event 11 November 2022
- Final EGS, draft Action plan framework and Draft KPI development presented to Communities Overview committee 23 November 2022.

8.5 Feedback was mixed in terms of types of comments and views from the consultation and in order to address these a short 'you said, we did' summary (Appendix 2) has been produced to show where feedback was been addressed in the EGS or will be considered as part of the Action Plan development.

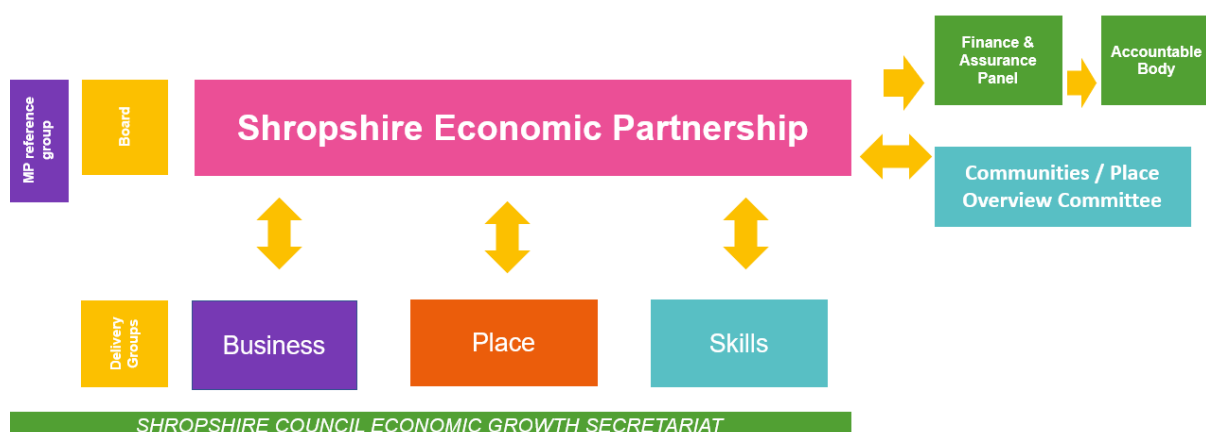
8.6 Overall respondents are supportive of the vision, presentation and Partnership approach.

Governance

8.7 The current Economic Taskforce and the Shropshire Business Board have resolved to merge and form a Shropshire Economic Partnership Board which will work to collectively champion, drive and deliver the EGS for Shropshire, working to resolve challenges and issues as they emerge, ensuring Shropshire is in the best position to respond and be resilient.

8.8 The details of the proposed Governance arrangements will be presented to full Council for approval on 15th December but are set out below for completeness. Cabinet is asked to recommend that Council approve these arrangements.

Proposed Governance Structure



8.8 The governance structure represents the overarching role of the Shropshire Economic Partnership (SEPB) and the sub delivery groups for the key themes which are reflected in the EGS. These delivery groups also align with the UK Share Prosperity Fund (UKSPF) and the approach for funding, which Shropshire Council has submitted in its investment plan to government. The new governance, which includes a finance and assurance group, will be able to effectively manage, monitor and review spend of this and other future funding as it becomes available. The SEPB will advise the Accountable Body (Shropshire Council S151 officer) on the prioritisation of projects for UKSPF funding. This aligns with and reflects the health economy theme of the Shropshire Plan and will help to deliver against the targets and ambitions outlined.

Action Plan

8.9 A significant amount of work has been undertaken on the development of the draft Action Plan Framework, with the help of the current economic taskforce and utilising the logic model approach which was undertaken for the EGS.

8.10 The approach has been to look at structuring an action plan to reflect Shropshire Plan Health Economy priorities and the key themes of the Strategy - Local Business, Strategic Locations and Employment and Skills and looking at two levels of actions, Ambitions and Projects, to ensure that the right level of detail and approach is undertaken (see Appendix 1.H). The full details, actions, activities, outcomes, outputs, and impacts need to be developed through the governance and groups outlined above. This will include many projects and activities that will contribute to the overall impact of the EGS but that will be delivered by partner organisations. The development and ongoing monitoring of the Action Plan will be a key role of the SEP and the subgroups and a priority for them to produce.

8.11 Community Overview Committee will have an on-going role in reviewing and monitoring the development of the Action Plan and KPIs for the EGS as these develop and align to the Shropshire Plan – Healthy Economy priorities. Place Overview Committee will also support this work, through the invitation to Community Overview Committee by the Chair as appropriate.

Key Performance Indicators

8.12 The EGS 2022-2027 has set out some high level KPIs as part of its overall ambition. However, further work is needed through the SEP to develop a fit for purpose set of KPIs which effectively capture the impacts that the EGS is aiming to achieve. This will include ensuring that targets from other strategies and work streams across the Council and organisations are captured such as climate and culture for example.

8.13 The development of these KPIs will feed into the healthy economy dashboard for the Shropshire Plan performance. Community overview committee, supported by members of the Place overview committee have been involved in the progress of the EGS and will have an ongoing role and input into the review and monitoring of the development and delivery of the KPIs and this is reflected in the governance diagram.

9. Conclusions

9.1 The Economic Growth Strategy 2022-2027 sets out an aspirational vision for Shropshire but one which is founded in data and evidence and driven forward by the businesses and organisations of Shropshire for the economic growth and prosperity of the business and communities of the County.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

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

Communities Overview Committee report March 2022 - Economic Growth Strategy Review and refresh 2022-2027

<http://shropshire.gov.uk/committee-services/documents/s29898/Community%20overview%20report.pdf>

Communities Overview Committee report May 2022 – Economic Growth Strategy Review and Refresh. <https://www.shropshire.gov.uk/committee-services/ieListDocuments.aspx?CIId=738&MIId=4667&Ver=4>

Cabinet report 8th June 2022 Economic Growth Strategy 2022-2027

<https://www.shropshire.gov.uk/committee-services/documents/s30576/Economic%20Growth%20Strategy-13042022%201211.pdf>

Communities Overview Committee November 2022 report

<https://www.shropshire.gov.uk/committee-services/documents/s33037/Agenda%20Item%207%20-%20Economic%20Growth%20Strategy%202022%20-%202027.pdf>

Cabinet Member (Portfolio Holder)

Cllr Dean Carroll

Local Members

All

Appendices

Appendix 1 – Shropshire’s Economic Growth Strategy 2022 – 2027

Supported by the following appendices:

- 1.A) Achievements of Previous Economic Growth Strategy 2017 - 2021
- 1.B) Logic Model
- 1.C) Shropshire Infographics
- 1.D) Evidence Base
- 1.E) SWOT Analysis
- 1.F) Business Feedback on Key Themes and Asks
- 1.G) The Economic Recovery Taskforce
- 1.H) Governance, KPI Development, Action & Delivery Plan

Appendix 2 - ‘You said, We did’ Summary of Public Consultation 4 July – 2 September 2022

Appendix 3 - Equality, Social Inclusion and Health Impact Assessment (ESHIA)