



Please reply to:

Contact: Gary Lelliott; Principal
Committee Manager;
g.elliott@spelthorne.gov.uk
Service: Committee Services
Direct Line: 01784 446337
E-mail:
Date: 13 September 2021

Notice of meeting

Economic Development Committee

Date: Tuesday, 21 September 2021

Time: 7.00 pm

Place: Council Chamber, Knowle Green, Staines-upon-Thames, TW18 1XB

To the members of the Economic Development Committee

Councillors:

C.F. Barnard (Chairman)	S. Buttar	M. Gibson
V.J. Leighton (Vice-Chairman)	J.T.F. Doran	H. Harvey
A. Brar	T. Fidler	L. E. Nichols

Substitute Members: Councillors C. Bateson, S.M. Doran, O. Rybinski and B.B. Spoor

Councillors are reminded that the Gifts and Hospitality Declaration book will be available outside the meeting room for you to record any gifts or hospitality offered to you since the last Committee meeting.

Spelthorne Borough Council, Council Offices, Knowle Green

Staines-upon-Thames TW18 1XB

www.spelthorne.gov.uk customer.services@spelthorne.gov.uk Telephone 01784 451499

Agenda

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1. Apologies and Substitutes

To receive any apologies for absence and notification of substitutions.

2. Disclosures of interests

To receive any disclosures of interest from councillors in accordance with the Council's Code of Conduct for members.

3. Minutes

5 - 8

To confirm the minutes of the meeting held on 22 June 2021 as a correct record.

4. Questions from members of the Public

The Chair, or his nominee, to answer any questions raised by members of the public in accordance with Standing Order 40.

Note: the deadline for questions to be considered at this meeting is 5.00pm on Tuesday 14 September 2021.

At the time of publication of this agenda no questions had been received.

5. Ward Issues

To consider any issues raised by ward councillors in accordance with Standing Order 34.2

Note: the deadline for ward issues to be notified for consideration at this meeting is 12 noon on Tuesday 14 September 2021.

At the time of publication of this agenda no ward issues had been received.

6. Revenue Monitoring Report (Qtr. 1 April - June)

9 - 12

This report provides a summary of the forecast outturn position for the financial year 2021-22 as at 30 June.

7. Capital Monitoring Report (Qtr. 1 April - June)

13 - 16

The Capital Monitoring report covers the cumulative actual expenditure to date, against the cumulative Council approved capital programme budget and compares this against the latest forecast outturn from Officers.

- 8. SLR Southern Light Railway**
- To receive a presentation on progress with the SLR Southern LR from the Group Head for Regeneration and Growth.
- 9. Spelthorne Youth Hub** **17 - 18**
- This report provides an update on the Economic Development Forward Plan.
- 10. Additional Restrictions Grant Monitoring** **19 - 20**
- This report provides an update on the Economic Development Forward Plan.
- 11. Business Rates Retention** **21 - 22**
- This report provides an update on the 2017 agreement between Spelthorne, the Government and all Surrey Boroughs that allowed those Boroughs and Districts to retain business rates that exceeded a baseline value on condition to support economic development activities.
- 12. Local Economic Assessment** **23 - 24**
- This report provides an update on the Economic Development Forward Plan.
- Appendix to follow.*
- 13. Monitoring of Economic Development element of Corporate Recovery Plan** **25 - 28**
- This report provides an update on the Economic Development Forward Plan.
- 14. Forward Plan** **29 - 30**
- To consider the Forward Plan for committee business.
- 15. Urgent business**
- To consider any business deemed as urgent by the chair.

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**Minutes of the Economic Development Committee
22 June 2021**

Present:

Councillor C.F. Barnard (Chairman)

Councillors:

A. Brar

J.T.F. Doran

H. Harvey

S. Buttar

M. Gibson

L. E. Nichols

Apologies: Councillors V.J. Leighton and T. Fidler

In Attendance: Councillor C. Bateson

162/21 Disclosures of interest

There were none.

163/21 Economic Development Committee - Terms of Reference

The Committee's Terms of Reference were circulated with the agenda for the meeting.

Resolved to note the Terms of Reference for the Committee.

164/21 Economic Development Team

To introduce this item a short video, which had been produced by the Team to attract businesses to the borough in support of its inward investment role, was shown to the Committee.

The Economic Development Manager and the Senior Economic Development Officer gave an overview of the work the team was involved in to help promote the economic vitality of the Borough.

This included: the distribution of the Welcome Back Fund (an extension of the re-opening High Streets Safely Fund), Recovery Plan, Spelthorne Business Awards, Economic Assessment, Economic Strategy 2022-2027, Additional Restrictions Grant, Youth Hub and Youth App, Apprentice Levy, Spelthorne Business Hub and Inward Investment.

Members asked the officers questions about specific areas of their work and their objectives and targets. The Group Head for Regeneration and Growth responded to a question from a member on how the Team measured its success and agreed it would be a helpful exercise to seek the views of local businesses on how well they thought the Team was doing.

The Economic Development Manager indicated that the involvement of the Committee was key to the development of the new Economic Strategy and a report on an updated Local Economic Assessment which will underpin the new strategy would come to the Committee at its next meeting.

It was agreed that a copy of the Local Economic Assessment and the current Economic Development Strategy would be provided to members for their information.

Resolved to note the report on the work of the Economic Development Team.

165/21 Impact of the pandemic on the local economy

The Senior Economic Development Officer detailed the economic impact of Covid-19 on Spelthorne business and employment. She explained that the Economic Development Team were identifying where the most support was required and implementing strategies to assist local businesses with recovery.

The Economic Development Manager explained the Economic Development Recovery Action Plan, outlining the measures the Council would be taking to assist its communities (both residential and business) to recover from the effects of the Covid-19 pandemic. He clarified that there was £1.6m remaining to be allocated from the Additional Restrictions Grant (ARG) by 31 March 2022. He advised that the team had undertaken a survey with local businesses on how the money can best be spent to support them and would like to discuss the results of this with a task group of members from the Committee.

In response to a member's comment on the importance of including targets in the Recovery Action Plan (RAP) against which success could be measured, the Group Head for Regeneration and Growth confirmed that general targets on outcomes would be included in the RAP before the wider Corporate Recovery Plan was considered by the Corporate Policy and Resources Committee on 15 July 2021.

The Chair proposed that a Task and Finish Group, comprising Councillor Leighton and two other members of the Committee, be set up to consider the Council's policy on distribution of the ARG funds. Councillor Nichols proposed Councillor Fidler as this was a topic of interest to him. Councillors Buttar and Gibson also volunteered.

Resolved to:

1. Note the impact of Covid-19 on the local economy report and the associated impact on business report, attached at Appendix 1.
2. Agree the draft Economic Development Recovery Action Plan, which sits within the wider draft Corporate Recovery Plan, as attached at Appendix 2.
3. Agree that a regular report comes to each Committee meeting setting out how the team is delivering on the economic development elements of the Corporate Recovery Action Plan.
4. Set up a Task and Finish Group with membership comprising Councillors S. Buttar, T. Fidler and V.J. Leighton, to discuss the Council's policy on spending the £1.6m Additional Restrictions Grant.

After the Economic Development Committee meeting on 22 June 2021, with the agreement of the Chair, Cllr Buttar would be replaced by Cllr Gibson at the Task and Finish Group meetings.

166/21 Training

The Committee considered if additional training would assist to increase their level of understanding and knowledge in any areas of economic development. The Chair advised that the Senior Economic Development Officer had offered to run a session on how skills and employment cuts across all areas of the economy. The members agreed this would be of interest.

The Chairman encouraged members to attend a meeting of the Spelthorne Business Forum to learn more about businesses in the Borough.

Resolved that the Committee receive a training session on skills and employment from the Senior Economic Development Officer at a future date.

167/21 Forward Plan

The Committee considered the Forward Plan for future business and was informed that a report from the Additional Restrictions Grant Task Group would come to the next meeting.

Resolved to note the items for future meetings on the Forward Plan, subject to the addition of a report from the Additional Restrictions Grant Task Group at the next meeting.

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Economic Development Committee



21 September 2021

Title	Q1 Revenue Monitoring Report as at 30 June 2021
Purpose of the report	To note
Report Author	Paul Taylor Chief Accountant
Ward(s) Affected	All Wards
Exempt	No
Corporate Priority	Financial Sustainability
Recommendations	The Committee is asked to note the forecast outturn for 2021/22 as at 30 June 2021 and the full variances by cost centre reported in appendix A below.
Reason for Recommendation	Not applicable

1. Key issues

- 1.1 This report provides a summary of the forecast outturn position for the financial year 2021-22 as at 30 June, for the Economic Development Committee which is showing a projected net overspend of £177k.
- 1.2 The net overspend is further broken down to show the impact of COVID-19 on the Council forecast outturn position
- (a) COVID-19 – a projected net under recovery of income of £100k.
 - (b) Non COVID-19 a projected net overspend of £77k.

The forecast outturn shows the projected impact of COVID-19 on Cost of Services is and mainly an under recovery of fees, charges, and income with Staines Market, together with an overspend of £82k on the incubator set up, which is being funded from Business Rates Economic Set Aside.

2. Significant Forecast Budget (under)/overspends at year end.

- 2.1 Noting that we are only providing commentary for those budget lines with £20k or more variance.
- 2.2 A projected net overspend of £177k and the significant net variances are as follows:
- (a) Economic development – a net overspend of £81k due to setting up the Incubator, which will be funded from NNDR retention.
 - (b) Staines Market – a net under recovery of income of £115k due mainly to £100k under recovery of income because of the pandemic.

3. Other considerations

3.1 None.

4. Equality and Diversity

4.1 Not applicable.

5. Sustainability/Climate Change Implications

5.1 Not applicable.

6. Timetable for implementation

6.1 Not applicable

Background papers: There are none.

Appendices:

Appendix A – Net Revenue Budget Monitoring for the Economic Development Committee at 30 June 2021.

Economic Development

<i>Results to</i>	Budget	Forecast	COVID-19	Non-COVID-19	Total Variance	Comments
<i>30-Jun-21</i>	Revised	Outturn	Variance	Variance	to Revised	
	£	£	£	£	£	
Employees	215,000	211,440	0	(3,560)	(3,560)	
Other Expenditure	58,000	138,500	0	80,500	80,500	£82,300 of this variance relates to the Incubator costs, which will be funded from reserves National Non Domestic Rates (NNDR) Retention.
Income	0	0	0	0		
Economic Development	273,000	349,940	0	76,940	76,940	
Employees	0	0	0	0	0	
Other Expenditure	113,300	128,400	0	15,100	15,100	
Income	(250,000)	(150,000)	100,000	0	100,000	Income for the year will be lower than budget due to the COVID-19 crisis. First three months income loss will be partially offset by COVID-19 Sales, Fees and Charges grant income.
Staines Market	(136,700)	(21,600)	100,000	15,100	115,100	
Employees	0	0	0	0	0	
Other Expenditure	0	(15,150)	0	(15,150)	(15,150)	
Income	(302,000)	(302,000)	0	0	0	
Staines Town Centre Management	(302,000)	(317,150)	0	(15,150)	(15,150)	
Total Employees	215,000	211,440	0	(3,560)	(3,560)	
Total Other Expenditure	171,300	251,750	0	80,450	80,450	
Total Income	(552,000)	(452,000)	100,000	0	100,000	
	(165,700)	11,190	100,000	76,890	176,890	

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Economic Development Committee

21 September 2021



Title	Capital Monitoring Report 2021/22 – Q1 June 2021
Purpose of the report	To note the above for the Economic Development Committee
Report Author	Paul Taylor Chief Accountant
Ward(s) Affected	All Wards
Corporate Priority	Financial Sustainability
Recommendations	<p>This is an abridged copy of the full report to be submitted to the Corporate Policy & Resources Committee at their meeting on 4 October and just shows the capital projects that fall under the Economic Development Committee's remit.</p> <p>The Committee is asked to note the current level of underspend on capital expenditure against its Capital Programme provision as at 30 June 2021.</p> <p>Also, it has not been possible to disaggregate the housing element of the Elmsleigh project for 91/92 High Street for this report, therefore, the whole scheme is shown under Economic Development.</p>

1. Key issues

- 1.1 The Capital Monitoring report covers the cumulative actual expenditure to date, against the cumulative Council approved capital programme budget and compares this against the latest forecast outturn from Officers.
- 1.2 For the quarter ended 30 June 2021 our approved Capital Expenditure Programme for the Economic Development Committee was £18,111k. The latest forecast outturn position is £18,111k, giving neither an over nor underspend, as per appendix B

2. Variance analysis

- 2.1 We report on any significant projected variance over £50k or 20% of budget, whichever is the highest.

3. Financial implications

- 3.1 Once a project is completed, any underspend on the approved Capital Programme enables the Council to invest the monies to gain additional treasury management investment income or to fund additional schemes.

4. Other considerations

4.1 None.

5. Equality and Diversity

5.1 Not Applicable.

6. Sustainability/Climate Change Implications

6.1 Not Applicable.

7. Timetable for implementation

7.1 Not Applicable

Background papers: There are none.

Appendices:

Appendix A – Detailed Capital Monitoring Report by Committee at 30 June 2021.

CAPITAL MONITORING REPORT AT 30 JUNE 2021

Portfolio / Service Head	Cost Centre	Description	Revised Cumulative Budget 2017-25	Actuals Cumulative 2017-22	Managers Projected Outturn at 30 June	Budget vs Outturn Variance	Comments
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Economic Development

Heather Morgan	42063	Elmsleigh Centre	18,000,000	381,707	18,000,000	-	
Total			18,111,200	412,575	18,111,200	-	

For the regeneration of the Elmsleigh Centre, including Tothill car park & 91 to 93, The High Street, Staines Town Centre. Current forecast includes fee spend for designs and feasibility. Progressing mixed use scheme of 12 units for 91-93 High Street and design concept prepared for mixed use scheme comprising ad circa 290 residential units, retail and commercial uses. The progression of development plans linked with car parking expansion within the town centre.

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Economic Development



Date of meeting 21st September 2021

Title	<i>Youth Hub</i>
Purpose of the report	<i>To provide an update regarding the development of the Youth Hub</i>
Report Author	<i>Tracey Carter: Senior Economic Development Officer</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>N/A</i>
Corporate Priority	Economic Development
Recommendations	<p>Committee is asked to:</p> <p><i>Note the report</i></p>
Reason for Recommendation	<i>Not applicable</i>

1. Key issues

- 1.1 The purpose of this report is to provide a written update with regards to the Economic Development Forward Plan.
- 1.2 A Youth Hub is a location that is for 16 - 24-year-old people to receive help and support regarding their ability to obtain a job as well as provide support to develop skills and confidence. This initiative was created as part of the Governments response to the negative effect of COVID-19 on employment. A funding opportunity was made available via the Department of Works and Pensions (DWP) on a national basis for local authorities to bid for to create a local Youth Hub
- 1.3 The application process took just over a year to complete and a decision to be made. In June 2021 a contract was issued to SBC. Currently the fulfilment of the project needs to be determined before the contract can be signed and money received. This has proven to be more complicated than originally planned as there are obstacles regarding the procurement process, State Aid and using A2 Dominion as the delivery partner. To be clear, this project is for the whole Borough, not just A2D tenants, although they will no doubt form a good proportion of candidates attending the Hub.
- 1.4 A2D have some internal issues to resolve before they can commit to the project, but David Birley (recently left SBC) has joined their team and this week has taken over the discussions regarding the project delivery. The DWP's position is quite clear that they have an expectation that A2D will deliver the project as they have been a part of the team of partners who put the BID together. A2D have committed to respond by 20th August and depending on their response the best route to allow implementation will be followed. There will need to be a 5-week lead-in to the project as determined

by the DWP, so currently the earliest we can possibly expect to start at the project will be 1st October 2021.

1.5 On 13th August David Birley from A2D replied to confirm that agreement had been reached and that they would be a partner in the delivery of the Hub and would recruit 2.6 people to help with the project from the funding.

1.6 The delivery group are due to meet early September in order to agree the next steps including the location.

2. Options analysis and proposal

2.1 For information and comment only.

3. Financial implications

3.1 The Youth Hub is being funded by a grant from DWP of £118k and is for a period of 12 months, although subject to circumstances it could be extended further.

4. Other considerations

4.1 The objective is to increase the local capacity to deliver employment and well-being for NEET (Not in Employment or Education) and young people at risk of becoming NEET, online and off-line. A report has already been submitted previously with detailed information via MAT where support was approved. Support has been provided by SBC legal team to ensure that the procurement and delivery are carried out correctly.

5. Equality and Diversity

5.1 Information about the Youth Hub will also be circulated to the 'hard to reach' communities.

6. Sustainability/Climate Change Implications

6.1 N/A

7. Timetable for implementation

7.1 A start date for the delivery of the project will not be known for certain until a building to house the project has been confirmed; there are already two locations under consideration, but ideally a town centre site would be the ideal location.

Background papers:

There are none.

Appendices:

There are none

Economic Development Committee



21 September 2021

Title	<i>Additional Restrictions Grant (ARG)</i>
Purpose of the report	Update Committee on use of the ARG
Report Author	<i>Keith McGroary Economic development Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>N/A</i>
Corporate Priority	Economic Development
Recommendations	Committee is asked to: <i>Note the report</i>
Reason for Recommendation	<i>'Not applicable'.</i>

1. Key issues

- 1.1 The purpose of this report is to provide a written update with regards to the Economic Development Forward Plan.
- 1.2 The ARG is a fund allocated by the Government to all local authorities based upon its population size in order to provide financial assistance for each Boroughs business severely affected by the impact of COVID-19. The government referred to this as a 'Discretionary Grant' as each local authority could decide how to allocate the funding based on its local understanding of its economy.
- 1.3 The first allocation of funds from Government occurred in April 2020 when £711k was allocated and be distributed by way of grants. Further grants totalling £2,883,799 were allocated up to January 2021.
- 1.4 There have been 4 windows of opportunity for businesses to apply for an ARG from Spelthorne Council. When the 3rd window was dealt with, there remained a total of £2,257,799 available to support businesses. The grants have been advertised through the Council web pages, social media and the Spelthorne Business Forum; additionally, businesses that had applied previously have been contacted directly to make them aware of new windows.
- 1.5 Great care and time is taken to consider these applications to mitigate the risk of fraudulent claims; each application involves at least 2 officers to scrutinise the information provided.
- 1.6 The 4th window opened on 1st July and closed on 18th July 2021 resulting in 122 applications. To date around 50% of the applications have been

reviewed and 24 of those businesses have received a payment with a total value of just over £100k

2. Options analysis and proposal

- 2.1 The government has enabled a degree of flexibility in relation to how the ARG is used to support business, but the key condition is that whatever we do it must give 'DIRECT SUPPORT' to businesses. Conversations have been had with BEIS in relation to opening up an opportunity for businesses to apply to the fund for replacement of new equipment and they have replied positively as long as their key condition is applied. Research also shows that other areas are also utilising the ARG in this fashion.
- 2.2 Another popular utilisation of the funds is to provide businesses with professional advice and support on a 1-1 basis to help them navigate their way safely out of the crisis. This would include support around finances, HR, business development and opportunities, in fact any subject matter that each individual business requires.
- 2.3 The above suggestions have already been greeted favourably by the E.D Committee and a formal document proposing the adoption of them will be submitted in the very near future.

3. Financial implications

- 3.1 The funding is available for Spelthorne Council to dispense until 31.3.22; any money not spent must be returned to the government. As we approach February 2022 the Committee will need to take stock in respect of the amount of funding that is left and identify the best means of utilising any ARG that is left to best support our businesses.

4. Other considerations

- 4.1 There are none.

5. Equality and Diversity

- 5.1 N/A

6. Sustainability/Climate Change Implications

- 6.1 N/A

7. Timetable for implementation

- 7.1 September – decision made by the E.D Task Group with regards to proposals to utilise the ARG and a new window is opened for businesses to apply for those elements agreed. By October 2021 applications processed and ARG allocated over the next month or two. January 2022 take stock of how much funding is left and agree how to best allocate the remaining funds prior to 31.3.22.

Background papers:
There are none.

Appendices:
There are none.

Economic Development Committee



Date of meeting 21 September 2021

Title	<i>Business Rates Retention Fund</i>
Purpose of the report	Update in relation to the Business Retention Fund
Report Author	<i>Keith McGroary</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>N/A</i>
Corporate Priority	Economic Development
Recommendations	Committee is asked to: <i>Note the report</i>
Reason for Recommendation	<i>Not applicable</i>

1. Key issues

- 1.1 In 2017 Spelthorne entered an agreement with Government and all Surrey Boroughs that would allow all those Boroughs and Districts to retain business rates that exceeded a baseline value on condition that it was ring-fenced to support economic development activities. Surrey County Council was allowed to use their share to support social services. The scheme was designed to encourage more local authorities to support their local businesses. However, there was a danger that if the business rates collection fell below the baseline, that councils would be required to make up the difference or a percentage of the loss in revenue to government.
- 1.2 As a result of this scheme, Spelthorne council was able to retain just over £1m worth of business rates receipts which was then made available for economic development activities. A number of schemes were considered but did not materialise, whilst others were able to take giant leaps forward.
- £150k of this fund was allocated to set up the Borough's Business Incubator which is now in place.
 - £60k was made available to finance research by Royal Holloway University in support of the Oyster Card for Spelthorne initiative.
 - The recruitment of a Town Centre Manager for Shepperton, Sunbury and Ashford.
 - Match-funding of a grant from EM3 Local Enterprise Partnership to purchase new cycle racks, a digital screen 5m x 3m in the Elmsleigh Centre,

- The purchase of new electronic signage (£150k) to direct people to car parks in Staines-upon-Thames and to help purchase additional electric vehicle charging points in the Borough.
- 1.3 At the start of this financial year there was £721,730 available within the BRRF budget. From the £150k allocated to the incubator over 5 years £57k has been spent to date.
- 2. Options analysis and proposal**
 - 2.1 Having this fund available to allow projects to proceed without needing to draw on the council's annual budget gives the borough a significant advantage to progress and develop the competitiveness of the offer we can make to businesses who are based here and attract others to the Borough.
 - 2.2 There is not an option to do nothing otherwise the fund would not be spent; the way the fund has been used to date is by being selective in what we do, using it as a means to access additional funding i.e. match-funding EM3 LEP and to be able to respond quickly if and when required to emerging needs, which will help put Spelthorne's economy in a strong position.
 - 3. Financial implications**
 - 3.1 The funding will last until it is spent as the BRRF will carry-over every financial year so there is no urgency to spend the fund.
 - 4. Other considerations**
 - 4.1 None.
 - 5. Equality and Diversity**
 - 5.1 N/A
 - 6. Sustainability/Climate Change Implications**
 - 6.1 There is an opportunity to identify ways in which some of this funding could help encourage local businesses to become more environmentally friendly, as well as facilitate support for businesses to explore potential opportunities of new business within the growing green economy.
 - 7. Timetable for implementation**
 - 7.1 The BRRF has been operational several years already.

Background papers: There are none.

Appendices: There are none

Economic Development Committee



Date of meeting 21 September 2021

Title	Local Economic Assessment (LEA) – Summary of some key findings from the draft LEA
Purpose of the report	To note
Report Author	<i>Keith McGroary Economic Development Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>N/A</i>
Corporate Priority	Economic Development
Recommendations	Committee is asked to: <i>Note the report.</i>
Reason for Recommendation	<i>Not applicable</i>

1. Key issues

- 1.1 The purpose of this report is to provide a written update with regards to the Economic Development Forward Plan.
- 1.2 The last Economic Strategy was adopted in February 2017 and covered actions and objectives for 5 years until 2022. That date is approaching and in order to complete the strategy it is critical that a new local economic assessment (LEA) of the Borough is completed so that the new strategy will be developed on an informed basis.
- 1.3 Work started in the LEA in March 2021 and has reached the stage of first draft. The assessment is a significant piece of work and quite detailed which includes 122 pages of information, but not yet in a state to circulate, instead a covering report is submitted which highlights some of the key findings from the research. A draft of the LEA will be available for the November meeting as some data is not readily available; in particular it is important to capture the initial impact of the end of Government support for the furloughing programme which is expected to make a significant impact on unemployment figures.
- 1.4 Work is due to commence in late September on the new economic strategy with the first draft document is expected to be available for the E.D Committee meeting in November, but could be delayed until January due to the delay with the LEA..
- 1.5 The second draft of the economic strategy will be presented at either the January meeting or the March meeting depending on progress. The Economic Strategy will then go to Corporate Policy and Resources

Committee in April where it will be recommended for adoption by SBC for the next 5 years.

2. Options analysis and proposal

2.1 This report is for noting only.

3. Financial implications

3.1 There are none

4. Other considerations

4.1 N/A.

5. Equality and Diversity

5.1 N/A

6. Sustainability/Climate Change Implications

6.1 N/A

7. Timetable for implementation

7.1 The LEA requires some formatting and will undergo a final update in December 2021 so that the economic strategy is developed on the latest information available.

7.2 Work is due to commence in late September on the new economic strategy with the first draft document available for the E.D Committee meeting in November.

7.3 The second draft will be presented at the January meeting with the final draft ready for the March meeting. The Economic Strategy will then go to Corporate Policy and Resources Committee in April where it will be recommended for adoption by SBC for the next 5 years.

7.4 .

Background papers: There are none.

Appendices:

Appendix 'A' Covering report on the Economic Assessment

Economic Development Committee



Date of meeting: 21 September 2021

Title	<i>Recovery Plan Update</i>
Purpose of the report	To note
Report Author	<i>Keith McGroary Economic Development Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>N/A</i>
Corporate Priority	Economic Development
Recommendations	Committee is asked to: <i>Note the report</i>
Reason for Recommendation	<i>Not applicable</i>

1. Key issues

- 1.1 Update on the Economic Development aspect of the Corporate Recovery Plan. The reference letters below relate to those within the Corporate Recovery Plan.
- 1.2 ‘ER1’ *Continue to monitor, measure and understand how COVID has affected local businesses and adapt to respond to impacts.* A survey with businesses was conducted in May / June 2020 but the number of replies was very low and were unable to make much use of the data. The low return rate was probably connected with the impact of COVID on businesses and people not going into work. A new survey has been circulated within the Spelthorne business community targeting those businesses that have 10 or more employees, that survey closes on 31.8.21.
- 1.3 A dashboard has also been produced and circulated to councillors; this illustrated the level of unemployment in the borough as a whole as well as within the 18-24 age group. This dashboard information will continue to be made available.
- 1.4 ‘ER2’ *Provision/signposting of advice and support:* The Spelthorne website has been continually updated throughout the COVID period; additionally, specific items of news, particularly regarding jobs have been circulated via our communications team through social media.
- 1.5 ‘ER3’ *Keep under review the Council’s discretionary grant policy:* A separate report in relation to the Discretionary Grant also known as the ARG is provided for this meeting and covers this area.

- 1.6 'ER4' *Implement our new Economic Development Recovery Plan*: This has been absorbed within the Corporate Recovery Plan.
- 1.7 'ER5' *Continue to work with the newly developed Jobs and Recovery Task Group*: This group has met on 3 separate occasions so far and consists of representatives from A2D, Job Centre Plus, Brooklands College and Runnymede Council. The main purpose of the group is to share information and what projects or initiatives that each member of the group is working on so that there is the opportunity to enhance delivery through synergy whenever possible so that duplication of effort is reduced.
- 1.8 'ER6' *Support/promote employment and training initiatives*: Collaboration between BUPA, a local company called Click-26 and Brooklands College has resulted in an initiative that has enabled students to build an APP (I Choose Local) to obtain opportunities for work or jobs, this has just reached its testing stage and has equipped many of the students involved with new skills by developing the APP in-house. Another project called 'Bounce-back Street' involving the same group and largely funded by BUPA involves a scheme whereby low paid, low-skilled and unemployed young people are provided training to help write CV's, improve self-confidence (for interviews) and identify transferable skills. A location has not yet been identified but is hoped to be launched in late October.
- 1.9 'ER7' *Work with partners to bid for funding for a Youth Hub in the borough* A separate report has been submitted to cover this area.
- 1.10 'ER8' *Set up pop-up-shop where budding entrepreneurs can test the market in advance of setting up a business*: This has proved extremely difficult to implement, especially with the many requirements needed to comply with COVID regulations as well as the various lockdowns that have taken place.
- 1.11 'ER9' *Prepare and promote our new business incubator*. The Spelthorne Business Hub was formally opened on 11th June by the Mayor. On 30th July an event was held here at the instigation of Cllr Buddhi Weerasinghe for Sunbury businesses. Those in attendance and main speakers were the Honourable Kwasi Kwarteng MP and Michael Coughlin Deputy Chief Executive of Surrey County Council. Kwasi has indicated that he will also hold surgeries there in the future for businesses situated in Staines, Shepperton and Ashford. The operator of the Hub is Co Tribe and the doors opened for customers on 2nd August. We have 3 businesses that have already moved into the newly created office space and around a dozen more who have visited and are considering becoming members. The contract to operate the building and lease is expected to be signed by 20th August. At the moment the training room is not in use due to some fire regulation concerns which have been addressed and are now waiting for building control to sign it off which should happen w/c 16th August. On 15th September 2021 a visit will take place to attend a Live Networking & Meetup event for Creatives in Richmond The Orange Tree Pub 45 Kew Road TW9 2NQ <https://tinyurl.com/3v352kcm> as a means of pro-actively engaging with this high tech / digital sector where we will promote the Hub as a business location.
- 1.12 'ER10' *Promote opportunities in the Borough for the development of 'green' jobs*: This was going to be promoted through the Additional Restrictions Grant funding, but because of restrictions on how this grant can be spent, that source cannot be used to support this initiative. However, once there is

capacity within the team, this will be a key task and will be an area that will certainly be included within the new 2022-2027 Economic Strategy.

- 1.13 'ER11' Promote 'shop-local' to our residents and visitors and promote 'buy local' procurement within SBC: The team has worked closely with the procurement team and this has resulted in a change to procurement standing orders which now compels a manager with a budget to purchase items under £5k (whilst still achieving value for money) within Spelthorne or if not within Surrey; permission from a Head of Service is required to buy low-cost items / services elsewhere. Discussions have been taking place with a number of providers that can supply an APP that would encourage people to buy local, but at present there has been no convincing evidence. A project on this matter has been tried in Woking and has been met with resistance from both retailers and shoppers alike, so this is likely to lapse as a project.
- 1.14 'ER12' *Provide additional frontline support for Ashford, Sunbury and Shepperton businesses:* A town Centre Manager has been appointed and is currently holding surgeries for businesses within each of the towns every week.
- 1.15 'ER13' Work in collaboration with Staines-upon-Thames Business Improvement District (BID: There are 2 representatives from SBC on the BID Board. The BID is up for re-election in February 2022. Through the levy, more than £300k additional money is generated annually in order to help improve the competitiveness and attraction of the town. The decision on how that money is spent is through the commitments made within the BID Proposal Document and through the BID Board.

2. Options analysis and proposal

2.1 Not applicable

3. Financial implications

3.1 Not applicable

4. Other considerations

4.1 There are none.

5. Equality and Diversity

5.1 Not applicable.

6. Sustainability/Climate Change Implications

6.1 Not applicable

7. Timetable for implementation

7.1 In accordance with the Corporate Recovery Plan.

Background papers:

There are none.

Appendices:

There are none

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Economic Development Committee Forward Plan

21 September 2021

Committee date	Reports	Officer lead
21 September	Monitoring - ED element of Corporate Recovery Plan Budget (Capital and Revenue) monitoring ARG monitoring Southern Light Rail Business Rates Retention - options for spend Local Economic Assessment Youth Hub	KMcG PT KMcG HM/ consortium KMcG KMcG TC
16 November	Monitoring - ED element of Corporate Recovery Plan Budget (Capital and Revenue) monitoring ARG monitoring Incubator – implementation and monitoring Actions Plans for Ashford, Shepperton and Sunbury Draft Economic Strategy 2022 – 27 Staines BID renewal Heathrow and Airspace Modernisation Sunbury Cross regeneration	KMcG KMcG/HM/PT KMcG TC AW KMcG/DG KMcG HM GB
25 January	Monitoring - ED element of Corporate Recovery Plan Budget (Capital and Revenue) monitoring ARG monitoring Incubator – monitoring Gigabit – update	KMcG KMcG/HM/PT KMcG TC KMcG
22 March	Monitoring - ED element of Corporate Recovery Plan Budget (Capital and Revenue) monitoring ARG monitoring and final feedback Economic Development Strategy (final) Incubator – monitoring	KMcG KMcG/HM/PT KMcG KMcG/DG TC

Key:

HM – Heather Morgan

KMcG – Keith McGroary

TC – Tracey Carter

PT – Paul Taylor

GB – Graham Boswell

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