

<b>REGENERATION, TRANSPORT AND CULTURE SCRUTINY PANEL</b>	<b>DATE</b> 9 <sup>th</sup> December 2021	<b>ITEM NO</b> 7
<b>TITLE</b> Update on the Economic Development Strategy	<b>WARD (S)</b> All	
<b>CHIEF OFFICER</b> Director Regeneration Enterprise & Skills	<b>CABINET MEMBER</b> Business and Economic Growth	
<b>DECISION CLASSIFICATION:</b> Non-Key Non Exempt	<b>IS THE FINAL DECISION ON THE RECOMMENDATIONS IN THIS REPORT TO BE MADE AT THIS MEETING:</b>  Yes	

## 1. **Purpose of the report**

- 1.1. The purpose of this report is to provide the Regeneration, Transport and Culture Scrutiny Panel with an update on the progress of the Economic Development Strategy.

## 2. **Links to the Royal Greenwich high level objectives**

- 2.1. This report relates to the Council's agreed high-level objectives as follows:
- Economic Prosperity for All
  - A Cleaner, Greener Greenwich
  - A Great Place to Be
  - A Strong Vibrant and Well-run Borough

## 3. **Introduction and Background**

- 3.1. The Council runs a number of successful programmes to support businesses, create access to skills and jobs but needs to refresh its strategic approach to facilitating a successful and inclusive local economy.
- 3.2. A draft Economic Development Strategy was produced by Oxford Economics (OE) for the Council in 2019 and contained a significant amount of analysis, which provided:

- (a) information on the local economy identifying strengths, weaknesses and opportunities for future growth based on borough's key assets and its unique selling points
  - (b) feedback to inform the Council's vision for the local economy
  - (c) identification of key priorities and actions to be developed with stakeholders and partners
- 3.3. The work included a baseline analysis of economic data along with forecasts and projections, and SWOT analysis to inform the development of priorities. OE undertook interviews with key stakeholders and carried out internal consultation with some members and officers. A draft document was produced for further consultation with wider external and internal stakeholders.

#### **4. Reasons for a new Economic Development Strategy**

- 4.1. The draft document obviously did not reference COVID-19 and its impact which has clearly changed the context of this work. Pre-existing inequalities have been further exposed and exacerbated as a result of the pandemic. The current and ongoing impacts of Brexit and the sudden acceleration in the pace of previously predicted digital and artificial intelligence trends in the economy are impacting now and will continue to affect business, jobs and skills. Such changes will also have a place-based consequences in town centres and high streets which were already struggling with online competition.
- 4.2. In this context, along with other partners, we need utilise existing analysis and work but also update that information and review the position of Greenwich's local economy in partnership with our stakeholders and communities. We need to position Greenwich for recovery and inclusive growth in a way that takes into account the significant changes that have taken place in the last two years as well as have a focus on the medium to long term. To help us shape our strategy we are drawing on key emerging strategies and programmes such as the commitments the Council has made to a achieve a carbon neutral economy and the recent commitment to develop a community wealth building approach.

- 4.3. Apart from supporting recovery and stimulating good growth and good work, supporting business and skills development for all, we want to ensure we are taking and able to take full advantage of emerging funding opportunities at a regional and national level. We want this work to feed into the wider corporate recovery and renewal planning work which will set out our long-term vision and help deliver our objectives as a Borough for the next 4 years.
- 4.4. Over the past 12 months Members and officers have been working at Pan London and sub-regional level to align short to medium term economic recovery priorities that are best delivered collaboratively and to identify those areas where individual boroughs are best placed to take recovery priorities forward.
- 4.5. As part of this collaboration various pieces of research have been commissioned to inform wider London recovery working including *London's economic recovery: building sustainable renewal - An economic framework for London Councils - April 2021 Metro-Dynamics*. Based on this analysis the GLA and London Councils developed and agreed *An Economic Recovery Framework for London – November 2021* ([link to full document here](#)). The framework sets out the role of the partners engaged in supporting recovery: the GLA Group, Sub-Regions; Boroughs; Central Government; Major Institutions and Business. For example, the Boroughs' role in economic recovery includes delivering employment and skills services, supporting business, and facilitating space for business, encouraging digital infrastructure, supporting high growth cluster development and the night-time economy.
- 4.6. Securing job opportunities from decarbonisation is being explored at Borough, Sub-regional and London levels. The developing strategy will need to be mindful of green economy opportunities and challenges as analysed within *Green Jobs and Skills in London: Cross London Report 28/10/21* ([link to full document here](#)) and other emerging work on promoting a green economy.

## 5. **Developing the Strategy**

- 5.1. Work is now underway to update analysis and in particular to reflect the very different economic conditions, resulting from the pandemic and other factors, as well as set out priorities and actions that create opportunities

for people, businesses, places and communities to grow in an inclusive and sustainable way.

- 5.2. The Council has appointed the Centre for Local Economic Strategies (CLES), to work with the Council and its partners to develop a Community Wealth Building Strategy (CWB) for the borough. CLES are specialists with particular expertise in community wealth building, working with a range of public and private sector organisations. The Council is aware that many partners are doing a considerable amount of work already which contributes directly to the community wealth building agenda in the borough, and partner institutions are key to taking this collaborative work forward. The CWB strategy will identify short term as well as medium term actions that are particular to Greenwich.
- 5.3. Particular policy priorities for the CWB review and development are:
  - Using CWB to grow an inclusive economy, cultivating a fair and just labour market
  - Using CWB to respond to climate emergency and create the conditions to enable a more sustainable local economy
  - Using CWB to support local businesses by securing social value from the spending locally from the council and anchor institutions
  - Devising a suite of metrics that help to measure success against these aspirations
- 5.4. This work is underway and given the timescales for completion (March 2022) this work will support the development for the Economic Development Strategy. Developing an approach to supporting CWB will help to provide guiding principles to underpin the development of an inclusive strategy.
- 5.5. As this work develops, a clear focus is emerging, in terms of Greening the Greenwich Economy, with actions to deliver on the council's Carbon Neutral Plan and Community Wealth building agenda referred to above (Para.s 5.1- 5.3 refers).
- 5.6. The Economic Development Strategy will seek to align the local economic recovery priorities with those set out by the nine recovery missions developed by the Mayor's London Recovery Board which include:

- **A Green New Deal** - Tackle the climate and ecological emergencies and improve air quality by doubling the size of London's green economy by 2030 to accelerate job creation for all.
- **A Robust Safety Net** - By 2025, every Londoner is able to access the support they need to prevent financial hardship.
- **High Streets for All** - Deliver enhanced public spaces and exciting new uses for underused high street buildings in every Borough by 2025, working with London's diverse communities.
- **Helping Londoners into Good Work** - Support Londoners into good jobs with a focus on sectors key to London's recovery.
- **Mental Health and Wellbeing** - By 2025 London will have a quarter of a million wellbeing ambassadors, supporting Londoners where they live, work and play.

5.7. To frame lines of inquiry we have adopted a structure to review the local economy with stakeholders:

People	Place	Innovation	Sectors
The people aspects of our economy	The place aspects of our economy	What we do to promote innovation in our economy	How we understand and want to grow sectors of our economy
Jobs and Employment (inclusive labour market)	Infrastructure (including transport)	Business Support and Workspace	Green Economy
Supporting residents to improve skills to access new and emerging jobs	High Streets	Innovation Incentives	Tourism / Visitor Economy - Culture & Creative Industry
	New Developments	Community Wealth Building	Health & Social Care
	Home and Office Working		Others identified through evidence

## 6. Progress in Developing the Strategy to Date

6.1. Specific progress to date on the development of the strategy can be summarised as follows:

- Joint work has been planned to ensure that the emerging strategy aligns with the Community Wealth Building Initiative work, the Council's Carbon Neutral commitment to supporting and growing a green economy

(specifically in terms of business growth and reorientation, skills and employment) and other emerging strategies

- We are currently negotiating with NEF, with a view to commissioning them, subject to contract, to support us in developing the strategy
- Regular progress meetings will be arranged to drive forward the production of the strategy and the stakeholder engagement
- An outline programme for the development of the strategy is contained in Section 5 below

## 7. **Economic Development Strategy Outline Programme**

7.1. The programme below is indicative and being discussed in detail with NEF and other key stakeholders.

<b>PHASE</b>	<b>Date</b>	<b>Lead</b>	<b>Activity &amp; Governance</b>
<b>Phase 1</b>	November 2021	RBG & NEF	Review Scope of EDS Confirm Programme Establish Key Principles Review of existing strategy/programmes (GLA, LC, Sub-Regional and Borough with National) Set up working groups Appoint and brief new Interim Head of Economic Development Brief lead Cabinet Member on EDS Programme Brief Scrutiny on EDS Programme (for information) by 22/11/21 Meet key corporate stakeholders and HEI Sector (with NEF Support) Conduct fortnightly progress meetings
<b>Phase 2</b>	December 2021/January 2022	RBG & NEF	Stakeholder Workshops Shortlist Priorities Mapping and engagement of existing and potential partners/groups that can help deliver the EDS Brief Regeneration, Transport & Enterprise Scrutiny Panel 13/12/21 Review emerging Community Wealth Building, Carbon Neutral and other emerging strategy alignment Conduct fortnightly progress meetings
<b>Phase 3</b>	February– March 2022	RBG & NEF	Workshop with Stakeholders to sense test collated analysis, emerging priorities and review priorities Produce Outline of EDS to indicate key priorities and direction of travel to inform the Report to Cabinet, March 16/03/21 Seek Cabinet Approval to direction of travel Develop infographics and maps to enhance messaging Commission visuals and case studies/show pieces Conduct fortnightly progress meetings

<b>Phase 4</b>	March – May 2022	RBG & NEF	Policy Labs and Action Planning Production of Final Report by NEF Develop infographics and maps to enhance messaging Produce visuals and case studies/show pieces Conduct fortnightly progress meetings Seek Cabinet approval to adoption of strategy (June 2022 – date to be advised)
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## **8. Available Options**

8.1. Not applicable because this is an update report.

## **9. Preferred Option**

9.1. Not applicable because this is an update report.

## **10. Reasons for Recommendations**

10.1. Not applicable because this is an update report.

## **11. Consultation Results**

11.1. Not applicable because this is an update report but the proposed consultation with stakeholders is key to development of the strategy and Members will be advised of stakeholder feedback.

## **12. Cross-Cutting Issues and Implications**

<b>Issue</b>	<b>Implications</b>	<b>Sign-off</b>
<b>Legal</b> including Human Rights Act	The report asks the Panel to note the progress of the Council's Economic Development Strategy. No legal issues arise.	Azuka Onuorah Head of Legal Services 18 <sup>th</sup> November 2021
<b>Finance</b> and other resources	The report asks the Panel to note the progress of the Council's Economic Development Strategy.  There are no direct financial implications arising from this report. Any decisions taken as part of the EDF would be subject to separate reporting and financial consideration.	Joanne Stark Heads of Accounting & Business Change 18.11.21

<b>Equalities</b>	There are no equalities implications arising directly from this report, however, the strategic planning work to develop this inclusive strategy will include measures to ensure people with protected characteristics benefit equally and are supported by the strategy and resulting action plan	Judy Flight – Interim Head of Economic Development  18/11/21
<b>Climate change</b>	The strategy will contribute to the Carbon Neutral Plan by contributing towards programmes to “build businesses that create local renewable energy cap”, encouraging a circular local economy and facilitating wider social change ensuring that the actions arising from the strategy promote the objectives of the Council’s Carbon Neutral Plan 2021-2030	Judy Flight - Interim Head of Economic Development  18/11/21

### 13. **Report Appendices**

13.1. The following documents are to be published with and form part of the report:

- Appendix A: An Economic Recovery Framework for London – November 2021
- Appendix B: Green Jobs and Skills in London: Cross London Report 28/10/21

Report Author: Judy Flight – Interim Head of Economic Development  
Tel No. 020 8921 2129  
Email. [Judy.Flight@royalgreenwich.gov.uk](mailto:Judy.Flight@royalgreenwich.gov.uk)

Reporting to: Michelle Rankin, AD for Business Employment & Skills  
Tel No. 020 8921 3906  
Email. [Michelle.Rankin@royalgreenwich.gov.uk](mailto:Michelle.Rankin@royalgreenwich.gov.uk)

Chief Officer: Pippa Hack, Director of Regeneration, Enterprise and Skills  
Tel No. 020 8921 5519  
Email. [Pippa.Hack@royalgreenwich.gov.uk](mailto:Pippa.Hack@royalgreenwich.gov.uk)