

**SUBMISSION TO ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW  
AND SCRUTINY) COMMITTEE**

**Date: 16<sup>th</sup> June, 2015**

**Agenda Item: 10**

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**SUBMISSION BY PORTFOLIO HOLDER FOR THE ECONOMY**

**FIT FOR THE FUTURE REVIEW – ECONOMIC DEVELOPMENT SERVICE**

**1. Purpose of Report**

- 1.1 To inform the Committee of a review under the Fit for the Future Programme of the Council's arrangements for delivering economic development services.

**2. Summary of Policy Development**

- 2.1 The Council seeks to support local business and the local economy through the provision of a range of activities and actions. One of the key corporate aims is to encourage sustainable growth which includes jobs and investment in existing businesses and the establishment of new commercial enterprises. As part of the Fit for the Future Programme all Council services are being reviewed to ensure that they are continuing to meet the needs of users, are cost-effective and going forward are capable of serving their intended purpose in an ever changing environment. The Council's approach to economic development and the services it provides (working often with partners) is now scheduled for review.
- 2.2 To commence the review a Project Initiation Document (PID) has been produced – this document sets out the intended aims of the review, what matters will be addressed together with the expected outputs and outcomes. A draft PID is attached at **Appendix 1**
- 2.3 Following the PID being agreed, a Project Management Plan will be produced which will set out the details of the approach to the review, who will be involved in the review and the timescales for reporting.

**3. Community Benefits**

- 3.1 The Council's activities in terms of economic development are aimed at supporting existing businesses within the District and assisting in maintaining a prosperous local economy by encouraging new and additional investment and creating additional job opportunities.

**4. Recommendation**

- 4.1 That the Committee considers the PID attached at **Appendix 1** including the scope of the review and agrees this as the basis for taking the review forward.

**5. Financial Implications**

5.1 None from this report however there may be financial implications that arise out of the review. These will be reported to the Committee as part of its normal business.

**6. District Plan for Lichfield Implications**

6.1 The District Plan for Lichfield recognises the importance of promoting and encouraging sustainable economic growth and prosperity across the District, providing for jobs and investment to support local communities. The Council through its strategies, policies, plans and actions plays a significant role in influencing the economic conditions of the District.

**7. Sustainability and Climate Change Issues**

7.1 None from this report.

**8. Human Rights Issues**

8.1 None

**9. Crime and Community Safety Issues**

9.1 None

**10. Risk Management Issues**

Risk	Likelihood/Impact	Risk Category	Countermeasure	Responsibility
The review does not suitably address the relevant issues	Low/High	Reputational, financial, organisational	The PID sets out the scope of the review.	Strategic Director – Democratic, Development and Legal Services, Economic Development Services Review Project Board

**Background Documents:**

- Review of Economic Development Services – Project Initiation Document (PID) June 2015

Report checked and approved:

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Strategic/Corporate Director

## Review of Economic Development Services – draft Project Initiation Document (PID)

<b>PROJECT INITIATION DOCUMENT (PID)</b>
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**Purpose of this document:** Purpose of this document: The PID sets out the rationale and purpose of the project, and provides a summary of the intended objectives and outcomes so that the Leadership Team has the necessary information to assess and approve the initiation of the project.

The PID must be endorsed by the relevant Cabinet member and approved by Leadership Team before being submitted to the relevant Overview and Scrutiny Committee for challenge and comment.

A detailed 'Project Plan' will then be prepared that sets out how the project will be delivered.

<b>Project Name: Economic Development Service Review</b>
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<b>Project details:</b>	
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Project Sponsor:	Leadership Team
Proposed Project Manager:	Craig Jordan
Proposed Project Team:	Richard King, Craig Jordan, Clare Eggington, Oliver Dove, Elizabeth Thatcher, Gareth Davies, Clive Gibbins/Lucy Robinson, Anthony Thomas, John Smith, Pat Leybourne.  Tamworth Shared Service – Matthew Bowers, James Roberts, Matthew Fletcher  SCC rep(s)
Lead Councillor:	Cllr Ian Pritchard
Proposed Challenge Director:	tbd

<b>Document details:</b>	
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Version:	1
Version date:	8/6/15
Status:	Draft
Approved by Leadership Team:	

Source file location:	
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<b>Project description:</b>	
Description:	<p>To review the current arrangements for delivering economic development services including Tourism to the residents and businesses of Lichfield District and determine how the Council can best enable and influence, and clarify the contribution it makes through its services, plans and policies.</p> <p>To consider results of a LGA Peer Review Challenge undertaken in September 2014, the impacts of the cessation of the Southern Staffordshire Partnership and the workings of the Shared Service led by Tamworth Borough Council.</p>
Rationale and summary business case:	<p>One of the Council's key objectives is to promote and encourage sustainable economic growth and prosperity within the District. Safeguarding important centres providing for goods and services, protecting and supporting existing sources of employment and seeking to attract new investment opportunities where this will bring jobs and wealth creation.</p> <p>As well as being a major local employer itself, the Council through its policies, plans and actions impacts upon the local economy and other private and public sector partners. It has a significant role to play in determining the future strength of the economy and the Districts prosperity as a whole.</p>
Objectives and outcomes:	<ul style="list-style-type: none"> <li>• Clarity of economic ambitions and the production of a District Council economic strategy</li> <li>• Prioritisation of economic objectives</li> <li>• Improved ways of working/service delivery</li> <li>• Identification of efficiencies</li> <li>• Better understanding of how the District Council can support economic development and feeding this into the new Strategic Plan.</li> </ul>
Scope of the project:	<p>The project will look at all aspects of the way in which economic development services are provided by the Council (either on its own or working with partners) and what impact service provision has. Where service improvements are required these will be identified and solutions put forward.</p> <p>In particular the following areas/issues will be considered:</p> <ol style="list-style-type: none"> <li>1. Does the Council have a clear vision and strategy as regards future economic ambitions?</li> <li>2. Are the Council's (and other partners) policies, plans and intended delivery actions suitably framed and aligned to facilitate the necessary goals?</li> <li>3. Are the current interventions undertaken by the Council to support local business and encourage jobs and investment the right ones? Do different approaches need to be adopted?</li> </ol>

	<ol style="list-style-type: none"> <li>4. Is the current shared service arrangement with Tamworth Borough Council working at its optimum to make the required differences on the ground?</li> <li>5. At the strategic level what does playing into two Local Enterprise Partnerships mean in terms of resource requirements and priority setting?</li> <li>6. Similarly, with the demise of the Southern Staffordshire Partnership how is the Council going to work with fellow southern Staffordshire authorities to articulate the needs of the sub-region and or work collaboratively to deliver/realise cross-boundary growth and investment?</li> <li>7. In terms of the Council's own service areas are these working together to support and assist local businesses and the economy? If not where are improvements needed?</li> </ol>
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<b>Project timescales:</b>	
Anticipated start date:	June 2015
Anticipated completion date:	March 2016

<b>Assumptions and dependencies:</b>	
Assumptions:	That the Council and elected members continue to see economic growth and prosperity as key objectives and related to this a need to provide a range of economic development services.
Dependencies:	The review will be taking place in parallel with and in the context of the formulation of a Lichfield District Economic Strategy and renewal of an SLA with Tamworth Borough Council as regards a shared service arrangement.

<b>Constraints and risks:</b>	
Constraints:	Whilst the review is on-going there will be a need to continue to deliver economic development services – this will involve a number of the project team and hence there maybe pressures to move the review forward at times when workloads are high.
Risks:	One of the risks of the review is that it may flag up concerns about the way the service is being delivered or is planned to be delivered prior to the completion of the review itself. If this situation arises management interventions will be required.

**External / additional resource requirements:**

It is anticipated that this review will be delivered in the main within our current resource structure. However, it is also intended to engage with members of the Sept. 2014 LGA Peer Review team together with representatives of the Chamber of Commerce and local companies.