

ROCHFORD DISTRICT ECONOMIC DEVELOPMENT STRATEGY

1 SUMMARY

- 1.1 This report advises Members of the responses received in connection with the consultation exercise on the Council's draft Economic Development Strategy 2003/07. The amended Strategy is now put forward for Members consideration and approval.

2 INTRODUCTION

- 2.1 Production of an Economic Development Strategy is a statutory requirement of the Local Government and Housing Act 1989. Its importance is reiterated in the Local Government Act 2000, and in the Corporate Governance requirement and annual audit letters.
- 2.2 The Strategy recognises that Rochford District Council, whilst having an important role in economic development, cannot work in isolation, and is dependent upon the many partners involved in this area of work locally, country-wide and regionally.
- 2.3 The draft strategy was considered by Finance and Procedures Overview and Scrutiny Committee at its meeting in April (Min No. 209/03). Following consideration and comments made at that meeting, the draft strategy has been the subject of consultation, the details of which are outlined below.

3 CONSULTATION

- 3.1 As a result of the consultation exercise carried out on the draft strategy, comments on the document have been received from:
- Essex County Council
 - Business Link for Essex
 - RAVS (Rayleigh Rochford & District Association for Voluntary Services)
 - Thames Gateway South Essex Partnership
 - Rochford District Chamber of Trade and Commerce
- 3.2 Appendix 1 gives more details on the responses received, together with officer comments on those responses and proposed changes where appropriate.

4 REVISED ECONOMIC DEVELOPMENT STRATEGY

In addition to the changes outlined in Appendix 1, the opportunity has also been taken to update the Strategy to reflect the latest position and subsequent progress in a number of areas e.g. launch of the draft Community Strategy, etc. A revised finalised Strategy is included as Appendix 2. The intention is to review the progress and update the document on an annual basis.

5 PERFORMANCE MONITORING

It is proposed that the performance against achievement of the Economic Development Strategy Action Plan should be reported bi-annually to Corporate Management Board through the Service Action Plan process, and annually to Finance and Procedures Overview and Scrutiny Committee.

6 RISK MANAGEMENT

Strategic Risk

- 6.1 The Economic Development Strategy will provide a framework against which the Council can make decisions likely to affect the economic wellbeing of the District.

Regulatory Risk

- 6.2 An Economic Development Strategy is a requirement of the Local Government and Housing Act 1989.

7 CRIME AND DISORDER IMPLICATIONS

- 7.1 Consultation has taken place with the business community on crime and disorder. This is reflected in the economic development strategy.

8 ENVIRONMENTAL IMPLICATIONS

- 8.1 Environmental considerations affecting businesses and the economy are reflected in the strategy.

9 RESOURCE IMPLICATIONS

- 9.1 The resource implications of the Strategy are identified in the Economic Development Strategy Action Plan 2003/7 Appendix B.

10 LEGAL IMPLICATIONS

- 10.1 An Economic Development Strategy is a requirement of the Local Government and Housing Act 1989.

11 RECOMMENDATION

- 11.1 It is proposed that the Committee **RESOLVES**

To recommend that the Economic Development Strategy, as amended and included as Appendix 3 to the report, be approved.

Paul Warren

Chief Executive

Background Papers:

Business Link for Essex email dated 29th July 2003
Essex County Council letter dated 8th June 2003
Rochford and District Chamber of Trade & Commerce letter dated 3rd June 2003
RAVS (Rayleigh Rochford & District Association for Voluntary Services) email dated 28th May 2003
Thames Gateway South Essex Partnership email dated 14th May 2003

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