

REPORT TO THE MEETING OF THE EXECUTIVE 16 MARCH 2011

PORTFOLIO: PLANNING & TRANSPORTATION

REPORT FROM HEAD OF PLANNING & TRANSPORTATION

SUBJECT: INTEGRATED COUNTY STRATEGY (ICS)

1 DECISION BEING RECOMMENDED

- 1.1 That the Greater Essex Integrated County Strategy be endorsed.
- 1.2 That there be a further report in due course on progress towards developing an action plan to take forward the priority themes and investments, as outlined in the report.

2 REASONS FOR RECOMMENDATION

- 2.1 The ICS, prepared by all authorities in Greater Essex, sets out a strategic focus around Thames Gateway South Essex, key towns and low carbon energy that will most effectively provide economic growth in Greater Essex.

3 SALIENT INFORMATION

- 3.1 The ICS provides the connection between national and local policy, identifies strength and potential, and considers how assets in the county can be used to improve the area for residents and make greater Essex a more attractive location for businesses. A summary of the strategy is appended to this report and a full copy has been placed in the Members' Library.
- 3.2 The ICS provides a shared and agreed vision for Greater Essex to identify the real priorities and outcomes needed to achieve increased economic growth. The plan is underpinned by extensive research and background material looking at the economic climate, transport, employment and sustainability.
- 3.3 The ICS sets out a strategic focus around Thames Gateway South Essex, a number of key towns and the low carbon energy agenda. The strategic focus is developed into eight priority themes – town centres, neighbourhood regeneration, sustainable growth, economic drivers, economic base, skills, sustainable connectivity and key sectors. In turn, the priority themes are linked to sixteen areas for priority investment (see section 7.0 of appendix).
- 3.4 At this stage, the intention is for all authorities in Greater Essex to endorse the approach set out in the ICS and to support the next steps of developing more detailed proposals.
- 3.5 The preparation of the ICS has progressed against the rapidly changing backdrop of government proposals for economic vehicles and products to support future growth. It is important for the next stage of the ICS to fully

reflect these changes and to build in options that will take best advantage of new opportunities.

- 3.6 The Kent, Greater Essex and East Sussex Local Enterprise Partnership (LEP) is preparing proposals to support and develop business and enterprise, aiming to obtain support from the Regional Growth Fund. It will be important to rest the proposals from the ICS within the context and direction of the LEP.
- 3.7 At a more local level, authorities are preparing their own Local Investment Plans (LIPs) and, whilst these are focussed very specifically on locally important projects, it will nevertheless also be essential to tie-in these bottom up perspectives to the wider brief set out in the ICS.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 It would be possible to set aside the ICS and simply focus at a local level on priority projects. However, this would be to lose sight of the very real opportunities expected to emerge from the strategic focus and perspectives for investment and economic growth outlined in the ICS.
- 4.2 That being the case, the option to not be involved in the preparation of the ICS is neither appropriate nor realistic if the District wants to pull its weight in delivering real economic growth and development in South East Essex.

5 RESOURCE IMPLICATIONS

- 5.1 There are no specific resource implications other than officer time involved in progressing the ICS.
- 5.2 Proposals for investment may emerge in due course and these will be progressed through budget making as appropriate.

6 EQUALITY AND DIVERSITY IMPLICATIONS

- 6.1 There are no equality and diversity implications arising from the Integrated County Strategy.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

SMT Lead Officer Signature: _____

Head of Planning & Transportation

Background Papers:

Greater Essex Integrated County Strategy, December 2010.

For further information please contact Shaun Scrutton, Head of Planning & Transportation, on:-

Phone:- 01702 318137

Email:- shaun.scrutton@rochford.gov.uk

If you would like this report in large print, Braille or another language please contact 01702 318111.

The Greater Essex Integrated County Strategy



This document provides an introduction to the Integrated County Strategy, summarising our core priorities guiding investment in our county. This document should be read in conjunction with the full ICS document, which provides a comprehensive analysis of the evidence base, and further details on the investments which should have a transformative effect on our county.

