

REPORT TO THE MEETING OF THE EXECUTIVE 13 JUNE 2022

PORTFOLIO: CLIMATE & ECONOMY

REPORT FROM ASSISTANT DIRECTOR, PLACE & ENVIRONMENT

SUBJECT: ECONOMIC GROWTH STRATEGY 2022-2025

1 OVERVIEW AND SCRUTINY RECOMMENDATIONS

- 1.1 The Overview and Scrutiny Committee pre-scrutinised the report at its meeting on 8 June and made the following recommendations in respect of the Strategy:-
- 1.2 On paragraph 6.1 of the report
 - a) That the £10,000 budget earmarked to improve place promotion materials and branding be decreased to £5,000.
 - b) That the £5,000 earmarked to invest in skills/training initiatives be increased to £10,000; and
 - c) That the contingency be increased from £5,000 to give greater opportunity for emerging projects to be taken forward.
- 1.3 That there be clear SMART, measurable KPIs.
- 1.4 That the procurement of marketing and promotion should be local and with local schools and businesses where possible and in accordance with the Council's financial and procurement rules.
- 1.5 Encourage businesses to use Google Business as well as Rochford Local.
- 1.6 Work with Brentwood Borough Council to develop skills and capacity around economic development to deliver the strategy.
- 1.7 On page 7.7 of the report that the words "fantastic connections" be replaced with "encourage the development of fantastic connections".
- 1.8 Consider innovative ways to regenerate the High Street and in particular whether we can learn lessons from another council, e.g. Chelmsford City Council, which can be applied in the District.