

Cabinet's Response to Scrutiny Review on Supporting the Local Economy

	Recommendation	Progress to date	Future activity (and timescales)	Officer Responsible	Risk rating (RAG)
1	The Economic Development Team within the Council should ensure that the emerging Growth Plan is focused around two key objectives – income generation and employment creation, with very clear actions for achieving this.	<p>The Economic Growth Plan has been approved by the LSP, via the Economy Board on 21st April 2015.</p> <p>It was considered by Cmmr Kenny on 8th June and subject to no call in will be approved on 17th June. Final approval is with full Council on 8th July after which the Plan is "live."</p> <p>Two main "targets" of the Plan are to deliver:-</p> <ul style="list-style-type: none"> ➤ 10,000 net new jobs over 10 years ➤ 750 net new businesses over the next 5 years 	<p>Three Task & Finish (T&F) Groups will be set up by the Economy Board looking at the priority areas of:-</p> <ul style="list-style-type: none"> • Business Growth • Skills & Employment • Town Centre <p>The Groups will have a 12 month life in which to identify the priority actions for each area, who will lead on their delivery, potential funding support and timescales for delivery.</p> <p>Overall responsibility for delivery of the Plan will remain with the Council and LSP; mainly the Economy Board, or its successor following the LSP review.</p>	Simeon Leach	Amber
2	Targets and outcomes should be developed for this plan that are smart – suggestions include number of businesses accessing services, the number of young people accessing apprenticeships, the number of new entrants to post compulsory education and the number of over 16s gaining accredited	<p>The Economic Growth Plan includes a suite of outcomes/outputs to measure the impact on the economy of the delivering the Plan.</p> <p>The top levels targets are :-</p> <ul style="list-style-type: none"> - 10,000 net new jobs - 750 new businesses (in 5 years) - Increasing GVA 	<p>More specific targets are set out for each of the 7 themes, although these will be revisited and reviewed as part of the work of the T&F groups.</p> <p>Amongst the current targets, to be achieved by the of the Plan in 2025 are:-</p> <ul style="list-style-type: none"> - 1,200 new starts per annum - 72.0% achieving 5+ GCSEs at grades A*-C - 2,500 apprenticeship starts p.a. - Increase percentage of resident qualified to Level 4 or higher to 31% 	Simeon Leach	Amber

	qualifications.				
3	The Economic Development Team should ensure that the growth plan is jointly owned by local partners and that it is strongly linked to the Local Plan.	<p>The EDT and Forward Planning Team worked closely together on the development of the Economic Growth Plan to ensure that it fitted with the Local Plan.</p> <p>A wide range of partners and stakeholders have been involved in the development of the Growth Plan. A draft was also open to public consultation from Mid-December 2014 to the end of January 2015.</p>	<p>A number of the borough's larger development sites, with large job creation potential are dependent on adoption in the Local Plan, which should occur by December 2016</p> <p>The T&F Groups set up to develop the delivery section of the Economic Growth Plan will seek to involve as wide a range of partners and stakeholders as possible from across the public, private and Vol/Comm sectors.</p>	Simeon Leach	Amber
4	They should also ensure that it is communicated effectively to partners and stakeholders, as part of an ongoing campaign to "talk up" Rotherham and its achievements. These stakeholders should include the Sheffield City Region structures and the private sector.	Issues linked to business support, town centre development, regional economic growth and inward investment are regularly communicated to a range of key stakeholders, via channels including 'Update' town centre newsletter, weekly staff bulletins, weekly e-newsletter, media releases, social media and online content. Key issues are also being communicated via a new newsletter for all RMBC members.	<p>Publication of the new Economic Growth Plan will be supported by a communications plan – ensuring the council's new economic priorities are communicated with all key stakeholders. Work on this will commence following final adoption of the Plan by full Council.</p> <p>In terms of onward promotion, a proposed new-structure for the council's communications and marketing function aims to provide more strategic and focussed support on key council priorities, including economic growth.</p>	RiDO & Comms Team	Green
5	The Planning Board should identify, in the first instance, its top ten development sites and focus on these in its policies and plans. Within this the identification and delivery of a strategically important site should be the number 1 priority for Rotherham to remain competitive.	Employment sites have been identified, which can accommodate the growth set out in the Economic Growth Plan, (Members involvement has been via Local Plan Steering Group and drop in sessions prior to full Council) and are being taken forward to the publication version of the Sites and Policies Document.	When the Local Plan is adopted sites will be available for development and the RiDO and Economic Development teams will be involved in identifying developers, inward investors and end users for them.	Bronwen Knight	Amber

6	The Council should consider prioritising all town centres and giving a policy mandate for this to happen.	There is a 'hierarchy' of town, district and local centres included in the Local Plan Core Strategy, this can be found on page 92: http://www.rotherham.gov.uk/downloads/file/1571/adopted_rotherham_core_strategy	This is a policy decision and is therefore one for Members (and currently Commissioners) to consider. This could be done via the proposed new community strategy and corporate plan, due in early 2016	Paul Woodcock	Green
7	The Council should consider how Elected Members could input to the development of Council Policy, particularly with regard to economic growth, by utilising the wide range of talent and expertise that exists within this pool. Elected members can further assist with the promotion of Rotherham.	This is now subsumed into sections 1.1 and 21.4 (Re-focusing of "Economy Board" and a positive role in the Sheffield City Region) of the Council's improvement plan.	<p>1.1.1 Council leadership of 'Views from Rotherham' visioning workshops, with Commissioners and Partners to be held across the borough between May and July 2015. A new community strategy and vision for the borough will be in place by 2016.</p> <p>1.1.2 Facilitated joint working between 2015/16 Cabinet and senior officers to enable Leader, Cabinet and controlling group to agree the vision for the Council, (linked to partner agreed vision for Rotherham) its style and approach to service delivery, to be translated into a Corporate Plan, between June 2015 and April 2016.</p> <p>1.1.3 Political mentorship of Cabinet Members and Opposition Leader and other Political Group Leaders, from June 2015.</p> <p>21.4.1 Refocusing of governance arrangements for the city region with support from partners; and 21.4.2 Finalisation of "Growth Strategy" linked to City Region Strategic Economic Plan, both by end of September 2015.</p>	Carole Haywood	Amber

8	<p>RIDO should work with partners to ensure that access to Regional Growth Fund is maximised</p>	<p>Of the £32m RGF grant funding allocated to Sheffield City Region, Rotherham companies have secured £6.37m towards investments totalling £41.9m. Of this, RiDO successfully assisted 10 companies, helping to secure £2.91m against investment of £21.3m, through signposting, guidance and in some circumstances, completing applications for the companies involved. In all of these cases the companies were unaware of the scheme prior to RiDO's involvement.</p> <p>Overall, Rotherham has secured around 20% of the total allocation for the Sheffield City Region, against a proportional business base (% of all business in the SCR) of 12.9%. <i>Source: Nomis [Inter Departmental Business Register (ONS)].</i></p>	<p>The CA has an investment strategy to be applied in making allocations from the additional £52m of RGF over its six year term: £2.5m in 2015/16; £7m in 2016/17; and £10m in each of the four years 2017/18 to 2020/21; plus a further £2.5m from Growth Deal 2.</p> <p>The proposal is for the RGF to be broadly split 50:50 between a fund supporting investment in locally based companies where there is a demonstrable case for grant; and a fund to support significant inward investment of at least £3m.</p>	<p>Tim O'Connell</p>	<p>Amber</p>
9	<p>The Council should aim to establish a multi-disciplinary "Task Force" with the key purpose of providing a co-ordinated holistic approach to generating investment and economic growth in Rotherham, for the benefit of its local businesses, communities and residents. The focus should be on working both internally, and in partnership with the private sector in Rotherham, to include a range of projects in terms of size and value. The external business support process should be led by RiDO as a</p>	<p>The strategic overview of the borough's economy is through the Economy Board, which has responsibility for overseeing the delivery of the Rotherham Economic Growth Plan; with regular reports to the wider Partnership and Council.</p> <p>The "Major Projects Group" is an officer group that meets monthly and leads on developing and delivering projects with a major economic impact (i.e. Forge Island and Pithouse West).</p> <p>RiDO continues to lead on business support within Rotherham, including their Key Account Management for a number of our larger firms and management of the network of Business Incubation Centres, populated by smaller and/or start-up businesses.</p>	<p>As major projects move forward in their development multi-disciplinary teams will be set up for each project to ensure that they are delivered as swiftly and efficiently as possible. This will utilise the model previously used for developments such as Bellows Road in Rawmarsh.</p>	<p>Karl Battersby</p>	<p>Amber</p>

	recognised brand within Rotherham.				
10	<p>The Task Force should include Planning, Asset Management, Housing, Transport, Education and potentially Health partners. These functions will be included on the basis of a unique drivers approach for each project. In line with recommendation 7 above specific councillors (with specific expertise) and ward members should be included in this approach. This model could be adapted for individual projects, with bespoke task groups set up for larger projects including provision for specific expertise to be co-opted.</p>	See answer to recommendation 9.	See answer to recommendation 9.	Karl Battersby	Amber

11	<p>This Task Force should be responsible for ensuring that the strategy should identify land supply, link into work on the Local Plan and also the following issues, with the aim of maximising long term value for the Council's assets:</p> <ul style="list-style-type: none"> a) Use of capital and borrowing to develop sites and premises b) The approach to the development of this land – some sites for area based regeneration initiatives c) The development of existing smaller sites and premises for developing local businesses 	<p>The Economic Development and Planning teams have worked closely to ensure that any development is focused on those sites which are in the Local Plan.</p> <p>The sites in the Local Plan, and supported by the Economic Growth Plan, are a mix of major sites, which are needed to deliver the 10,000 new jobs target; plus smaller sites for more local developments, where work will be done to assist local people to access the jobs created.</p>	<p>One of the proposals that may come out of the Economic Growth Plan is the setting up of a "Property Fund" to help bring forward developments which provide jobs and increased business rates for the borough. This would be a more formalised version of the support that RiDO brokered to ensure the construction of 2 new units at the AMP as part of the R-Evolution development. Work on this Fund will be picked up over the next 12 months as part of the work of the "Task & Finish" Groups</p>	Karl Battersby	Amber
12	<p>The Council should consider how to develop a business friendly culture amongst all its staff – skills development and training issues and also the possibility of setting growth targets for employees where appropriate. A key element of this would be</p>	<p>Specific growth targets would relate to those employees who work in areas which have direct potential to impact business growth (i.e. RiDO, Economic Development) and these are picked up in the quarterly performance information they supply to P&Q.</p> <p>However, it is important that all areas of the Council are made aware that economic growth is a priority for the Council and how their Service can contribute to this.</p>	<p>M3 session September 2015: To focus on business growth, business rates and also to update managers on future business development and Town Centre plans and successes so far, as this is something Pulse & Focus Groups told us people what to hear about.</p> <p>June 2015 "You Said, We Did" feedback to employees to include latest business development plans and successes.</p>	Simon Cooper	Amber

	to raise awareness within the Council of the changes to business rates and the importance of them in terms of generating income for the Council.		September 2015 Employee 6 monthly progress session to include business development growth plans and successes.		
13	<p>The Scrutiny function in the Council should consider looking further at the following issues;</p> <ul style="list-style-type: none"> a) The development of aspirational housing and associated services/ communities in Rotherham b) Work with schools and training providers/colleges around the 16+ skills agenda to establish stronger links with employers and to engender an enterprising and aspirational culture. c) Potential for developing employment initiatives based on the experience of Manchester and elsewhere 	These issues would come under the terms of reference of the Improving Places Select Commission. A work programme for the first half of 2015 has been agreed with Commissioners and will focus on task and finish work around the cleaner greener agenda.	<p>Improving Places will be considering a further work programme once this has completed and therefore these recommendations will be included in the planning of this and will feature in the second half of the work programme.</p> <p>Timescales – December 2015 to April 2016.</p>	Deborah Fellowes	Red