

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

	Recommendation	Cabinet Decision <i>(Accepted/ Rejected/ Deferred)</i>	Cabinet Response <i>(detailing proposed action if accepted, rationale for rejection, and why and when issue will be reconsidered if deferred)</i>	Officer Responsible	Action by (Date)
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	Accepted	<p>The Growth Plan focuses on delivering more jobs (10,000 net new private sector jobs over next 10 years); with support to ensure they are accessed by local residents wherever possible.</p> <p>It will also drive businesses starts (750 new businesses over 5 years) and increased inward investment; both of which will increase the business rates receipts for the Council.</p> <p>Detailed actions to deliver these outcomes will be the next step once the Growth Plan has been approved by the end of March 2015</p>	Simeon Leach	April 2015
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 qualifications.	Accepted	<p>Targets within the Plan are still under development/ consultation, but it is intended they will be smart, and focussed on a relatively low number of high priority outcomes for the borough.</p> <p>Some or all of the proposed outcomes will be in the final Plan, although this will be dependent on the outcomes of the current consultation process.</p>	Simeon Leach	April 2015

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.	Accepted	<p>The draft Growth Plan has been widely consulted on during its development, both within the Council and with external partners. Official consultation on the draft Plan is taking place during December/January, with all relevant stakeholders.</p> <p>Once approved and “live” the Plan will be monitored through the Economy Board of the LSP, comprising public, private and community/voluntary sector representatives</p> <p>The plan has strong links to the Local Plan – the policies in both plans have been developed to encourage growth and regeneration and the employment target figures are reflected in the number and type of sites allocated for future employment development in the emerging sites and policies document.</p>	Simeon Leach	April 2015
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.	Accepted	<p>RiDO are currently looking at ways to build on the good press that their support of local business already receives</p> <p>RiDO will work closely with the Comms Team to ensure that Rotherham’s achievements are promoted across both Rotherham and the wider City Region</p>	RiDO & Comms Team	Ongoing
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.	Partially accepted	The sites required to achieve the aspirations of the growth plan in relation to employment generation, including a strategically important site, have been included within the local plan. These sites will be available for development once the Sites and Policies document has been adopted (2016) – some of the sites are currently within the Greenbelt.	Bronwen Knight	Ongoing

			<p>As all the sites have been assessed for deliverability through the local plan process they should all be attractive to the market.</p> <p>While it is essential that we bring forward our “most deliverable” employment sites, as identified in the Local Plan, it is difficult to prioritise them into a top ten.</p> <p>The Economic Plan identifies both major employment and housing sites, as taken from the Local Plan. The next piece of work is what we as a Council can do to assist in bringing these forward</p>		
6	The Council should consider prioritising all town centres and giving a policy mandate for this to happen.	Accepted	<p>National Planning policies direct all town centre uses to existing town centres in the first instance using a sequential approach and we strongly implement these policies when dealing with planning applications. The Local plan also provides an overall strategy for prioritising our town centres and draft policies in the Sites and Policies DPD provide detail of how this should be carried out</p> <p>Raising the profile of the planning issues around promoting town centre development is welcomed and should be promoted throughout the Council.</p> <p>There is currently insufficient resource within the RiDO and Economic Development teams to replicate the level of support they provide to Rotherham town centre.</p>	Paul Woodcock	Ongoing

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.	Agreed	<p>It is essential to the success of the Rotherham economy that policy has input from all relevant stakeholders, including Members.</p> <p>Further work is required to identify the best way that this can be achieved</p> <p>Activity will link with the proposals through the Corporate Improvement Board and the Transformational plan.</p>	Carole Haywood	TBA
8	RIDO should work with partners to ensure that access to Regional Growth Fund is maximised	Agreed	<p>RiDO has assisted clients to secure over £4.5m of Sheffield City Region Regional Growth Fund financing. This is over 60 per cent of the £7.2m awarded to Rotherham companies in total. This funding is set to leverage a total investment of around £46m creating over 500 jobs.</p> <p>This support can be replicated for any future rounds of RGF or other funding sources</p>	Tim O'Connell	Completed
9	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 recognised brand within Rotherham.	Agreed	<p>There are a number of existing groups which already, fully or partly, cover this remit</p> <p>The "Major Projects Group" leads on developing and delivering those projects with a potential major economic/regeneration impact (Cabinet Member attends this group where possible)</p> <p>The Economy Board of the LSP, which has both a private sector chair and majority of members, has responsibility for the strategic development of the Rotherham economy and delivery of the Growth Plan.</p> <p>The Business support process is already led</p>	Karl Battersby	Ongoing

			by RiDO, which is a well thought of and recognised brand. In future the majority of business support funding will be at City Region level and RMBC need to ensure that they maximise the impact this has at a local level.		
10	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.	Agreed	Covered in response to recommendation 9	Karl Battersby	Ongoing
11	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: <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 	Agreed	Covered in response to recommendation 9	Karl Battersby	Ongoing

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 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.</p>	Partially agreed	<p>Any training would need to be targeted on those who are most likely to be able to influence business growth/development. For some it will just be raising awareness about the importance of encouraging business start-ups, inward investment etc. and also informing colleagues of how successful (or not) we are in this area. Growth targets could only be applied where this is part of the person's core function.</p> <p>The issue of how all Council can/should contribute to economic growth in the borough has been raised previously and was an item at an M3 briefing session during 2014</p>	Phil Howe	TBA
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 	Deferred	<p>Overview and Scrutiny Management Board and the Scrutiny Select Commissions will determine the future work plan to be prioritised and undertaken.</p>	Deborah Fellowes	TBA