

Report to:	EXECUTIVE CABINET
Date:	24 March 2021
Executive Member:	Councillor Oliver Ryan, Executive Member (Finance and Growth)
Reporting Officer:	Jayne Traverse, Director of Growth
Subject:	INCLUSIVE GROWTH STRATEGY 2021-26
Report Summary:	The Inclusive Growth Strategy is provided for review and approval following public consultation.
Recommendations:	<p>That Executive Cabinet be recommended to agree:</p> <ul style="list-style-type: none"> (i) That the report and consultation findings are noted. (ii) That the Inclusive Growth Strategy be adopted
Corporate Plan:	This Strategy supports activity and outcomes across all priorities in the Corporate Plan.
Policy Implications:	Effective Inclusive Growth for Tameside's economy is cross cutting and supports delivery of the Corporate Plan.
Financial Implications: (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	<p>All the necessary investment associated with the delivery of this strategy will need to be identified and have approved funding in place in advance.</p> <p>The related funding will be via existing budget provision that has been allocated to the Growth directorate revenue budget in 2020/21 and 2021/22, the approved Council capital programme or will be subject to separate business cases where there is no approved funding in place. These business cases may include both revenue and capital funding implications for the Council and will need to set out the clear benefits and return on investment that will be realised. They will be subject to Member approval in advance of commitments. All investment will need to comply with procurement regulations with appropriate advice sought via STAR.</p> <p>It is essential that the benefits that are expected to be realised via the delivery of this strategy are stringently monitored and, where necessary, support the medium and long term financial strategy of the Council.</p>
Legal Implications: (Authorised by the Borough Solicitor)	<p>The purpose of this report is to feedback the outcome of the consultation process and to suggest amendments to the inclusive growth strategy as a result of the consultation process.</p> <p>There are both common and statutory law requirements that the council as a decision maker has to comply with in order to be able to demonstrate a sound decision making process.</p> <p>Therefore it is critical that Members carefully consider the appendices to this report detailing the outcomes from the consultation as well as the summary in the main body of the report.</p>
Risk Management:	The delivery of the Strategy will require the Council in particular to manage high level risks effectively in transforming our economy through an inclusive growth approach.

Background Information:

The background papers relating to this report can be inspected by contacting



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1. INTRODUCTION

- 1.1 The Tameside Inclusive Growth Strategy was approved for consultation on the 2 November 2020. The consultation was robust and successful and ended on the 22 January 2021 with high levels of support for the Strategy. This report presents the final Strategy with amendments informed by consultation findings.
- 1.2 The report includes 2 appendices:
- **Appendix 1** Consultation outcome report
 - **Appendix 2** Tameside Inclusive Growth Strategy 2021-26
- 1.3 This report recommends that the updated Inclusive Growth Strategy is adopted.

2. CONSULTATION FINDINGS

- 2.1 The consultation report at Appendix A provides full detail of the consultation process and findings. In summary the consultation took place between 4 November 2020 and 22 January 2021 with 7 bespoke workshops engaging multiple demographics attended by 49 people, 22 people responded to the online consultation and two written submissions were received (one being the restated outcomes from a workshop session). The consultation was widely marketed through media, business and community networks.
- 2.2 Overall the consultation found a high level of support for the Strategies Vision, Aims, Opportunities and Strengths in response to the challenges faced. Table 1 sets out summarised findings and response including updates to elements of the Strategy.

Table 1		
	Consultation Finding - You said	Response - We did Updates to Strategy marked in bold
1	The strategy document needs to more clearly communicate its vision, with a shorter digital version produced.	The Vision has been placed on one page to make clearer. (p.6) The Tameside corporate plan priorities have been separated from the vision . (p.7) An additional graphic has been added to provide a visual story of how this strategy achieves the vision. (p.8) Following approval of the strategy a summary version will be produced .
2	Raising aspirations and ensuring high levels of good quality youth employment should be clearer in the strategy.	Aim 2 has been amended to include raising aspirations and health across the whole borough. (p9 and p48)
3	How the various proposed projects contribute to the goal of the vision needs to be more clearly communicated in the document.	An additional graphic has been added to provide a visual story of how this strategy achieves the vision. (p.8) The opportunities section of the document has been enhanced with new graphics providing clear links to strengths and challenges . (p18 - 22) The opportunities section has been moved to follow the strengths and precede the challenges. (p. 18 - 22)

4	Raising aspirations of both our residents (including young people) and our businesses needs to be more clearly acknowledged as being an important step in increasing skills, employment opportunities, health and increasing productivity.	Aim 2 has been amended to include raising aspirations and health across the whole borough. (p.9 and p.49)
5	Security and safety needs to be acknowledged as important for businesses and for town centres.	A 25th priority has been added: Make our town centres and employment zones safe and secure places for all, helping to retain and attract businesses and skilled jobs. (p.65). This supports stronger integration with the Community Safety Strategy.
6	A high quality place marketing campaign that raises residents and local businesses perceptions of Tameside, as well as selling the borough to inward investors, is a priority action.	No change. Priority 2 already covers: 'Develop and deliver a comprehensive destination / place marketing strategy and campaign to promote Tameside as a digitally enabled borough that empowers people and business to achieve'.
7	The council needs to show decisive leadership and deliver on a flagship project to drive investor and stakeholder confidence in the borough.	No change as this relates to delivery of the strategy.
8	The work of the Stalybridge Town Centre Challenge is not reflected in the Strategy	No change. Priority 17 has a clear focus on the Stalybridge Town Centre Challenge. Aim 8 recognises 'Make our Town Centres hubs for living, culture, employment and services supporting a sustainable retail sector'. We also recognise our Town Centres as one of five key 'opportunities' to drive growth and achieve the strategy.
9	Town Centre regeneration should be given more prominence with a reduced number of priorities, and increased employment opportunities in town centres prioritised.	No change. Priority 17 focuses on wider Town Centre development building on learning in Stalybridge. Aim 8 recognises 'Make our Town Centres hubs for living, culture, employment and services supporting a sustainable retail sector'. We also recognise our Town Centres as one of five key 'opportunities' to drive growth and achieve the strategy.
10	Hyde Town Centre requires more than Godley Green and is sidelined.	No change. Inclusive Growth would be nature if successful benefit residents and businesses across the borough.

		<p>Priority 17 Focuses on our town centres including Hyde with a success measure around the Hyde One Public Estate work.</p> <p>Aim 8 recognises 'Make our Town Centres hubs for living, culture, employment and services supporting a sustainable retail sector'.</p> <p>We also recognise our Town Centres as one of five key 'opportunities' to drive growth and achieve the strategy.</p>
11	Definitive success measures for the strategy's detailed priorities are required.	<p>No change.</p> <p>The strategy contains detailed priorities and success measures.</p> <p>Each priority will have an action plan which will set out detail of delivery including timescales and be updated as appropriate.</p>

- 2.3 Following the successful consultation and corresponding updates to the Strategy the final version is now ready for consideration.

3. NEXT STEPS

- 3.1 The negative impact of COVID19 and Brexit on the National and local economy is ongoing and requires consistent monitoring and response. It is important that Tameside adopts this Strategy to strengthen our ongoing deliver and provide direction to new areas of activity and work.
- 3.2 The Strategy provides a policy framework to direct and align futures initiatives. The Strategy will be supported by detailed programme, project and action plans for each priority. The nature of the priority will determine the need for full programme boards or action plans. This detailed work sitting beneath the Strategy will provide dates, updated measures, progress and performance responding to the environment and outside factors such as the ongoing future and unknown impact of COVID19 and Brexit. Current success measures in the Strategy are aligned to the Corporate Plan measures.
- 3.3 The 2 November 2020 Cabinet report set out the Governance arrangements for the Strategy. The new Inclusive Growth Board chaired by Cllr Oliver Ryan (Executive Member Finance and Growth) will lead on the implementation of the Inclusive Growth Strategy and associated cross cutting Public Service Reform projects with Lead Executive Members involved as appropriate in the delivery and monitoring. On adoption of the Strategy a timetable of meetings will be put in place.

4. CONCLUSION

- 4.1 Following a robust and successful consultation that has informed an updated document this report recommends that the Inclusive Growth Strategy 2021-26 is adopted.

5. RECOMMENDATIONS

- 5.1 As set out at the front of the report.