AGENDA MANAGEMENT SHEET

Report Title:	Creation of an Economic Development Manager Post		
Name of Committee:	Cabinet		
Date of Meeting:	7 October 2024		
Report Director:	Chief Officer – Growth and Investment		
Portfolio:	Growth & Investment and Digital & Communications		
Ward Relevance:	All		
Prior Consultation:	Human Resources, Finance and Performance and Legal and Governance		
Contact Officer:	Nicola Smith Chief Officer Growth and Investment		
Public or Private:	Public		
Report Subject to Call-In:	No		
Report En-Bloc:	No		
Forward Plan:	Yes		
Corporate Priorities: (C) Climate (E) Economy (HC) Health and Communities (O) Organisation	This report relates to the following priority(ies): Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C) Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E) Residents live healthy, independent lives, with the most vulnerable protected. (HC) Rugby Borough Council is a responsible, effective and efficient organisation. (O) <u>Corporate Strategy 2021-2024</u>		
Summary:	The purpose of this report is to seek approval for improving the staffing resource within the Economic Development Team. The resource is needed to ensure the Council delivers the aims of its new Corporate Strategy along with the Town Centre Regeneration Strategy and the emerging		

	Economic Strategy to meet the Council's growth, economic and equality aspirations.
Financial Implications:	The financial implications are set out in section 4 of this report.
Risk Management/Health and Safety Implications:	Creation of the new post and budget is a key action towards delivering on the new corporate strategy priorities. If the new post and budgets are not agreed, there will be an increased risk that the Council's new corporate strategy objectives, particularly around the economy not being achieved.
Environmental Implications:	None arising directly from this report however the post holder would focus on engagement with local businesses to encourage promotion of net zero and decarbonisation actions within the individual business environment. More detail is in the Climate Change and Environmental Impact Assessment (Appendix 1).
Legal Implications:	The Council is under an obligation to appoint on merit pursuant to the Local Government and Housing Act 1989.
Equality and Diversity:	The post will be recruited within the Borough Council's Recruitment & Selection procedures. The postholder will lead the economic development function and work with businesses to encourage them to tackle the barriers to employment from disadvantaged communities by addressing skills, training and other issues that maybe preventing residents from accessing these jobs. More detail is in the Equality Impact Assessment (Appendix 2).
Options:	<u>Option 1</u> Approve the formation of a new permanent Economic Development Manager post.
	<u>Option 2:</u> Do not approve the formation of a new permanent Economic Development Manager post.
Recommendation:	IT BE RECOMMENDED TO COUNCIL THAT -

- 1) the post of Economic Development Manager be created and added to the permanent establishment; and
- 2) a supplementary budget of £59,186 be approved and added to the 2025/26 Budget onwards.

Reasons for Recommendation: To enable the Borough Council to deliver the aims of its new Corporate Strategy, Town Centre Regeneration Strategy and Economic Strategy and the levelling up agenda.

Cabinet- 7 October 2024

Creation of an Economic Development Manager Post

Public Report of the Chief Officer Growth and Investment

Recommendation

IT BE RECOMMENDED TO COUNCIL THAT -

- 1) the post of Economic Development Manager be created and added to the permanent establishment; and
- 2) a supplementary budget of £59,186 be approved and added to the 2025/26 Budget and future years.

EXECUTIVE SUMMARY

The purpose of this report is to seek approval for improving the resources within the Economic Development Team to enable it to deliver the aims of the new Corporate Strategy and emerging Economic Strategy to meet the Council's growth, economic and equality aspirations. Such aims include:

- Encourage and support sustainable economic growth;
- Help businesses thrive and provide jobs for our residents;
- Ensure our residents have the necessary skills

The Council is progressing with the creation of an Economic Strategy the delivery of this strategy is central to the Council's ambitions. The Council's aspirations for Town Centre Regeneration and Economic Development has become too significant to be managed by one team and therefore the Major Projects and Economic Development Team will be spilt creating the need for this post.

1. INTRODUCTION

1.1 The purpose of this report is to seek approval for the creation of a permanent Economic Development Manager which will improve the capacity of the Economic Development Service to deliver the economic outcomes set out in the new Corporate Strategy and emerging Economic Strategy.

2. BACKGROUND

2.1 The Council report of the 19th July 2022 sought permission to strengthen the economic development service as part of a wider review of Growth and

Investment to ensure the service has the resources to meet the needs of the Council, drive economic growth and implement the changes required for the benefits of the residents of Rugby. It was agreed to form the Major Projects and Economic Development Team comprising two small teams, one focused on delivering some of the Council's major projects and the other focusing on delivering the Council's economic outcomes as set out in the Corporate Strategy.

- 2.2 To deliver an economic development function two economic development officer posts were approved.
- 2.3 Since 2022 the Council's desire to focus on town centre regeneration has increased significantly and is likely to increase further in the next year. The Major Projects and Economic Development Team is responsible for leading on town centre regeneration. When the Economic Strategy, which is proposed to be adopted in April 2025, is in place there will be significant senior resource required to lead on the delivery of that strategy. There is insufficient capacity for the existing Major Projects and Economic Development Manager to delivery on these two significant corporate priorities. It is therefore proposed to separate the team into two separate teams. Major Projects and Regeneration headed up by the existing Major Projects and Regeneration Manager now called the Major Projects and Regeneration Manager who is responsible for town centre regeneration, South West Rugby, Houlton and other large and complex planning applications. The new Economic Development Manager would then manage the Economic Development function.

3. ECONOMIC DEVELOPMENT SERVICE

- 3.1 The key functions of the economic development team are to
 - Lead the production and implementation of the Rugby Economic Strategy by working in partnership with the private sector, voluntary and community groups and other public sector bodies.
 - Be the main point of contact for economic development and to provide specialist advice to potential clients and existing businesses, representing the Council on partnerships and networks whose aim is to generate growth in Rugby's economy.
 - Lead the diversification of the Rugby economy by attracting inward investment, supporting businesses to innovate and positioning Rugby to take advantage of growth sectors.
 - Work proactively with Coventry and Warwickshire Growth Hub, Warwickshire County Council, the Chamber of Commerce and other partners to develop and deliver an effective business support system to ensure that local businesses from micro/start-up businesses to the most strategic companies in the Borough have the benefit of high-quality business support.
 - Engage and work with local businesses to ensure that they have access to the most effective package of support to meet their business need.

- Work with public and private sector partners to identify and deliver the opportunities from the approved Local Visitor Economy Partnership for Coventry and Warwickshire.
- Work with schools, college, universities, and the private sector to develop the workforce with the required skills in line with the Economic Strategy.
- Work with partners to develop packages of support to tackle the barriers that prevent residents securing good quality employment and to address economic inequalities in the Borough.
- Ensure that there is an effective portfolio of sites and premises suitable to support business expansion, start-up and inward investment.
- 3.2 The key responsibilities of the new role are:
 - Providing strategic leadership on the Council's economic and cultural Strategies, working with other internal services and external partners to formulate creative solutions and long-term approaches to ensure that there is a strong local economy in the borough.
 - Lead on developing and implementing an effective Economic Development Strategy and underpinning sub-strategies, providing strategic direction to the Council to ensure local business community secures maximum access to opportunities to support their growth and which seeks to bring a more diversified and inclusive approach whilst ensuring a people and place centred focus and reflecting the needs of businesses and residents.
 - Design an economic action plan and monitoring system in conjunction with elected members, strategic partners and other potential delivery organisations that reflects a mix of local and strategic initiatives aimed to deliver short term, medium- and longer-term outcomes.
 - Work with strategic partner organisations across Warwickshire to ensure county wide economic programmes are designed to most appropriately meet the needs of Rugby businesses, communities and residents.
 - In conjunction with businesses, strategic partners and other relevant organisations, develop a robust business engagement and partnership plan to identify synergies, opportunities and barriers to business growth.
 - Develop and maintain a local system of economic support in collaboration with relevant partners and agencies for business and residents that is proactive, comprehensive and easily accessible to meet their needs.
 - Actively seek inward investment opportunities and promoting Rugby Borough as an investment location of choice. Where appropriate act in

partnership to achieve joint outcomes. Lead on developing a narrative of place for Rugby Borough to attract sills and investment.

- Work in conjunction with WCC and other relevant partners to deliver grant funded business and skills projects and programmes.
- Manage the performance of the partner organisations such as the Growth Hub in line with service level agreements and with a focus to support companies who are scaling their activities.
- Lead on the identification and bidding for external funding to deliver the above objectives.
- 3.3 If the new post is not created there will be insufficient capacity to deliver the Economic Strategy and other key economic development functions.

4. FINANCIAL IMPLICATIONS

- 4.1 The new post will increase the 2025/26 budget by £59,186.
- 4.2 This post intended to be a growth item in the 2025/26 budget however due to the time taken to recruit to manager posts and role being central to the delivery of the economic strategy it is prudent to seek approval now to enable the Manager to be in post as soon as the Economic Strategy is adopted so they can oversee and shape its delivery.

5. OPTIONS AVAILABLE

5.1 Taking the above into account, two options are proposed for the consideration of Councillors, namely:

Option 1

To approve the creation of a new permanent Economic Development Manager post for the Economic Development team.

Option 2

To not approve the creation of a new permanent Economic Development Manager post for the Economic Development team.

6. CONCLUSION

6.1 It is recommended that the creation of new permanent post detailed in the above report, is approved. This will enable the Council to deliver the aims of its Corporate Strategy, Town Centre Regeneration Strategy and Economic Strategy to meet the Council's growth, economic and equality aspirations.

Name of Meeting: Cabinet

Date of Meeting: 7 October 2024

Subject Matter: Creation of a Economic Development Manager Post

Originating Department: Growth and Investment

DO ANY BACKGROUND PAPERS APPLY

|--|

🖂 NO

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A

Rugby Borough Council

Climate Change and Environmental Impact Assessment

CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action. Rugby Borough Council declared a climate emergency in 2019, in doing so committed to:

- To move the Council's operations towards Carbon Neutrality by 2030.
- To establish action to tackle climate change as a key driver of all decision-making.
- To provide community leadership in reducing the impact of Climate Change.
- To take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

The Council's Corporate Strategy (2021-2024) <u>link</u> sets ambitious outcomes in relation to Climate Change. These ambitions must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes carbon emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to the Deputy Chief Executive.

If you require help, advice and support to complete the form, please contact Dan Green, Deputy Chief Executive.

SECTION 1: OVERVIEW

Portfolio and Service Area	Growth and Investment
Policy/Service/Change being assessed	Economic Development
Is this a new or existing Policy/Service/Change?	New service
If existing policy/service please state date of last assessment	
Ward Specific Impacts	All
Summary of assessment Briefly summarise the policy/service/change and potential impacts	The proposal is to recruit an new Economic Development Manager who would particularly focus on engagement with local businesses and to deliver the new Economic Strategy.
Completed By	Nicola Smith
Authorised By	Nicola Smith Chief Officer Growth and Investment
Date of Assessment	27.05.24

SECTION 2: IMPACT ASSESSMENT

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
Energy usage				Post holder will work with partners and businesses to implement actions to consider and adopt alternative energy sources		Growth and Investment	On-going
Fleet usage	\boxtimes						
Sustainable Transport/Travel (customers and staff)		×		Post holder will work with partners and businesses to implement actions to adopt to sustainable transport policies and practices		Growth and Investment	On-going
Sustainable procurement		×		Post holder will work with partners and businesses to implement actions to adopt to sustainable procurement policies and practices.		Growth and Investment	On-going
Community leadership				Post holder will work with partners and businesses to implement actions to adopt to net zero/decarbonisation processes and practices		Growth and Investment	On-going
Biodiversity and habitats		\boxtimes		Post holder will work with partners and businesses to implement actions to		Growth and investment	On-going

Version date: 21 November 2022

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
				reduce the impact of a business on the environment.			
Adaptation	\boxtimes						
Impact on other providers/partners				Post holder will work with partners and businesses to implement actions to adapt to net zero/decarbonisation processes and practices		Growth and Investment	On-going

SECTION 3: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

Review date	
Key points to be considered through review	
Person responsible for review	
Authorised by	

EQUALITY IMPACT ASSESSMENT (EqIA)

Context

- 1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
 - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
 - advancing equality of opportunity between people who share a protected characteristic and those who do not,
 - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
- 2. The characteristics protected by the Equality Act are:
 - age
 - disability
 - gender reassignment
 - marriage/civil partnership
 - pregnancy/maternity
 - race
 - religion/belief
 - sex/gender
 - sexual orientation
- 3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
- 4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
- 5. The questions will enable you to record your findings.
- 6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
- 7. Once completed and signed off the EqIA will be published online.
- 8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
- 9. For further information, refer to the EqIA guidance for staff.
- 10. For advice and support, contact: Aftab Razzaq Chief Officer for Legal and Governance <u>aftab.razzaq@rugby.gov.uk</u> 01788 533521



Equality Impact Assessment

Growth and Investment
Economic Development
New Service
Nicola Smith
27 th September 2024
Nicola Smith
Chief Officer Growth and Investment

A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Chief Officer for Legal and Governance.



Details of Strategy/ Service/ Policy to be analysed

Stage 1 – Scoping and Defining	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	The proposal is to employ a Manager whose focus will be to engage and work with local businesses to support their resilience and expansion. This presents an opportunity to encourage businesses to adopt processes and practices to tackle barriers to employment for our residents where there are higher levels of deprivation and to encourage good working practices.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	 The post holder would be part of the lead the economic development service which is core outcome 2: To help businesses thrive and provide jobs for our residents. Promote the borough of Rugby as a place to do business. Develop and promote our town centre as a place to live, socialise and work.
(3) What are the expected outcomes you are hoping to achieve?	Our businesses are more informed and engaged so that we can influence their actions to create more jobs for local people and that barriers to accessing these jobs by local people are removed.
 (4) Does or will the policy or decision affect: Customers Employees Wider community or groups 	The post holder will work with businesses, communities and other partners to ensure a more collaborative approach to tackling barriers to employment.
Stage 2 - Information Gathering	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, e.g. service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).
(1) What does the information tell you about those groups identified?	Rugby has two wards that are in the highest 20% of deprivation areas in England. ONS data suggests that male residents earn 10% than their counterparts who travel to the Borough to work.
	RUGB



Appendix 2			
(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?	No		
(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.	Consultation will be part of de anticipated to be consulted or		c strategy which it is
Stage 3 – Analysis of impact			
for any particular group, which could amount to discrimination? If yes, identify the groups and how they are	and fairness is applied throughout the recruitment	and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process	HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity
	sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process	AGE HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process	GENDER REASSIGNMENT HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process
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RELIGION/BELIEF	PREGNANCY MATERNITY	SEXUAL ORIENTATION
HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process	HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied	HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process

 (2) <u>Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how? (b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how? 	The post holder will work with businesses to encourage them to tackle the barriers to employment from disadvantaged communities by addressing skills, training and other issues that maybe preventing residents from accessing these jobs.
(3) If there is an adverse impact, can this be justified?	
(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (This should form part of your action plan under Stage 4.)	
(5) How does the strategy/service/policy contribute to the promotion of equality? If not, what can be done?	The post holder will work with businesses and partners to promote equality through the provision of business support targeted to promote good working practices and tackling barriers to employment.
(6) How does the strategy/service/policy promote good relations between groups? If not, what can be done?	Part of the role of the post holder will be to work with businesses, residents, communities and other public sector partners to ensure a collaborative approach to securing deliverable solutions.
	HR advice has been sought and RBC policies and procedures will be followed to ensure sensitivity and fairness is applied throughout the recruitment process.



(7) Are there any obvious barriers to	There is much silo working across organisations and the post holder will work with
accessing the service? If yes how can they be	partners to ensure a more collaborative approach. This should improve the
overcome?	accessibility to services as it is intended to make it simpler and more transparent to
	access the variety of services on offer. There needs to be more engagement,
	communication, marketing, visibility and collaborative working. Proposals are
	underway to pilot an innovative approach to address these issues and the post holder
	will play an important part of the team.

Stage 4 – Action Planning, Review and Monitoring					
If No Further Action is required then go to – Review and Monitoring					
(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.	EqIA Action Plan				
	Action	Lead Officer	Date for completion	Resource requirements	Comments
(2) Review and Monitoring State how and when you will monitor policy and Action Plan	To be reviewed a finalised in 2025		jby economic stra	tegy and action pla	an which will be

Please annotate your policy with the following statement:

'An Equality Impact Assessment on this policy was undertaken on (date of assessment) and will be reviewed on (insert review date).'

