

WEST DUNBARTONSHIRE COUNCIL

Report by the Executive Director of Housing, Environmental and Economic Development

Housing, Environment and Economic Development Committee: 6 April 2011

Subject: Economic Development Strategy Action Plan 2011- 2016

1. Purpose

- 1.1** This report seeks Committee approval for the West Dunbartonshire Council Economic Development Strategy Action Plan.

2. Background

- 2.1** The West Dunbartonshire Council Economic Development Strategy was developed to provide an economic vision and strategy for West Dunbartonshire Council for a five year period and was approved by the Housing, Environment and Economic Development Committee on 2 February 2011.
- 2.2** The Committee agreed that a further report on the finalised action plan be brought to the next meeting of the Committee.

3. Main Issues

- 3.1** The action plan has been developed in consultation with various Council departments. These departments will work in partnership with both partner organisations and the private sector to implement the projects/activities required to achieve the headline targets for the economic growth of the local area over the period 2011 - 2016. The targets are listed below:
- increase the number of registered enterprises in West Dunbartonshire by 10% from 1620 to 1782 by 2016;
 - increase the employment rate within West Dunbartonshire to 71% by 2016;
 - deliver £200 million of private sector investment through our regeneration sites by 2016; and
 - maximise the commitment of time and resources from partners to ensure agreed outcomes are achieved
- 3.2** The achievement of the outcomes of this strategy is reliant on the continued commitment and funding from both private and public sector partners.
- 3.3** Progress in delivering the strategy and action plan will be reported annually.

4. People Implications

- 4.1** There are no issues.

5. Financial Implications

- 5.1** Funding approval will need to be obtained where necessary for any proposed areas of economic development activity within the action plan prior to activity commencing.

6. Risk Analysis

- 6.1** The consultation process with partners and key stakeholders ensured that the content of the strategy is appropriate to assist with economic prosperity for the local area. The strategy will be reviewed in two years to ensure that any local and national economic changes are integrated where appropriate.
- 6.2** The achievement of the outcomes of this strategy is reliant on the continued commitment and funding from both private and public sector partners.

7. Equalities, Health and Human Rights Impact Assessment (EIA)

- 7.1** The influence and impact of the Economic Development Strategy is wide ranging. An equalities impact assessment will therefore require to be carried out for each area of project activity as appropriate.

8. Conclusions and Recommendations

- 8.1** The proposed Economic Development Strategy Action Plan has been developed in consultation with various Council departments who will work in partnership with both partner organisations and the private sector to implement the projects/activities required to achieve the headline targets for the economic growth of the local area over the period 2011 – 2016.
- 8.2** It is recommended that the Committee:
- (i) approve the West Dunbartonshire Economic Development Strategy Action Plan;
 - (ii) delegate the authority to the Executive Director of Housing, Environment and Economic Development to deliver and implement the Economic Development Strategy Action Plan; and
 - (iii) agree that the reports on progress in implementing the action plan are presented to the Committee annually.

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Date: 7 March 2011

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Appendix: West Dunbartonshire Council Economic Development
Strategy Action Plan

Background Papers: West Dunbartonshire Council Economic Development
Strategy

Economic Development Strategy 2011 -2016 - HEED
Committee report 2 February 2011

Wards Affected: All