

My Ref: T: Scrutiny/Correspondence/Cllr NH

Date: 10 April 2019

Councillor Russell Goodway
Cabinet Members
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Dear Councillor Goodway,

Economy & Culture Scrutiny Committee: 9 April 2019

Thank you for attending Committee, along with Neil Hanratty and Jonathan Day, to discuss the draft Economic Development Strategy (White Paper).

Members welcome the draft Strategy, recognising it provides a high-level framework that gives focus and signals the Administration's priorities to partners. It is clear that much work has been undertaken to ensure the prioritisation process is evidence-led. Members are pleased to see that the White Paper contains significant revisions based on the consultation feedback, notably in terms of strengthening the commitment to inclusive growth and sustainable development as well as increasing visibility re the Industrial Strategy, sector strengths and district centres.

Overall, Members support the objectives of the Strategy and believe that the three interlocking elements – the spatial strategy, industrial strategy and underpinning themes – set the framework for these to be achieved. There is a lack of specific details in the Strategy, which is reasonable, as it is a framework; however, it is important that specific details are contained within the plans that will sit underneath this framework, such as actions, deliverables and timescales for these and how these link back to the objectives of the overarching Economic Development strategy. For example, Members will expect the Cardiff East Industrial Strategy to contain details of how it meets the inclusive growth, sustainable development and wellbeing objectives in the Strategy, with an environmental assessment to evidence and support this.

Linked to this point, Members are concerned that the Economic Development Strategy does not contain an assessment of how it complies with the Wellbeing & Future Generation Act requirements. We **recommend** that this be added to the report to Cabinet, either at the time of publication of papers or, if there is not time to achieve this, as an addendum to the report tabled at the Cabinet meeting.

With regard to the interface of the Economic Development Strategy, the Local Development Plan and the Transport Strategy White Paper, Members note that you have worked with Cllr Caro Wild, Cabinet Member – Strategic Planning & Transport, and that officers are working together, to ensure these plans support one another, finding solutions to ‘creative tensions’ that arise when trying to achieve economic growth in a sustainable way. Again, we will look to see how this has been achieved when scrutinising the masterplans for specific proposals/ quarters. We reiterate our belief that good public transport is essential for inclusive growth.

At committee, we explored the role of schools and education in helping to achieve inclusive growth. We note the on-going work to help pupils raise their aspirations by increasing their awareness of opportunities as well as specific work to enhance skills. We also note and welcome the intention to increase linkages between schools and colleges and higher-skilled industry and businesses, both in their locality and across the city, to open up opportunities.

We note the metrics selected, on page 23 of the draft Strategy. Members are interested in seeing these grouped by the underpinning themes, so that it is clear which indicators relate to Inclusive Growth & Skills, which relate to Developing Business throughout the City and so on. At the meeting, we asked how the indicators would be used going forward and note that they will be applied ward by ward to enable targeted action to be taken to address poor performance. We were also interested to hear that they would be used to learn lessons when shaping future projects and intended outcomes; Members would like to receive more details on this, illustrating how the metrics shown can be used to achieve this.

We reflected on the points raised at Council by fellow councillors during the debate on the White Paper. We wish to add our support to the following points, which we feel are valid, and we urge you to take these on board during the development of the plans that sit beneath the overarching framework of the Economic Development Strategy:

- Ensure plans include specific actions, deliverables and timescales for the following:
 - o Inclusive growth and tackling poverty
 - o Reducing NEETs (young people Not in Education, Employment and Training)
 - o Improving Job Opportunities for Young People in Care
 - o Reducing Inequalities – particularly for females, BME communities and deprived communities
 - o Developing Skills – by schools and colleges working in partnership with Cardiff universities and businesses
- Where relevant, ensure plans reference the opportunities arising from the removal of Prince Of Wales Bridge tolls, M4 relief road and changes to business rates
- Address the need to refresh St Mary’s Street.

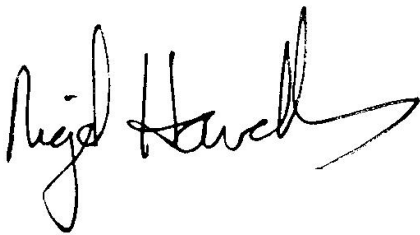
Finally, Members were pleased to hear your assurances that you would ensure that scrutiny is able to contribute to the development of economic development plans and policies. We are committed to making time available to scrutinise these and wish to add value to this process. As part of our work programme discussion later on in the meeting, we reflected that it is easier to add value if involved in the earlier stages of developing policies and we are pleased that you have enabled this to happen, where possible. We recognise that there will always be exceptions to this, where market opportunities arise that require swift action, and that in these cases, we rely on pre-decision scrutiny. We look forward to plans coming forward for scrutiny and ask that officers liaise with scrutiny services as soon as is feasible to enable scrutiny to be as effective as possible.

This letter requires a response as it contains a recommendation and request for further information, as follows:

- We **recommend** that an assessment of how the draft Economic Strategy complies with the Wellbeing & Future Generation Act requirements be added to the report to Cabinet, either at the time of publication of papers or, if there is not time to achieve this, as an addendum to the report tabled at the Cabinet meeting
- We would like to see the metrics, on page 23, grouped by the Strategy's underpinning themes, so that it is clear which indicators relate to which theme
- We would like more details of how these metrics can be used to learn lessons to shape future projects and intended outcomes.

I ask that this letter be included in the report to Cabinet on the draft Economic Development Strategy, so that Cabinet may take our views on board.

Yours sincerely,



COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
Neil Hanratty Jonathan Day Clair James
Cabinet Office