

Place Select Committee

Scrutiny Review – Business
Engagement

21st September 2020



Recent Review & Rationale

- SWiS Review of Economic Growth Service analysed key interactions between the individual teams and the wider Directorate/Council, the readiness of the service for future changes and current job roles. From this analysis it was evident that, with a reducing workforce, the service needs to be flexible in order to adapt to future demands and that job roles need to be amended, adapted and created to enable that flexibility.
- Also took into account the Peer Review recommendations, particularly around “Leaders of Place”
- Focus of the team over the last 3-4 years has not been particularly clear with further uncertainty brought by several changes in team management.
- Over the past 2-3 years the team had been primarily performing a business relationship function with the relationship itself being an outcome and measure of “success”
- There is a need and desire to take a more active role in the Inclusive Growth agenda...



Moving Forward

New Directorate and Service area has helped align key services which will benefit the team moving forward. Four main areas of work:

- Business Support – this is the provision of advice, guidance, signposting etc the “bread & butter” of the team’s work. There will be greater emphasis on things like start-up support during the current economic situation
- Inward Investment - the scope of the team needs to adapt to the desire to take a more proactive role in inward investment and business growth across the Borough (further emphasised during the Peer Review when the Peer’s were clear that the Council’s members needed to adopt the role of “Leaders of Place”)
- Business & Economic Intelligence - the need for any intervention, direct or otherwise, to be evidence led is now well defined within the Council, however, we are still in a place of being considered “data rich, intelligence poor”. Key role in targeted business engagement/support.
- Employment, Education & Skills – a role for the team around overview of provision of support and services across the council and external partners. Link to TVCA very important in the future (Adult Education Budget, Routes to Work etc)

