



STROUD DISTRICT COUNCIL

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STRATEGY AND RESOURCES COMMITTEE

10 March 2022

7.00 - 8.00 pm

Council Chamber

Minutes

Membership

Councillor Doina Cornell (Chair)

Councillor Chris Brine
 Councillor Gordon Craig
 Councillor Stephen Davies
 Councillor Martin Percy
 Councillor Keith Pearson
 Councillor Nicholas Housden*

*= Absent

Councillor Catherine Braun (Vice-Chair)

Councillor Steve Robinson
 Councillor Mattie Ross
 Councillor Ken Tucker
 Councillor Chloe Turner

Councillor Nick Hurst*

Officers in Attendance

Chief Executive
 Strategic Director of Resources
 Monitoring Officer

Senior Economic Development Specialist
 Senior Democratic Services & Elections
 Officer

SRC.064 Apologies

Apologies for absence were received from Councillors Housden and Hurst.

SRC.065 Declarations of Interest

There were none.

SRC.066 Minutes

RESOLVED That the Minutes of the meetings held on 13 January 2022 and 27 January 2022 were approved.

SRC.067 Public Question Time

A public question was submitted. It was answered by the Chair, Councillor Cornell. (Refer to the [recording of the meeting](#)).

SRC.068 Economic Development Strategy and Action Plan

The Senior Economic Development Specialist advised that since the Economic Development Strategy had been to Committee in November they had opened public consultation. Key changes that had been made following the consultation included:

- the baseline was updated
- clearer reference to the strategies and policies that the economic development strategy would compliment
- removal of focussed priority areas for cluster groups due to confusion.

The Senior Economic Development Specialist confirmed that the action plan set out the short term actions from 2022 – 25, the actions were specific to how the council could meet the key economic objectives and ranged across the exemplar encourager and enabler areas of work.

Councillor Davies asked how this action plan fed into the Council Plan. The Senior Economic Development Specialist confirmed that some of the short term actions mirrored those in the Council plan and were used to show how this action plan complimented the work that had already been agreed.

In response to a question from Councillor Braun, the Senior Economic Development Specialist confirmed that tourism was a key objective and they were now at the point of offering a position following interviews for the tourism post.

Councillor Pearson asked for clarification on various actions included within the plan and asked for further information on the branded campaigns. The Senior Economic Development Specialist advised that the campaign artwork and messaging had not yet been considered and no decisions had been made.

Councillor Craig expressed his concern that they would use the 'Cotswolds' to try to promote tourism in the area. He stated that the Cotswolds has been promoted and continued to be promoted to its full potential and that future growth for the whole of the County would come from the Vale. Councillor Craig also asked whether District Councillors would be invited to join the steering group. The Senior Economic Development Specialist confirmed that District Councillors would be invited and that the tourism officer would be looking at identifying the districts unique selling point.

Councillor Turner asked whether an additional action could be added to look at the Gloucestershire Nature and Climate Fund. The Senior Economic Development Specialist asked Councillor Turner to send further information about the fund and the project so that it could be included in the action plan.

Councillor Robinson expressed concern about the slow role out of Fastershire. The Chief Executive confirmed that it was due to be discussed at the next Central Gloucestershire Board and that they would raise the question. Councillor Davies also advised Councillor Robinson to speak with Councillor Phil Robinson at the County Council.

In response to a question from the Chair, Councillor Cornell, the Senior Economic Development Specialist confirmed that they would provide an update back to Committee in 6 months on the progress of the action plan.

Proposed by Councillor Braun and Seconded by Councillor Turner.

Councillor Turner advised that it was great to see that the strategy had been consulted on so widely and commended the strategy.

Councillor Davies confirmed that he would be supporting the action plan but expressed concerns that it was just another document and that everyone in the Council needed to understand the document and recognise the importance of economic development.

Councillor Pearson stated that the document needed to be put into plain English so that people could understand what it was we were seeking to do.

Councillor Craig commended the report but asked for time to be taken so that the document could be condensed to key points which could be shared with staff.

The Chair, Councillor Cornell advised that Councillor Davies made a good point about making sure that everyone across the Council was aware of the document and advised that she was really pleased to see the strategy being taken forward and looked forward to seeing the progress made.

Councillor Braun stated that she was pleased to see the identification of the diversity of business across the district and hoped that the strategy would be embedded across the Council.

- RESOLVED**
- a. **To approve the Economic Development Strategy set out in Appendix 1**
 - b. **To approve the Economic Development Action Plan set out in Appendix 2**

SRC.069 **Leadership Gloucestershire Update**

An update was circulated to Members prior to the meeting.

In response to Councillor Braun, the Chief Executive confirmed that the districts had been asked to input into the 5 page document that would be sent to government.

SRC.070 **Regeneration and Investment Board**

An update was included in the published document pack. There were no questions.

SRC.071 **Brimscombe Port Redevelopment**

An update was circulated to Member's prior to the meeting.

Councillor Turner advised that a member of the public had come forward with a list of engagement opportunities and that this had been positively received.

SRC.072 **Gloucestershire Economic Growth Scrutiny Committee**

An update was circulated to Members ahead of the meeting. There were no questions.

SRC.073 **Work Programme**

Councillor Braun advised that it was more appropriate for an update on retrofit to be taken to the June meeting rather than the April meeting.

SRC.074 **Member Questions**

There were none.

The meeting closed at 8.00 pm

Chair