



STROUD DISTRICT COUNCIL

Council Offices • Ebley Mill • Ebley Wharf • Stroud • GL5 4UB
Telephone 01453 766321 • Facsimile 01453 750932
www.stroud.gov.uk

STRATEGY & RESOURCES COMMITTEE MEMBER/OFFICER REPORT

NAME OF ORGANISATION/BODY	Gloucestershire Economic Growth Scrutiny Committee (GEGSC)
DATE OF LAST MEETING ATTENDED	15 September 2021
BRIEF REPORT:	
<p>Nigel Jobson, Chair of the LEP's Retail and High St Sector Group, and Chief Commercial Officer for social media engagement firm, Maybe, outlined how the firm gathers data for 3.9m businesses, linked to location and sector. Currently 10,000 (less than half of all) businesses across Gloucestershire have a social media presence, but only 2,500 post regularly. Nigel outlined how county businesses can use Maybe data to pick up on and make use of local discussion topics, and so improve customer interaction and the value of their social media engagement. Members were interested in how the council itself might benefit from this 'social listening' to improve customer service.</p> <p>Andy Sanders, Community and Economic Development Manager at Tewkesbury Borough Council, outlined the town's High Street Heritage Action Zone project, where a £2m investment (£1m from Historic England) is set to be used to revitalise the high street and attract new visitors, using the historic environment as a catalyst.</p> <p>Neil Hopwood of GFirstLEP updated the Committee on the Local Growth Fund Programme, which has delivered the following outcomes to date (August 2021):</p> <ul style="list-style-type: none">• 390 homes• 2,227 jobs, and• £205m in leverage. <p>Neil also outlined the ongoing development of the Gloucester Transport Hub and associated commercial development, homes (c.100) and the city's first 4* hotel.</p> <p>Committee members were briefed by Colin Chick, Executive Director of Economy, Environment and Infrastructure, on the latest edition of the COVID 19 recovery dashboard, and the future workplan of the Committee was discussed.</p>	
FUTURE MEETINGS	20 th October 2021 (Joint meeting with Environment Scrutiny members on Local Transport Plan) 17 th November 2021
REPORT SUBMITTED BY	Cllr Chloe Turner
DATE	20 th September 2021