



## West London Economic Prosperity Board

17 February 2016

<b>Title</b>	<b>West London's Growth Priorities</b>
<b>Report of</b>	Brendon Walsh – Executive Director Regeneration , Economic Development & Environment – LB of Hounslow
<b>Wards</b>	All West London Boroughs
<b>Status</b>	Public
<b>Urgent</b>	No
<b>Key</b>	Yes
<b>Enclosures</b>	Appendix 1 – West London Economic Portrait Appendix 2 – West London Vision Map
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### Summary

#### **The Strengthening of Economic Development in West London 2014-2015**

The West London Alliance has agreed a new approach to economic development and is putting in place the right governance, partnership, analysis and strategy to facilitate inclusive growth.

West London Leaders agreed a Vision for Growth, launched in November 2014, as a statement of their commitment to economic growth and the transformation of public services.

The West London Leaders West London boroughs established the – the West London Economic Prosperity Board (WLEPB) to promote and oversee economic and infrastructure growth in the sub-region and to have a robust governance vehicle to take advantage of devolution of resources and powers from Central Government.

Growth Directors from the seven West London boroughs were tasked with supporting WLEPB by overseeing development of economic strategy, analysis and investment opportunities.

Directors commissioned a new high level economic assessment to inform the development of growth priorities for West London in November 2015 to help refine and update the vision for Growth and clarify West London's shared ambitions.

Further more detailed analysis will need to be commissioned as necessary to help to inform and support the production of the Growth Action Plan for the sub-region, to be agreed by the Board, and to inform the commissioning of the newly devolved programmes. The implementation of this action plan will then be overseen by the Board.

## Recommendations

- 1. That the Board note the emerging growth priority issues set out in paragraphs 2.1 – 2.12 below as the basis for refreshing and delivering against the West London Vision for Growth**
- 2. That the Board notes that a Growth Action Plan is being developed to capture the range of interventions that will be overseen by the Board in delivering the West London Vision for Growth.**

### 1. WHY THIS REPORT IS NEEDED

- 1.1 This report provides an update on progress towards the West London Vision for Growth. A Growth Action Plan is being developed to better understand the impact on interventions overseen by the Board including newly devolved powers. .
- 1.1 Paragraph 2. of this report provides a summary of the priority issues emerging from an early overview of findings from a recent high level Economic Assessment which will help inform a refreshed vision for growth and supporting action plan.

### 2. IDENTIFYING GROWTH ISSUES

The overview report from the recent Economic Assessment highlights a number of issues to be addressed:

#### People and Skills

- 2.1. The WLEPB will play an increasingly important leadership role in ensuring skills providers meet the current and future skills requirements of employers in the sub-region. The assessment finds that there is a mismatch between the skills of the population and the needs of businesses which is likely to become more acute over the next ten years and as the population continues to

increase. Key findings include the importance of higher skill levels to future prosperity of both the economy and the population in particular for those with low skills at risk of being affected by automation or social exclusion. School performance and life-long learning are both seen as critical to ensuring businesses and residents capitalise on infrastructure investment. Ensuring new migrants have access to facilities to develop language and job skills will also be important

- 2.3 The West Economic Prosperity Board should support the effective spread of best practice from the high performing schools across the sub-region and to promote a more flexible, accessible and lifelong approach to learning so that residents have the maximum opportunity to adapt and respond to new employment opportunities and challenges.
- 2.4 The post 16 Education and Training Area Review provides a unique opportunity to develop a much deeper understanding of the skills needs in west London and the nature of provision needed to support all residents.

### **Enterprise**

- 2.5 The WLEPB needs to consider how to best support business growth in West London and the potential for involving micro-businesses and SMEs in town centre development and out of town developments through innovative policy development, planning guidance and creating a comprehensive business friendly approach
- 2.6 The skills demand analysis being undertaken to inform the Area Review needs to define those sectors that are growing and declining in different parts of West London to help ensure that business support services are also targeted to best effect.
- 2.7 The Board should ensure that all evidence-based work on how businesses currently use and are likely to use space (land and buildings) into the future is used to inform the new London Plan to develop a coherent approach to land use and Planning which is mindful of real business change.
- 2.8 To investigate the potential for research on the implications of future disruptive changes arising from automation and changes in working practice, to maximise resident's ability to access emerging occupations and sectors and support economic growth.

### **Places, Housing and Infrastructure**

- 2.9 To promote good quality place-making in support of economic growth, business retention and expansion, as well as facilitating inward investment through sub-regional promotion. Specifically to integrate the current

place making and inward investment strategies of the West London Borough's to create a sub-regional "offer".

- 2.10 To review the implications of the Housing and Planning Bill, and agree the actions to be taken at West London level in recognition that housing affordability is a major risk to economic growth in West London (Housing is featured in a separate report to the WLEPB on this agenda).
- 2.11 To build off the current progress of the West London Boroughs, working with Transport for London and other partners, on defining infrastructure priorities in order to ensure sufficient infrastructure for growth in general and within the Opportunity Areas (OA's) specifically, exploring new forms of investment.
- 2.12 To review all the OAs and Development Infrastructure Funding Studies (DIFS) within the sub-region and review available resources and timelines to achieve planned growth, prompt action to unblock programmes that are delayed or have insufficient resources.
- 2.13 To investigate the most efficient way to increase access to super-fast fibre optic broad band on a par with other well performing areas of the world via market providers and Government but also to encourage businesses to take up existing services and digitise their businesses in order to increase productivity and growth.

### **Inclusive growth**

- 2.14 Pursue all opportunities for West London to exploit the benefits from the London Employment and Skills devolution deals (see separate Board paper) for example by developing a clear evidence based approach to prioritising specific cohorts of people who require additional support and interventions not provided by universal employment interventions.
- 2.15 Monitor the effects of recent changes to benefits and affordable housing provision and tenure in order to ensure that all groups continue to see the benefits of growth and change.
- 2.16 Continue to seek innovative multi-agency approaches to supporting priority cohorts drawing on the evaluation of West London transformation projects, including young people not in education, employment and training and individuals with mental ill-health.
- 2.17 Encourage firms to pay the London Living Wage.
- 2.18 Plan to support inward migrating workers so that they can make a positive contribution to the economy.

### **Working to catalyse change**

- 2.19 that the Board should lead on outcomes-led commissioning and delivery of programmes to drive forward inclusive economic growth for West London whilst reflecting hyper-local needs and conditions.
- 2.20 High quality monitoring and evaluation needs to be designed to drive forward new models of commissioning to demonstrate success and secure greater

system influence in key areas such as the devolved Employment and Skills provision.

- 2.21 Actively promoting and encouraging entrepreneurial and innovative approaches will enable West London to 'get ahead' of change
- 2.22 West London boroughs could consider creating a "growth coalition", led by the West London Economic Prosperity Board as a network to share good practice and innovation between private businesses, utilities, communities, academia, and consultancies.
- 2.23 Brigade the funding – providing a lead to promote sub-regional growth, working to identify the opportunities for public private partnerships and investment funding to support capital investments in infrastructure to underpin economic growth.

### **3. REASONS FOR RECOMMENDATIONS**

- 3.1 To ensure that the development of the action plan and high level partnership reflect the Board's priorities

### **4. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED**

- 4.1 To use the original Vision for Growth (2014) and the previous assessment (2011) to provide a Growth Action Plan for West London – however the original Vision is more of a high level statement to show the Sub-Region's commitment to growth and the assessment does not reflect current economic trends.

### **5 POST DECISION IMPLEMENTATION**

- 5.1 Further work will be needed to test some of the findings from the Economic Assessment, leading on to additional analysis as appropriate to produce an action plan under the direction of the West London Growth Directors and presented to the a future meeting of the Board for review.

### **6 IMPLICATIONS OF DECISION**

#### **6.1 Corporate Priorities and Performance**

- 6.2 This report directly reflects and refreshes the west London Vision for Growth

#### **6.3 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

- 6.4 Any future resource implications will be fully developed and appraised as part of the action planning process over seen by the Growth Directors and reported to the next Board.

## **6.9 Legal and Constitutional References**

6.10 There are no legal powers necessary for this work to continue.

## **6.11 Risk Management**

6.12 A full risk management will be conducted as part of the action planning process.

## **6.14 Equalities and Diversity**

6.15 A preliminary Equalities Impact Assessment has been carried out in terms of commissioning the assessment and a full assessment will be carried out as part of the action planning process including measuring the impacts of growth.

## **6.16 Consultation and Engagement**

November 2014 West London Economic Prosperity Board  
Growth Directors – 2014 February to present  
West London Business – November 2015  
West London Boroughs Heads of Regeneration – January 2015 to present

## **6.17 Insight**

6.18 The approach in the report is based on a draft economic assessment informing the development of priorities and subsequently actions

## **7. BACKGROUND PAPERS -**

7.1 None