

Meeting:	Cabinet
Date:	10 th November 2005
Subject:	West London Economic Development Strategy and Implementation Plan
Responsible Officer:	Graham Jones
Contact Officer:	Graham Jones
Portfolio Holder:	Planning, Housing and Development
Key Decision:	No
Status:	Public

Section 1: Summary

Decision Required

To approve the strategy and final implementation plan

Reason for report

Will link to the following corporate priorities:

- Strengthening Harrow's communities
- Putting Harrow on the map
- Impacting through Harrow' partnerships

Harrow – a true learning community

Benefits

1. Use to provide a sub-regional context to local activity
2. Help Harrow to align future economic development to sub-regional priorities where appropriate
3. Provide opportunities to work on shared priorities and projects with colleagues in other boroughs

Cost of Proposals

N/a directly at this stage may need to revisit this when Harrow plans are further advanced.

Risks

Strategies, priorities and projects become isolated from the rest of West London, this may lead to unnecessary duplication of effort and resources.

Implications if recommendations rejected

Harrow becomes alienated from the rest of the sub-region in terms of economic development

Section 2: Report

2.1 Brief History and Purpose

The London Development Agency require each sub-regional partnership to develop an economic development strategy and implementation plan. (SREDIP)

The West London Sub-regional Development Framework , written by the GLA as the implementation plan for the London Plan asks all West London partners to “ maximise the potential of the emerging SREDIPs,” particularly in ensuring that development brings benefits to marginalised or socially excluded groups.

West London Business has been the lead partner within the West London Partnership in developing the strategy and SREDIP. West London Business set up a strategy steering group at which Harrow and Ealing council chief Executives represented the West London Alliance. The strategy was finalised earlier this year, the SREDIP is currently going through final revisions before being taken to the West London Partnership November meeting.

The strategy has been produced to ensure that sustainable and inclusive development is achieved for all those who work and live in West London. The strategy aims to build on the unique competitive strengths of West London, to identify new opportunities to develop these strengths and contribute to West London’s environmental and social development.

The strategy recognises that economic growth is vital but does not always result in sustained and inclusive development. If unmanaged, it can result in effects that are harmful to West London’s long-term economic, environmental and societal development. The framework for the strategy is wide reaching and very much based on meshing West London’s environmental and social development.

The strategy was written before the London Development Agency’s new strategy was completed and West London Business has had a complicated task ensuring that a ‘golden thread’ links the two.

The development of an economic development/ regeneration strategy for Harrow will also need to reflect the priorities of the sub-regional and regional strategies.

The strategy has six core themes¹:

- Skills for Growth
- Business Competitiveness
- Land and Property
- Housing
- Transport
- Environment and Quality of Life – this also covers support for the voluntary and community sector.
- Branding – a West London brand has been developed and is currently being piloted. This has been discussed with borough communication officers across West London.

Each of the themes then has up to nine objectives. The implementation plan then translates these into a major implementation plan.

2.3 Consultation

Both the strategy and the SREDIP have been consulted widely on via 2 conferences, theme group discussions and through the various West London Networks

2.4 Financial Implications

None at this stage.

2.5 Legal Implications

None

2.6 Equalities Impact

Both the strategy and the SREDIP recognise that the cultural and racial diversity of West London is a great strength and asset, whilst also recognising that in order to seek a fair and equitable outcome for all residents that disadvantage needs to be addressed. This is apparent in several of the actions. The strategy also recognises that disadvantage affects people in many different ways, e.g. poor housing, low income, lack of skills high crime environments, poor health, and access to services. This will also involve addressing the needs, aspirations and cultures of the different communities.

¹

2.7 Section 17 Crime and Disorder Act 1998 Considerations

The vision intends to create an environment where people can go about their lives with a feeling of dignity and security.

Section 3: Supporting Information/Background Documents

Background Documents: None.