

Report to: Executive Board – 28 February 2005

Addition of Economic Development Strategy to Strategic Policy Framework

Report of: Strategy and Review Business Manager	WARDS AFFECTED ALL
Report Author: Steve Daniels, Economic Development Officer Tel no. 01865 252164 Email: sdaniels@oxford.gov.uk	
Lead Member Responsible: Councillor Turner	
Overview and Scrutiny Committee Responsibility: Community Overview and Scrutiny Committee	
Key Decision: Yes	

SUMMARY AND RECOMMENDATIONS

This report seeks approval to the economic development strategy for Oxford becoming part of the Council's strategic policy framework. It also seeks approval to altering the wording of the Council's Vision where the strategic objective of "creating local prosperity and supporting full employment" is concerned.

The economic development strategy was approved by the Executive Board on November 29 subject to some slight changes. A further period of consultation was also requested in order for the strategy to be recommended for incorporation as part of the strategic policy framework. Further consultation has now taken place and this is referred to in the main body of the report.

The November 29 covering report also suggested that alignment between the Council's overall vision and the economic development strategy vision could be strengthened. The Executive Board agreed to reconsider appropriate wording changes which would reflect this.

The report does not have financial or staffing implications.

The Executive Board is therefore asked to endorse the following recommendations:

- a) That full Council is recommended to adopt the economic

development strategy as part of the Council's strategic policy framework;

- b) That full Council is recommended to adopt the proposed rewording to the Council Vision's strategic objective "create prosperity and sustain full employment", as set out in the main body of the report.**

1. This report seeks approval to the economic development strategy for Oxford being referred to full Council to become part of the Council's strategic policy framework.
2. It also seeks approval to revised wording within the Council Vision where it refers to creating local prosperity and supporting full employment.

Addition to Strategic Policy Framework

3. On November 29 the Executive Board approved the draft economic development strategy for Oxford, subject to some minor amendments, and decided that it should be referred to full Council with the recommendation that it be added to the strategic policy framework.
4. Minor amendments to the strategy were subsequently agreed with Councillor Turner, the portfolio holder for economic development.
5. To comply with strategic policy framework procedures the strategy has been made available for a twenty eight day public consultation period. This was additional to the consultation workshops previously staged as a key feature of the underpinning Oxford City Futures study exercise in mid 2004.
6. Comments received from the County Council are being considered by the portfolio holder and will be referred to at the meeting. No other responses were received.

Suggested amendment to Council Vision

7. Also on November 29 the Executive Board agreed to reconsider how part of the wording within the Council Vision might be slightly reworded to be more consistent with the vision for Oxford's local economy as set out in the economic development strategy.
8. It is therefore proposed that the wording which supports the strategic objective of "**Create prosperity and support full employment**" is altered from:-

We want jobs, housing and services for local people. We do not believe that Oxford can stand still while wealth goes elsewhere. At the

same time we will preserve the diversity that makes Oxford uniquely attractive.

to:-

We want the City to further realise its economic potential and sustain the provision of jobs, housing and services for local people into the future. We do not believe that Oxford can stand still while wealth goes elsewhere. At the same time we will preserve the diversity that makes Oxford uniquely attractive.

THIS REPORT HAS BEEN SEEN AND APPROVED BY
THE PORTFOLIO HOLDER FOR PLANNING, HOUSING AND ECONOMIC
DEVELOPMENT
BUSINESS MANAGER, STRATEGY AND REVIEW
GROUP ACCOUNTANT, FINANCIAL MANAGEMENT
LEGAL AND DEMOCRATIC SERVICES (Lindsay Cane)

Background papers : Economic Development Strategy