

MAYOR AND CABINET		
Report Title	Business Growth Strategy for Lewisham	
Key Decision	Yes	Item No.
Ward	All	
Contributors	Executive Director for Resources and Regeneration	
Class	Part 1	Date: 15 January 2014

1. Purpose of the Report

- 1.1 This report is to seek the approval of the Mayor and Cabinet for the agreement of a Business Growth Strategy for Lewisham.
- 1.2 The Strategy appended to this report is supported by our partners and has been discussed at the LSP Economic Development and Enterprise partnership in September 2013 which includes representatives from the South East London Chamber of Commerce, the Federation for Small Businesses and Jobcentre Plus.
- 1.3 The vision of this ten year strategy is that in ten year's time Lewisham will be one of the fastest growing parts of the London economy

2. Recommendations

- 2.1 It is recommended that the Mayor:
 - Approves the Business Growth Strategy

3. Policy Context

- 3.1 The Mayor announced in his AGM speech in March 2013 that two of the areas in which the Council and its partners must take decisive action are:
 - Creating opportunities for those seeking employment to enhance their skills and experience and
 - Using the power of the Council as a service provider to create growth in the local economy
- 3.2 Shaping our future – Lewisham's Sustainable Community Strategy 2008-2020 contains the shared priorities for the borough. It sets out a framework for improving the quality of life and life chances for all who

live in the borough. The recommendations contained in this report contribute to the key priority, Dynamic and Prosperous.

- 3.3 The recommendations contained in this report also support, and are consistent with, the Council policy objective 'Strengthening the local economy'.
- 3.4 People, Prosperity and Place, Lewisham's Regeneration strategy 2008-2020, also provides the context for this work. Under the theme of Prosperity this strategy states that by 2020, Lewisham will have a thriving, dynamic and creative economy. Lewisham's population will be well educated, highly skilled and successful, making an important contribution to the workforce both inside and outside of the borough.
- 3.5 The Business Growth Strategy also closely aligns and complements the Work and Skills Strategy, approved at Mayor and Cabinet on 10 July 2013.

4. Background

- 4.1 Businesses in Lewisham benefit from the external demand from the wider London economy. This demand is expected to grow over the next decade. Emerging strongly from the economic downturn and looking towards the next decade, London's economic growth is expected to continue apace – fuelled by job creation, inward investment and the ability to attract skilled labour from across the globe. With London's population expected to reach nearly ten million by 2021, the demand for consumer goods and services is also expected to increase – boosting demand for business, economic output and wealth creation.
- 4.2 We need to position businesses in Lewisham to reap maximum benefit from this opportunity.
- 4.3 The level of investment in housing and new business space in the borough over the next 10 years will be greater than at any time in the last 40 years. This – combined with significant regeneration of key transport hubs and town centres in Deptford, Lewisham and Catford – provides a once in a lifetime opportunity to support business growth in Lewisham. A long-term strategic approach is required to ensure that we exploit the opportunity this investment will bring, create the right kind of premises for businesses, the right business environment and the right infrastructure which will provide sustainable business growth and increase the number of jobs for local people.
- 4.4 Despite the above opportunities, achieving significant business growth in Lewisham has been challenging due to the recent economic climate. Businesses have been struggling to survive in a period of austerity when there is a shortage of private and public sector investment in infrastructure and regeneration. The aim of this Strategy is to foster

and enable sustainable growth by helping to create the right conditions for businesses to flourish, with a particular focus on knowledge based businesses, empowering local businesses to take full advantage of regional and national economic recovery.

5. Business Growth Strategy

5.1 The Business Growth Strategy sets out how the Council and partners will work together to maximise business growth in the borough in the next ten years.

5.2 The vision of the strategy is that in ten year's time Lewisham will be one of the fastest growing parts of the London economy.

5.3 Three aims have been developed to underpin this vision. These aims have been developed through an examination of the Lewisham economy and by considering how its unique mix of characteristics can be exploited to harness the potential that already exists in the borough to boost economic growth.

- Aim 1: To boost Lewisham's contribution to the London economy by enhancing the ability of new and existing business to thrive and grow.
- Aim 2: To accelerate the expansion of the Lewisham economy by capitalising on major physical regeneration in the borough to create the right environment for business growth.
- Aim 3: To diversify and expand the Lewisham economy by inspiring, nurturing and promoting the creativity and entrepreneurship of Lewisham residents

5.4 The approach of the Lewisham Business Growth Strategy is to determine Lewisham's unique characteristics and strengths, identify opportunities for business growth, and set out the activities which will bring about this growth. The Strategy is grounded on an appreciation of the inter-relationship between the local and the regional economy and the role the borough's economy plays as part of the London economy.

5.5 This Strategy identifies five key characteristics of the Lewisham economy:

1. Lewisham has become a growing centre for micro businesses, which benefit from the demand created from the London economy;
2. Lewisham has a dynamic, diverse, creative and entrepreneurial population;
3. Lewisham provides excellent value for London businesses;
4. Lewisham is undergoing a period of significant regeneration, creating new high quality business space and environments; and

5. Lewisham town centres are being revitalised, developing their unique and diverse offer.
- 5.6. We recognise that the people best placed to found and grow businesses are business people and, collectively, this strategy's three aims and five key characteristics provide the mechanism through which we can cultivate the energy and dynamism of the business sector in Lewisham, enable businesses to take advantage of significant new developments in the borough, unlock the unique entrepreneurial potential of Lewisham residents and attract new businesses to the area.
- 5.7 By establishing the right working environments, by providing business leaders and entrepreneurs with the skills and knowledge they need to thrive, and by inspiring residents to start their own enterprises, we aim to empower the private sector in Lewisham to take the lead in increasing the speed of economic expansion.
- 5.8 The strategy outlines activity proposed to achieve business growth. A robust and detailed action plan with clear measures, milestone and outputs will be developed with partners over the next three months to take the proposals outlined in the strategy forward.

6. Financial implications

- 6.1 There are no specific financial implications arising from this report. The implementation of the strategy will be delivered within existing resources with the support and involvement of partners. Any funding opportunities in support of this work will be explored.

7. Legal implications

- 7.1 There are no specific legal implications arising from this report save for noting the obligations arising from the Equality Act 2010.
- 7.2 The Equality Act 2010 (the Act) introduced a new public sector equality duty (the equality duty or the duty). It covers the following nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
- 7.3 In summary, the Council must, in the exercise of its functions, have due regard to the need to:
 - eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
 - advance equality of opportunity between people who share a protected characteristic and those who do not.
 - foster good relations between people who share a protected characteristic and those who do not.

7.4 The duty continues to be a “have regard duty”, and the weight to be attached to it is a matter for the Mayor, bearing in mind the issues of relevance and proportionality. It is not an absolute requirement to eliminate unlawful discrimination, advance equality of opportunity or foster good relations.

7.5 The Equality and Human Rights Commission has recently issued Technical Guidance on the Public Sector Equality Duty and statutory guidance entitled “Equality Act 2010 Services, Public Functions & Associations Statutory Code of Practice”. The Council must have regard to the statutory code in so far as it relates to the duty and attention is drawn to Chapter 11 which deals particularly with the equality duty. The Technical Guidance also covers what public authorities should do to meet the duty. This includes steps that are legally required, as well as recommended actions. The guidance does not have statutory force but nonetheless regard should be had to it, as failure to do so without compelling reason would be of evidential value. The statutory code and the technical guidance can be found at: <http://www.equalityhumanrights.com/legal-and-policy/equality-act/equality-act-codes-of-practice-and-technical-guidance/>

7.6 The Equality and Human Rights Commission (EHRC) has previously issued five guides for public authorities in England giving advice on the equality duty:

1. The essential guide to the public sector equality duty
2. Meeting the equality duty in policy and decision-making
3. Engagement and the equality duty
4. Equality objectives and the equality duty
5. Equality information and the equality duty

7.7 The essential guide provides an overview of the equality duty requirements including the general equality duty, the specific duties and who they apply to. It covers what public authorities should do to meet the duty including steps that are legally required, as well as recommended actions. The other four documents provide more detailed guidance on key areas and advice on good practice. Further information and resources are available at: <http://www.equalityhumanrights.com/advice-and-guidance/public-sector-equality-duty/guidance-on-the-equality-duty/>

8. Crime and disorder implications

8.1 There are no crime and disorder implications related to this report.

9. Equalities implications

9.1 Our vision and ambition for our borough is that :

“Together we will make Lewisham the best place in London to live work and learn.”

This is underpinned by hard-edged principles for:

- **reducing inequality** – narrowing the gap in outcomes for citizens
- **delivering together efficiently, effectively and equitably** - ensuring that all citizens have appropriate access to and choice of high quality local services

9.2 The Council’s Comprehensive Equality Scheme (CES) for 2012-16 provides an overarching framework and focus for the Council's work on equalities and helps ensure compliance with the Equality Act 2010.

The Council equality objectives through the CES include:

- **improve** access to services;
Take reasonable steps to ensure that services are inclusive; responsive to risk; physically accessible and provided through the most efficient and effective channels available.
- **close** the gap in outcomes for citizens;
Take reasonable steps to improve life chances for citizens by reducing outcome gaps that may exist within the borough as well as those that may exist between the borough and elsewhere.
- **increase** participation and engagement.
Take reasonable steps to remove barriers that may exist to engagement and help residents (especially those who are under-represented) to participate in local decision making and influence local decisions.

9.3 A higher proportion of small and medium businesses are run by BME communities. Residents most disadvantaged from the job market are lone parents, those on incapacity benefits, young people, and people over 50 and those from BME communities. Any of the above recommendations will contribute to reducing these inequalities.

10. Environmental implications

10.1 The support of small and medium businesses reduces the number of empty business properties in the borough, reducing vandalism and fly-tipping. This will have positive effects in terms of the environment.

11. Background documents and originator

Title Document	Location
Business Growth Strategy	

11.1 For further information please contact Kevin Turner, Economic
Development Manager, on 020 8314 8229,
Kevin.turner@lewisham.gov.uk

APPENDIX D

Chief Officer Confirmation of Report Submission	
Cabinet Member Confirmation of Briefing	
Report for: Mayor	<input type="checkbox"/>
Mayor and Cabinet	<input checked="" type="checkbox"/>
Mayor and Cabinet (Contracts)	<input type="checkbox"/>
Executive Director	<input type="checkbox"/>
Information	<input type="checkbox"/>
Part 1	<input type="checkbox"/>
Part 2	<input type="checkbox"/>
Key Decision	<input type="checkbox"/>

Date of Meeting	23 October 2013
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Title of Report	Response to recommendations made by the Sustainable Development Select Committee on the Review of Business Development
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Originator of Report	Kevin Turner	Ext. 48229
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At the time of submission for the Agenda, I confirm that the report has:

Category	Yes	No
Financial Comments from Exec Director for Resources	Yes	
Legal Comments from the Head of Law	Yes	
Crime & Disorder Implications	Yes	
Environmental Implications	Yes	
Equality Implications/Impact Assessment (as appropriate)	Yes	
Confirmed Adherence to Budget & Policy Framework	Yes	
Risk Assessment Comments (as appropriate)	N/A	
Reason for Urgency (as appropriate)	N/A	

Signed: _____ Executive Member

Date: _____

Signed: _____ Director/Head of Service

Date _____

Control Record by Committee Support

Action	Date
Listed on Schedule of Business/Forward Plan (if appropriate)	

Draft Report Cleared at Agenda Planning Meeting (not delegated decisions)	
Submitted Report from CO Received by Committee Support	
Scheduled Date for Call-in (if appropriate)	
To be Referred to Full Council	