

Gloucester City Council

Meeting:	Special Organisational Development Committee	Date: 29 th October 2015
Subject:	Realignment of Regeneration and Economic Development Teams	
Report Of:	Corporate Director of Services and Neighbourhoods	
Wards Affected:	No wards directly affected	
Key Decision:	No	Budget/Policy Framework: No
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Appendices:	1. Review of Regeneration & Economic Development Consultation Document	
	2. Consultation responses	
	3. Final proposal	

FOR GENERAL RELEASE

1.0 Purpose of Report

1.1 This report sets out details of the responses received and considered during the period of consultation for the realignment of the Regeneration & Economic Development Teams within the Regeneration and Economic Development Service. The report seeks approval for the proposed revised structure and subsequent changes.

2.0 Recommendations

2.1 Organisational Development Committee is asked to **RESOLVE** that:

- i) The proposed structure for Regeneration & Economic Development Team, as set out in Appendix 3 to the report, be agreed

3.0 Background and Key Issues

3.1 Proposals to realign the Regeneration and Economic Development Teams were originally presented to staff and Trades Unions through a consultation process that commenced on the 24th September 2015 and concluded on the 12th October 2015. The Consultation Report was also presented to the Trade Union Consultation meeting on the 6th October 2015. A formal meeting of the Employee Forum was not held but responses invited by email. The only response received was that by the trade union, Unison. The issues raised in that response are addressed in Appendix 2.

4.0 Proposal

- 4.1 Economy and Regeneration forms a key component of the Council Plan. It identifies Growing Gloucester's Economy as a key priority which includes:
- Attracting investment, nurturing & encouraging enterprise
 - A City with skills and job opportunities
 - A thriving centre and regeneration of the City
- 4.2 This is a demanding agenda that crosses both the regeneration and economic development activity areas. The Regeneration Team is currently separate to the Economic Development (ED) Team. The subject of this report, the realignment of the existing Regeneration & Economic Development Teams, looks to create a more multi-faceted team, under a single mid-tier manager, capable of delivering both the physical regeneration and economic development programmes for the city, needed to deliver the priorities identified above.
- 4.3 Vacancies within both teams provide a major opportunity to align both subject areas with minimum disruption. There is clear synergy between the activities of the two and by bringing them together will provide a significant ability to increase our economic regeneration capability.
- 4.4 Economic Development is very much about having a clear product or context allowing companies to stay, grow or relocate to Gloucester. Inward investment in its own right can bring significant benefits, but these are hard won. Investment needs a product in terms of sites, skills, business support and quality of life. This team will be driven to create this product through the delivery of three key components:
- Funding Opportunities – to identify funding opportunities and to have the ability and capacity to prepare coherent business plans to secure those opportunities. This will include establishing a pipeline of projects based around sites, premises, skills, business support.
 - Partnership – the City cannot work in isolation and must work with key partners including the Local Enterprise Partnership – GFirst. An ability to influence beyond Gloucester's boundaries will be essential not least as the devolution debate gains momentum. An ability to work with local community groups is also key to ensure local people are empowered, through ABCD, to benefit from the opportunities created
 - Delivery – the ability to seek out and secure funding opportunities, create a multi-dimensional ED product and working in partnership must all be complimented by a direct ability to deliver both the capital based and revenue based projects and programmes. Delivery is key to achieving the Council's key priorities and this will be enshrined in everything the team does.
- 4.5 The consultation process has not resulted in any substantive changes being proposed to the original paper contained in Appendix 1. However from discussions with the existing team members it is proposed that their job titles and job descriptions remain unchanged, and this is now reflected in the structure (Appendix 3).

4.6 The total existing budget available for the Regeneration and Economic Development Teams is £254,000. The proposed structure is costed at £266,000, which is more than the available resources. To address this and to ensure that the proposal places no further revenue burden on the Council, the ED Assistant post (£25k inc on costs) is proposed to be funded by the Regeneration Account. This will enable the service to make a £12k saving contribution to the general fund, and yet still increase capacity.

5.0 Alternative Options considered

5.1 The objective of the restructure is to enable the team to effectively deliver the Council Plan within a clearly defined revenue envelope. Alternative proposals included do nothing however this was deemed as outdated and creating a “silo ” approach. Integration of activity is key to enable successful delivery.

6.0 Reason for Recommendations

6.1 The recommendations are made on the basis to make the necessary service improvements .

7.0 Future Work and Conclusions

7.1 On approval of the proposed structure, the implementation process will commence.

8.0 Financial Implications

8.1 The total existing budget available for the Regeneration and Economic Development Teams is £254,000. The proposed structure is costed at £266,000, which is more than the available resources. To address this and to ensure that the proposal places no further revenue burden on the Council, the ED Assistant post (£25k inc on costs) is proposed to be funded by the Regeneration Account.

9.0 Legal Implications

9.1 The realignment of the services within Regeneration and Economic Development Service will ensure that all services within those areas are maintained to support delivery of the Council Plan.

9.2 The Council's Organisational Change policy will be applied in moving from the current structure to the new structure.

10.0 Risk & Opportunity Management Implications

10.1 The proposed structure offers the appropriate level of resource to ensure an efficient and effective Regeneration & Economic Development Team. The proposal will result in the need for greater work prioritisation but it also creates the opportunity to attract further funding through the Regeneration Team and the delivery of significant revenue and capital projects.

11. People Impact Assessment (PIA)

11.1 The only impact identifiable is that the existing team members will have a line manager in place, that will enable more detailed performance management to be delivered, including support. Any other changes are to vacant posts.

12. Other Corporate Implications

Community Safety

12.1 Not Applicable

Sustainability

12.2 Not Applicable

Staffing and Trade Unions

12.3 All staff affected by these changes, together with the recognised Trade Unions, have been consulted throughout this process.

Background Documents: None