

## ECONOMIC DEVELOPMENT TASK GROUP UPDATE

### Executive Summary

The update from the meeting held on 25 August 2021.

Councillor D Roberts was appointed Chairman for the municipal year with Cllr M Ali as Vice-chair.

The Economic Development Task Group met on the 25 August 2021 to review a draft report on the economic development action plan for post-pandemic recovery to shortly be discussed by the Executive. The plan set out a number of activities, specific to the borough and our community, that would support local economic recovery. It aligned with the existing Economic Development Plan 2017-22, the framework for recovery and the new corporate strategy. A new strategic plan was intended for 2023-2028.

Members were grateful for the work done by Chris Norrington and Simon Matthews in the diligent preparation of what was a comprehensive and considered report in spite of the many remaining social and economic uncertainties.

Members reviewed the current national overview and local impact. The draft action plan set out priorities for sustainable business growth following a consultation exercise. The plan identified six priorities. These were business, people and skills, future-proofing town and village centres, place, destination and culture. Members discussed rationalising this towards five priorities and it was likely that the sixth, culture, would be absorbed into place and destination without losing the emphasis on Woking having developed its own distinct sense of place through our cultural and green credentials. Members and officers also discussed the importance of an integrated digital strategy that was instrumental to each of the priorities.

### Recommendation

The Committee is requested to:

**RESOLVE** That the report be noted.

The Committee has the authority to determine the recommendation set out above.

**Background Papers:** None.

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