

Contains Confidential or Exempt Information	NO
Title	Providing an overview to businesses of the Greenprint
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Portfolio(s)	
For Consideration By	Ealing Business Partnership (EBP)
Date to be Considered	2 nd February 2021
Implementation Date if Not Called In	N/A
Affected Wards	All
Keywords/Index	Recovery, Sustainable, Inclusive, Business, Environment

Purpose of Report:

This paper provides an overview and summary about the Council's Greenprint. The Greenprint is purposefully published as a 'working draft', as the council wishes to use it to open up further engagement with its key partners and local businesses so we consider how collectively we maximise our resources and knowledge to tackle the pressing issues and challenges currently facing our local economy to steer an economic growth and recovery agenda that is sustainable and inclusive.

1. Recommendations

To engage the business audience, present at the meeting on 2nd February to inform them about the content of Ealing's Greenprint for Economic Recovery and Renewal and to seek their input as part of the engagement process of capturing feedback about the content of the document. The Draft document is attached with this report as Appendix 1.

Businesses will be asked to email their feedback and comments to the regeneration inbox at :- Regeneration@ealing.gov.uk

2. Reason for Decision and Options Considered

The Greenprint explains how economic growth could be achieved in a more sustainable way by putting climate action, inclusion and social justice at the heart of our recovery work. We want to focus our immediate support in four key areas: **climate action, residents, businesses and neighbourhoods**.

We want to strengthen our partnership working with all stakeholders, this will include the voluntary and community sector, local business networks, resident groups and other anchor institutions such as Heathrow, our schools, universities and hospitals.

We can only achieve success by working together and pulling in the same direction.

The document is intended to be a concise and easily accessible and includes a short summary of the council's collective emergency response and showcases some of the council's ongoing economic recovery work. It purposefully focuses on goals and objectives for the shorter term (next 18 months or so), which is realistic given the trajectory of the pandemic and balancing the council's current priorities and resource constraints.

The greenprint also plays a key role in laying the foundations for what a future economic growth strategy might look and feel like, which will be much broader, detailed and co-developed with multiple external partners and stakeholders. The greenprint should be viewed as a simple and deliverable plan that can help underpin a future economic growth strategy.

The greenprint focuses on four action areas that are easily understood and reflect current council priorities for economic recovery. The action areas are as follows (in no order of rank):

- **Supporting Climate Action**
- **Supporting Residents**
- **Supporting Businesses**
- **Supporting Neighbourhoods**

Each action area has an overarching greenprint goal and three objectives for delivery. The document has a total of 12 objectives across the four action areas.

This approach to objective setting was critical in order to reinforce the importance of partnership working, internally and externally, and for sharing responsibility and resources for delivery.

A good example of this approach has already been realised through setting up **Ealing's High Street Taskforce (Supporting Businesses, Objective 1)**. This has brought together key officers from across multiple council services and teams along with key external partners including the Business Improvement Districts (BIDs), trader associations, landlords and operators to develop a high street

action plan. The other 11 objectives are achieving similar success, particularly in bringing multiple partners together for the very first time and working proactively together on delivering a shared goal for recovery and renewal.

Each action area, and their three objectives, are presented in a simple delivery plan that focuses on three time periods: next 6 months, 6 – 12 months and 12+ months. This reflects the urgency of the recovery and respects resource constraints as well as the unpredictable nature of the virus and its impact on Ealing's local economies and residents.

In summary, the four 'action area' and '12 objectives' approach will enable a recovery that:

- **focuses on more urgent needs over the shorter term**
- **is more realistic and achievable within existing resource constraints**
- **enhances mutual inclusivity and adds value across all action areas**
- **helps optimise and re-focus / prioritise efforts within existing work programmes**
- **enhances and builds new partnerships for resource sharing and co-delivery**

3. Key Implications

The greenprint approach is an ambitious and sophisticated approach to developing a future economic development strategy (part D of greenprint). A strategy that must address disadvantage by creating a more sustainable, more inclusive and socially just economy and society that will be much better prepared and more resilient to future economic shocks, similar in magnitude to COVID-19.

4. Financial

There are no major direct financial implications of this report.

5. Legal

There are no major direct financial implications of this report.

6. Value For Money

N/A

7. Sustainability Impact Appraisal

The objectives of the green are direct positive impact to the Councils climate action strategy.

8. Risk Management

None

9. Community Safety

None

10. Links to the 3 Key Priorities for the Borough

Opportunities and living incomes

11. Equalities, Human Rights and Community Cohesion

The greenprint directly promotes inclusion and equality through its objectives and methodology of delivery, with a key focus on reducing and addressing inequality and prompting social inclusion.

12. Staffing/Workforce and Accommodation implications:

None.

13. Property and Assets

There are no property implications.

14. Any other implications:

None

15. Consultation

This report forms part of the consultation process of seeking the views of local businesses via the vehicle of the EBP.

16. Timetable for Implementation

Some actions have already commenced and are being implemented, key objectives are grouped in the short, medium and long term and detail timetable will be developed for each objective.

17. Appendices

Appendix 1 - Greenprint Economic Recovery and Renewal

18. Background Information

Greenprint Economic Recovery and Renewal

Consultation (Mandatory)

Name of consultee	Post held	Date sent to consultee	Date response received	Comments appear in paragraph:
Internal				
Lucy Tailor		22/01/2021		
External				

Report History

Decision type:	Urgency item?
For information (delete as applicable)	No
Report no.:	
Carol Sam- Business Growth & Inward investment Manager	