

Economic Recovery Strategy: The Engagement and Consultation Process

September 2020

1 – Introduction

The City Council is looking to engage local communities, businesses and stakeholders in the production of the Economic Recovery Strategy. This document sets out the engagement strategy the Council will adopt as part of this consultation process.

The purpose of the Economic Recovery Strategy is to summarise the City Council's contribution to supporting the economy of the city as it recovers from the COVID-19 crisis and adapts to changing conditions. It sits alongside the plans set out by the Combined Authority and the Local Enterprise Partnership. It is a working document and will evolve in the months ahead: the intention is to engage with local stakeholders to refine it further.

2 - Purpose of consultation

The purpose of the consultation is to invite comments on the draft Strategy and to establish a stakeholder framework to guide the subsequent work which will implement the Strategy. To this end, several questions have been included within the consultation to guide the responses:

- I. Do we have the correct vision?
- II. Are the principles correct and do they provide a robust basis for delivering the vision?
- III. Have we identified all the relevant strategic challenges?
- IV. Have we identified the key opportunities?
- V. Intervention Plan:
 - Have we identified the key projects under each theme?
 - Are there any other projects which should be included?
 - Are there any other funding opportunities which we should identify?
 - Are there any further partners that can assist in the delivery of any of these issues?

These questions and subsequent feedback will enable our partners and stakeholders across the city to influence the emerging strategy, avoid duplication of resource and to become engaged with the delivery of the strategy in the future.

Following consultation, the Strategy will be amended taking account of the representations received and in due course it will be brought back to Cabinet to seek approval for its adoption by the City Council.

3 - Who we are consulting

During the production of the Strategy, we have liaised with several internal colleagues and have worked with the Economic Recovery Cell to agree priorities going forward. In this next, formal stage

of consultation we will look to engage with a wide range of stakeholders and will include representatives from the following sectors:

- Arts, Culture, Tourism and Heritage organisations
- Birmingham and West Midlands Businesses
- Business Groups
- Equalities
- Health – Clinical Commissioning Groups
- Housing Associations
- LEPs
- Local Councillors and MPs
- Religious and Faith-based
- Universities and Further Education Colleges
- Voluntary organisations

4 – Process

The consultees shall be contacted via email rather than postal addressees given the current pandemic and the greater bias towards working from home rather than offices. The consultation will also be made available on Be Heard.

A full list of consultees is provided in Appendix 1.

Birmingham City Council is looking to begin statutory formal consultation on 5th October 2020 and the consultation will run for 6 weeks.

Due to Covid-19 regulations the majority of this consultation will be conducted via email and without stakeholder events, however we shall look to organise meetings with key stakeholders and partners such as the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP), the West Midlands Combined Authority (WMCA), the Birmingham Chamber of Commerce and the universities using virtual platforms.

5 - Next steps

The table below outlines the projected timetable of events:

<u>Date</u>	<u>Engagement</u>	<u>Who was involved</u>
July – August 2020	Sharing of initial report and priorities	Recovery Cell and EMT
September 2020	Sign-off Strategy for Consultation	EMT
5th October – 16 th November 2020	Six-week Consultation Period	Stakeholders and Partners as described in section 3

October – November 2020	Meetings with key stakeholders as part of the consultation process	GBSLEP, WMCA, the Chamber and universities
December 2020	Meetings to discuss comments	Internal working group and the Recovery Cell
January 2021 (anticipated)	Report to cabinet	Cabinet