

## Issues arising from Overview & Scrutiny

Scrutiny Board/ Date	Subject and Recommendation(s)	Officers initial comments on Recommendation(s)
<p>Economic Development and Managed Growth Scrutiny Board</p> <p>13.11.2018</p>	<p><b>SHIRLEY TOWN CENTRE AND BUSINESS IMPROVEMENT DISTRICT</b></p> <p>The Board made the following <b>RECOMMENDATIONS</b> to Full Cabinet</p> <p><b>RESOLVED</b></p> <p>The Economic Development and Managed Growth Scrutiny Board endorsed the following recommendations to Cabinet:</p> <p>(i) The Board recommended that Cabinet agree for BID funding to be used towards supporting marketing and promotional activities in Shirley. This could be done alongside local business engagement undertaken by the Business Investment Team, enabling local businesses to shape and guide the work, and also to ensure that a detailed understanding of local business views and priorities informs the development of a new Economic Plan.</p> <p>(ii) The Board endorsed the Council making a contribution to support the Christmas lights in Shirley, working with the Friends of Shirley Park.</p> <p>(iii) The Board requested for early priority to be given to updating the Economic Plan for Shirley, taking account of the changing economic climate for high streets. It was noted that one option that could be explored as part of this work was the potential to seek support from the new Future High Streets Fund announced in Budget 2018, with the Ministry of Housing, Communities &amp; Local Government due to publish more details later this year. Greater Birmingham &amp; Solihull Local Enterprise Partnership and the WMCA Regional Taskforce may also be important sources of support, potentially including funding.</p>	<p>i) The Council's Business Investment Team is developing a marketing approach for Shirley to raise the profile of the Town Centre, and will involve local businesses effectively in this approach.</p> <p>ii) A contribution was made in line with the recommendation.</p> <p>iii) A proposal to seek support from the GBSLEP to assist with this work is proposed for consideration by Full Cabinet on 7<sup>th</sup> February. Local business engagement will be a critical element.</p>