

	<p>West London Economic Prosperity Board</p> <p>17 February 2021</p>
<p>Title</p>	<p>Approach to influencing and communication in support of the Build and Recover plan</p>
<p>Report of</p>	<p>David Francis – Director, West London Alliance</p>
<p>Status</p>	<p>Public</p>
<p>Sponsor</p>	<p>Cllr Stephen Cowan, Leader, LB Hammersmith & Fulham and Chair, West London Economic Prosperity Board</p>
<p>Urgent</p>	<p>No</p>
<p>Enclosures</p>	<p>N/A</p>
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<p>Summary</p>
<p>The agreed West London Build and Recover economic recovery strategy sets out:</p> <ul style="list-style-type: none"> • What West London local authorities commit to do collectively to enable economic recovery across the sub-region, within existing resources and powers. • Additional tools, resources and flexibilities required to optimise and enhance that recovery to benefit our communities and UK-wide recovery. <p>Influencing government and others to focus attention on the specific challenges faced by West London - and the opportunities which could be unlocked by doing so - is central to the Build & Recover plan.</p> <p>This report outlines a proposed approach to influencing and communicating to support delivery of the Build and Recover plan, and invites the Board’s comments and suggestions.</p>
<p>Recommendations</p>

Leaders are asked to:

Note and comment on the proposed approach to influencing and communications associated with the Build and Recover plan.

1. WHY THIS REPORT IS NEEDED

- 1.1 To enable delivery of the objectives outlined in the agreed Build and Recover economic recovery strategy there is a clear need to attract and maximise support and investment. This means reaching the right people with the right message at the right time.
- 1.2 Since the Build and Recover plan was published in September 2020 the backdrop of the second wave of the pandemic and the broader focus of government on the 'levelling up' agenda have made communicating the needs of London and West London vis a vis economic recovery markedly more challenging.
- 1.3 Working with partners across London we need to redouble our efforts to make the case for 1) the specific additional support our communities need and 2) investment required to allow West London to maximise its potential as an economic driver to support economic recovery in London and the UK more widely.

2. WORKING AS PART OF A PAN-LONDON APPROACH

- 2.1 London Councils, working closely with the GLA and with direct input from Boroughs and sub-regions, have commissioned Metro Dynamics to help with the development of a London economic recovery narrative and the case for a 'London recovery deal'.
- 2.2 The commission will help to reframe London's 'story' based on evidence of the economic impact of the pandemic and will propose specific interventions and projects to support recovery. It will inform the case for a London recovery deal with government, supplementing and complementing longer term work underway through the London Recovery Board.

3. SUGGESTED NEXT STEPS FOR A SPECIFIC WEST LONDON APPROACH TO INFLUENCING

- 4.1 To supplement the London level work outlined above a multi-pronged approach to influencing is proposed, which will be reviewed and developed as work at the London level progresses. This approach includes:
 - a) Briefing those members sitting on both the West London Economic Recovery Taskforce and the London Recovery Board on key West London issues
 - b) Feeding into the Economic Recovery Workstrand reporting into the London Recovery Board (via Niall Bolger, CE of LB Hounslow and Lead CE for WLA economic recovery)

- c) A West London specific influencing strategy, drawing on communications resource and expertise from public and private sector organisations represented on the West London Economic Recovery Taskforce.
- d) Engagement with London & Partners, including in relation to growth sector activity e.g. proposal to develop a West London Innovation District and work to support growth of the screen industries in West London.
- e) Ensuring wider West London links into communications work being undertaken on behalf of the London Borough of Hounslow on issues facing aviation communities nationally.
- f) Continuing and building on senior engagement with central government, specifically HM Treasury and MHCLG officials.

4.2 It is proposed that the approach outlined at 4.1 is reviewed in mid-March and this ties in with a review of sub-regional inward investment promotion needs, under the Capital West London contract.

4. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

4.1 An alternative option would be to rely on a more passive approach to influencing, either relying on London-level activity to meet West London's needs or for such activity to be dealt with at the individual borough level. Neither is recommended given the cross-borough and West London specific economic impacts of the pandemic, suggesting both West London input into London approaches and a sub-regional approach are a preferable course of action.

5. POST DECISION IMPLEMENTATION

5.1 Subject to input from Members at this meeting, officers will pursue the approach outlined above, reporting back to this Board's next meeting on progress and how the approach is evolving.

6. IMPLICATIONS OF DECISION

6.1 Corporate Priorities and Performance

- This report relates directly to the delivery of the agreed West London Build & Recover economic recovery strategy.

6.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)

- It is anticipated that work to develop approaches to influencing will be undertaken at this point through existing, funded officer time, both within the core West London Alliance team and with relevant officers in West London authorities.

6.3 Social Value

- There is indirect social value from any approach to influencing and communications related to the Build and Recover plan in that many of its aims directly address economic and social benefits to West London's communities.

6.4 Legal and Constitutional References

- This work falls within the following sections of the WLEPB's Functions and Procedure Rules:
 - Representing the participating local authorities in discussions and negotiations with regional bodies, national bodies and central government on matters relating to economic prosperity for the benefit of the local government areas of the participating authorities.
 - Representing the participating authorities in connection with the Greater London Authority, London Councils and the London Enterprise Panel, for the benefit of the local government areas of the participating authorities, in matters relating to the economic prosperity agenda.
 - Representing the participating local authorities in discussions and negotiations in relation to pan-London matters relating to economic prosperity.
- The Joint Committee's role and purpose on behalf of the Participating Boroughs relates to ensuring appropriate, effective and formal governance is in place for the purposes of delivering the West London Vision for Growth and advancing Participating Boroughs' aspirations for greater economic prosperity in West London, including promoting "the Economic Prosperity Agenda", in partnership with employers, representatives from regional and central government, and education and skills providers.
- The purpose of the Joint Committee will be collaboration and mutual cooperation and the fact that some functions will be discharged jointly by way of the Joint Committee does not prohibit any of the Participating Boroughs from promoting economic wellbeing in their own areas independently from the Joint Committee. The Joint Committee is not a self-standing legal entity but is part of its constituent authorities. Any legal commitment entered into pursuant of a decision of the Joint Committee must be made by all of the Participating Boroughs.

6.5 Risk Management

- This report will support the West London Economic Prosperity Board to oversee successful delivery of the Build and Recover plan and its aims.

6.6 Equalities and Diversity

- As the Build and Recover plan focuses on ensuring that West London's economic recovery is an inclusive recovery, benefiting those most impacted by the economic impact of the pandemic, the proposed approach to

influencing and communication will assist in promoting equalities and diversity across the sub-region.

6.7 Consultation and Engagement

6.8 The proposed approach to influencing was discussed by the West London Economic Recovery Taskforce at its February meeting and input from that meeting will help to shape it as it develops.

7. BACKGROUND PAPERS

None