

**HUNTINGDONSHIRE ECONOMIC GROWTH PLAN 2013-23  
(Report by the Overview & Scrutiny (Economic Well-Being))**

**1. INTRODUCTION**

- 1.1 At its meeting held on 4th July 2013, the Overview and Scrutiny Panel (Economic Well-Being) has reviewed the Huntingdonshire Economic Growth Plan for 2013-23. This report summarises the Panel's discussions.

**2. THE PANEL'S DELIBERATIONS**

- 2.1 The Panel has recognised the importance of the Economic Growth Plan for the District and for the Council. Apart from its evidence base and its interrelationship with the Local Plan, it is recommended that the vision should replace the Council's existing vision in the Leadership Direction. However, before this is done it has been suggested that the Plan's vision should be amended to refer to Huntingdonshire becoming one of the best places to live in England.

- 2.2 Given the importance that is attached to the Plan, Members are of the view that the Council should make adequate resources available to ensure the actions associated with it can be delivered.

- 2.3 With regard to the contents of the Plan, it is recommended that

- reference is made to the District's infrastructure needs,
- contact details are clearly provided should interested parties wish to contact the Council about it,
- a more dynamic tone is adopted throughout, and
- a more explicit explanation is provided of the "trickle down" effect from economic activity centres to rural areas.

- 2.4 Comment has been made that once the Plan has been adopted, a marketing strategy should be produced to attract businesses to Huntingdonshire. The Economic Well-Being Panel has asked to see the marketing and implementation plans in due course.

**3. RECOMMENDATION**

- 3.1 The Cabinet is invited to consider the discussions of the Overview and Scrutiny Panel (Economic Well-Being) as part of their deliberations on this item

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