

ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS:

Contribution to the Council's Corporate Priorities/ Objectives	<i>Prosperity</i> – will help deliver objectives around supporting economic growth in the district.
Consultation:	Portfolio Holder
Legal:	None.
Financial:	Sets out a direction of travel which may require re-shaping of current investment in economic development and business cases for additional revenue investment.
Human Resource:	None.
Risk Management:	Some risks if the strategy is not delivered. East Herts may not be seen as supportive of the business community or aware of business needs.
Health and wellbeing – issues and impacts:	Links to East Herts' public health agenda. For example supporting the visitor economy may have a positive impact upon resident's health and wellbeing by promoting more access to local sites and attractions.