

EMPLOYMENT & ECONOMIC GROWTH OUTCOMES



What role do councils play in supporting employment opportunities and creating a community with a strong local economy?



ADULT SOCIAL CARE SERVICES

Adult social care services contribute employment and economic growth in two main ways: supporting local people with support needs to be independent as

possible through rehabilitation and enablement and access to employment opportunities when appropriate; and in the creation of a well-designed local market for care services.



CHILDREN'S SERVICES

Children's services are important to employment and economic growth. They play a vital role in relation to enabling children and young people to reach their potential. Children's services do this by providing an education for all children and specifically supporting

vulnerable children with intensive support if needed and focusing on prevention and early intervention. Secondly, they support parents back into the workforce by providing early learning and child care provision. Children's services are also a large employer, and the early years expansion will increase employment opportunities further.



CULTURE AND LEISURE

Culture and leisure services play a key role in supporting economic growth by stimulating tourism and create thriving areas which attract businesses. In addition, participation in culture and leisure can offer

opportunities to develop skills for employability that build a resilient and creative workforce. Excellent libraries, museums and parks attract people to live in the local authority area. This can contribute to vibrancy that also attracts companies to locations and generates new businesses.



ENVIRONMENTAL SERVICES

Maintaining an attractive place to live and work is an important part of supporting employment and economic growth.

Environmental services ensure that local areas are clean and well-kept. They also oversee the road, cycle path and pavement network ensuring that people and producers can get around easily. Through

their role in waste management, they encourage local businesses to pursue circular economy opportunities (reduce, re-use and recycle). Increasingly they play a role in generating income through the sale and distribution of energy, and reducing fuel poverty. Trading standards teams are important in creating a fair environment for local businesses to operate without being undercut by illegal trading.



HOUSING

Both the building of new homes for social rent and the maintenance of existing stock generate economic growth and employment in the local area. Housing services lead on the regeneration of whole areas, and well-designed, attractive and affordable housing

creates thriving communities where people want to work and live. Housing services play a role in reducing poverty in their local area through: the provision of affordable housing, which reduces people's cost of living; supporting local people to access the benefits they are entitled to; and mitigating against poverty's effects, through the regulation of the private rented sector and debt advice services.



ECONOMIC DEVELOPMENT AND PLANNING

Councils' economic development services and planning services play a vital role in supporting the development of town centres that people want to live in, visit and spend

money in. Through programmes such as Business Gateway, economic development services provide a range of support and professional resources to local businesses. Planning services are important to the revitalisation of local areas ensuring an efficient planning process.