Economic briefing — community executive

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Four pages, every figure dated · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The agent provides dated facts and testable hypotheses; it does not conclude and proposes no change of direction.** The judgement belongs to elected members.

What the briefing contains

Section	Source	Period
Business start-ups and closures	Register	Rolling 12 months
Salaried employment by sector	Economic observatory	Latest quarter available
Vacancy rate of business premises	**Observatory**	*Share of available premises as a proportion of the total stock*
Footfall on the parks	Land department	12 months

Section	Source	Period
Inward investment projects under way	**Territorial CRM**	**In the anonymised form used in open session**

The fact visible only by crossing two sources

Finding	Value
Share of business start-ups concentrated on 3 parks out of 7	**71%**
Start-ups on the Pré-Vasseur park	**None for 14 months**
Plots available on that park	**4 of the area's 11**
Public servicing expenditure committed	**€1.9m between 2019 and 2022**

Servicing means bringing the networks — roads, water, energy, telecoms — up to the plot boundaries. **The agent does not conclude that the park is a failure:** a park can take eight years to fill. It provides the dated fact and the hypotheses that could explain it.

The four testable hypotheses

Hypothesis	What makes it testable	Cost of the test
Access	11 minutes more than a comparable park for a heavy goods vehicle	None — existing data
Price per square metre	18% above the average of comparable parks	None
Broadband coverage	Incomplete, connection scheduled	None
Marketing	**No visit organised for 14 months — coincides with the unreplaced departure of the officer in charge**	**The cheapest to test, and nobody had put it forward**

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The time this shifts

Measure	Before	After
Producing an economic briefing	**A full day of officer time, re-keying figures into a spreadsheet**	**40 minutes of review**
Rebuilding it on a different breakdown asked for in session	Another full day	**Three minutes**

> **An expected briefing gets read; a requested one arrives too late.** Automatic sending two days before each executive meeting is proposed — subject to review by the department before it reaches elected members.

For the authority to settle

Sending day for the briefing before the meeting: _____

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