
South East Local Industrial Strategy

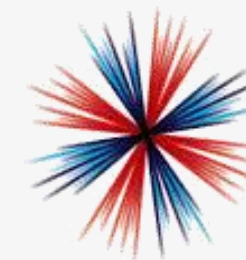
Presenter:

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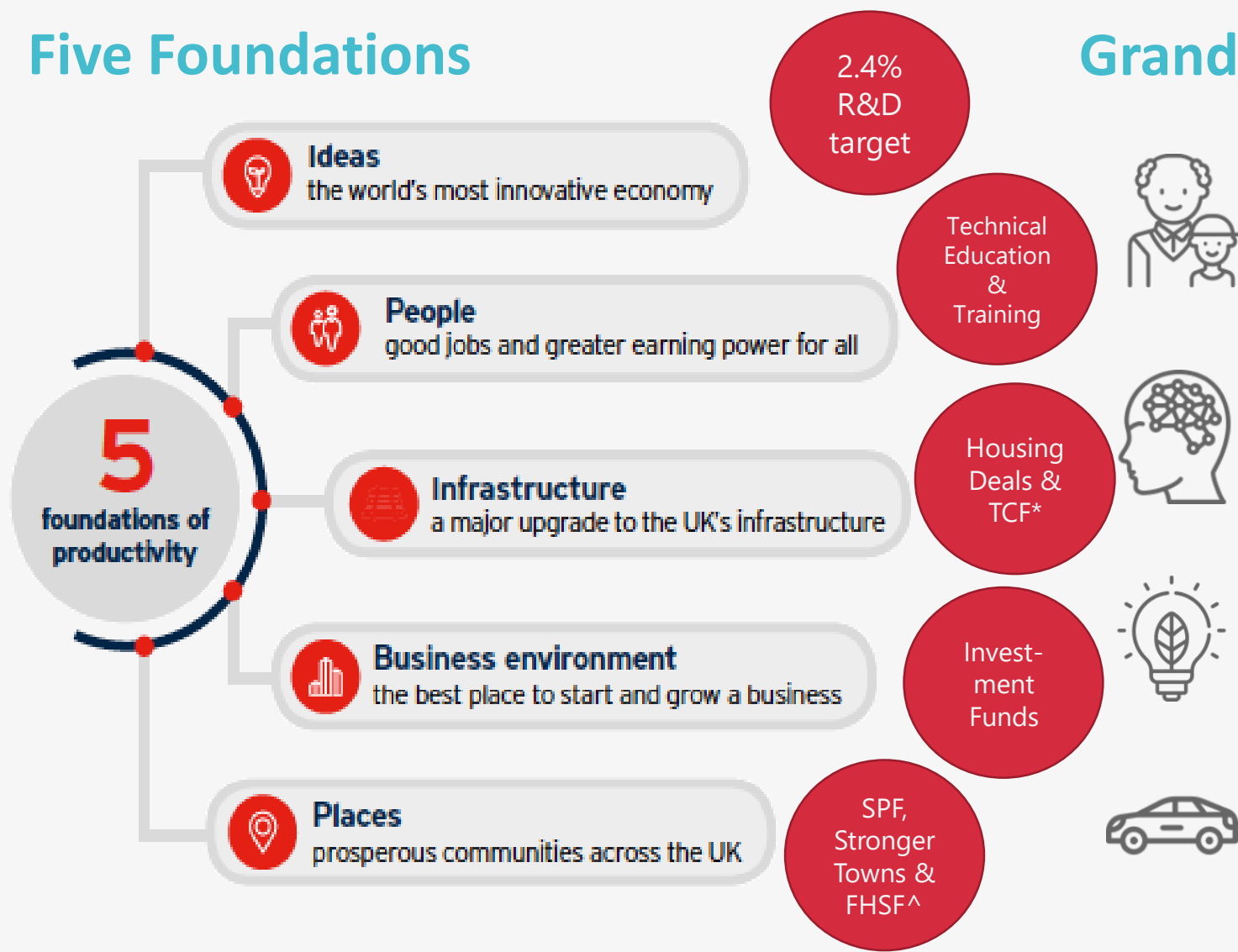
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**INDUSTRIAL
STRATEGY**

Five Foundations

Grand Challenges



A Local Industrial Strategy...

Is...	Is not...
A future looking local (LEP) strategy, feeding into the Government's Industrial Strategy, to drive productivity and growth and tackle national/global challenges	An economic plan for the SELEP, including lists of potential projects, as the 2014 Strategic Economic Plan was
An evidence-led strategy highlighting specific strengths and opportunities that can be capitalised on, and that if supported and invested in, could achieve greater productivity impact	Replacing other local economic policy or plans but to better co-ordinate and align them at a LEP level for greater gains, including across-LEP boundaries
A document that will support and underpin the allocation of future Government growth funding	A bidding document. The process for bidding for future growth funding will be announced in due course
A mechanism through which private, public and civic partners come together to agree the productivity generating long term ambitions for the area	A public sector strategy for growth

The five policy principles of Local Industrial Strategies

- Evidence** → Set out a robust and open evidence base
- Focus** → Map out specific opportunities and challenges
- Collaboration** → Make clear how LEPs will work in partnership with public and private stakeholders
- Prioritisation** → Prioritise specific, achievable & long-term ambitions
- Evaluation** → Set out clear plans to evaluate progress

Our local industrial strategy will...

- Be a vehicle through which we can drive **productivity and business growth**
- Focus on areas where we have **competitive advantage** and **strategic opportunities**. It will not cover everything!
- Be **business-led** and owned by all partners
- Place the South East in prime position to secure **investment** from the private sector and government and to **influence** policy

Working towards a local industrial strategy



Local place and sector productivity
and growth strategies

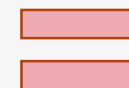


Vision and
Priorities

Strategic
Opportunities
& Challenges

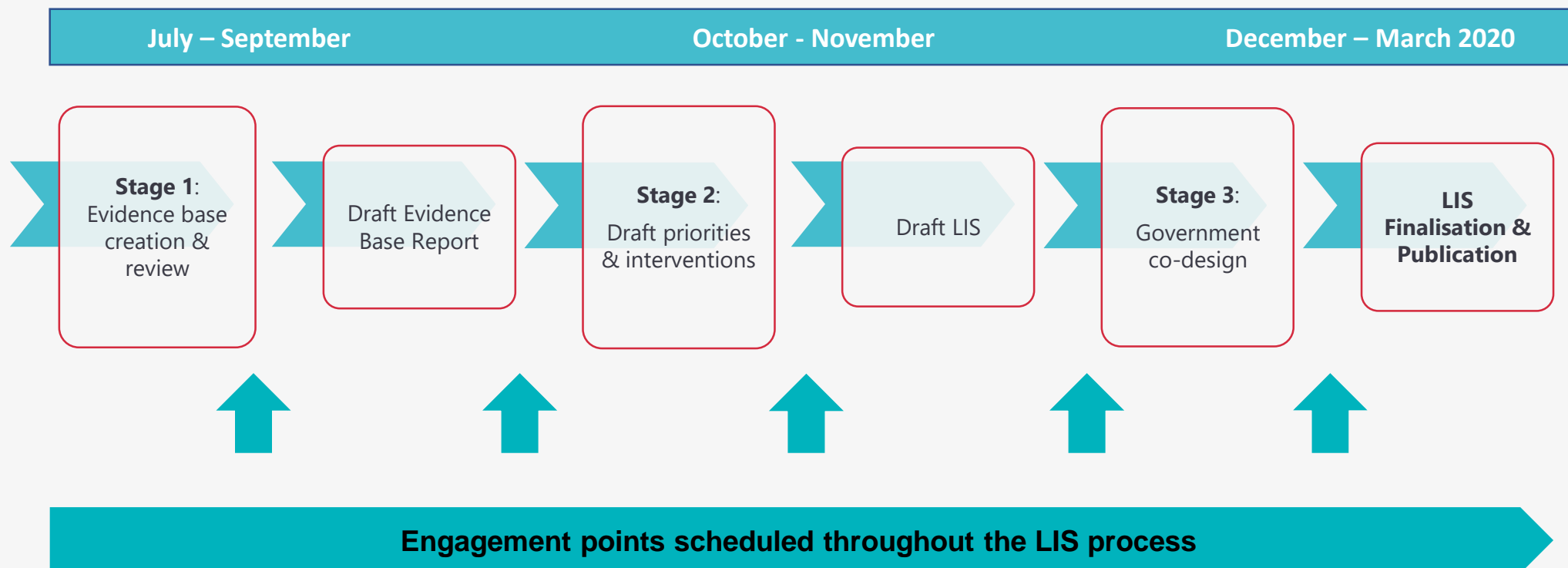
Grand
Challenges

Foundations
of
Productivity



South East
Local
Industrial
Strategy

Timelines



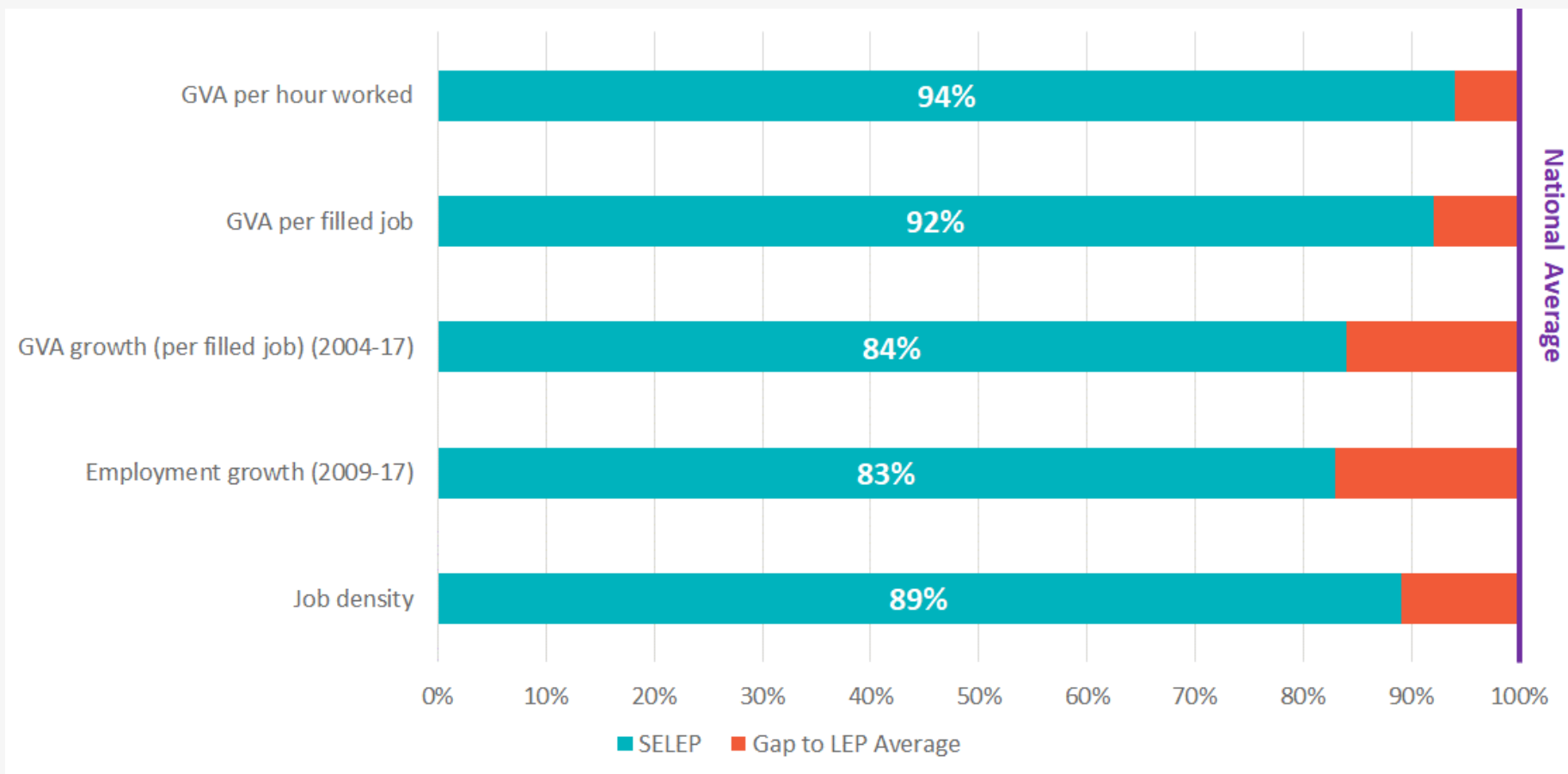
Evidence Base findings so far





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Economic & Productivity Scorecard



Source: Various



Productivity Issue

- Low levels of R&D spending amongst business base
- R&D expenditure by higher education sector amongst the lowest in the country
- SELEP's share of national innovation funding substantially lower than it's share of population and business stock

Opportunities and Potential Areas of Focus

- How can more firms be encouraged to engage and invest to grow a stronger innovation culture?
- How can we make more of the existing HE / FE presence?
- How can collaboration between SELEP's HE and business base be improved to better respond to innovation funding opportunities?



Productivity Issue

- Low proportion of working-age population and an ageing society
- Population lacks many of the higher level skills crucial to drive productivity growth
- Significant spatial variation in resident higher level skills
- Pockets of persistent socio-economic deprivation

Opportunities and Potential Areas of Focus

- How can SELEP's coastal communities be regenerated and revitalised to attract broader demographic mix and more economically-active population?
- How can we better promote higher education opportunities associated with SELEP's substantial HE and FE offer?
- Increasing labour market participation and reducing welfare dependency



Business Environment



Productivity Issue

- Business start-up trailing behind other areas
- SELEP's business base underperforms when it comes to scaling-up
- Low business representation in most productive sector groups (e.g. ICT, finance and insurance)

Opportunities and Potential Areas of Focus

- How can SELEP's growing population be encouraged to start-up their own business?
- How can existing SELEP firms be supported to overcome barriers to scale-up and growth?
- How can SELEP attract/target high productivity sectors to locate and grow here?
- Maximising the potential of SELEP's existing innovation clusters to support and facilitate commercial spin-offs/business start-ups



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Infrastructure



Productivity Issue

- Transport infrastructure suffers from congestion despite receiving major investment
- Ensuring the continued resilience of SELEP's transport networks
- Identified risks from flooding and erosion across many coastal parts of SELEP

Opportunities and Potential Areas of Focus

- The international gateway role played by SELEP underlines the case for future investment in the area's infrastructure networks, particularly post-Brexit
- How can SELEP's unique infrastructure assets be harnessed/maximised to boost productivity growth at both the local and national level?
- Opportunities for local research institutions to respond to climate change challenges through pioneering innovative resource management solutions



Productivity Issue

- Dispersed nature of SELEP's geography, economic areas and assets
- Housing provision – quantity and relative affordability
- Particular challenges to growth and prosperity in coastal and rural areas

Opportunities and Potential Areas of Focus

- Opportunities for local economic distinctiveness and for different centres within SELEP to develop their own unique economic identity
- Significant opportunities to accelerate housing delivery through new settlements and urban extensions across SELEP area
- How can SELEP's rural and coastal economies more effectively harness natural capital, heritage and cultural assets to diversify its economic base?

So what might our key productivity opportunities be?



Ideas

Advance the role of EZ

Create an innovation board/ forum

Increase R&D spend – business & HE

Advance digital tech (application of)

Sector/cluster approach e.g. agri-tech & links to London/ Cambridge



People

Develop Leadership & Management Skills in SME's

Expand digital skills development – sectors/rural/coastal?

Support businesses with training & apprenticeship growth



Infrastructure

LTX

Extension of Crossrail to Ebbsfleet
Connectivity to Garden Communities

Road and rail access for the major ports & airports

Unlock potential of our ports

Investment in green



Business Env.

Creation of future/grow on workspace – Garden Communities, High St

Collaboration on R&D funding & commercialization of

Boosting high growth start and scale up enterprises – Growth Hubs, Universities



Place

Develop sustainable garden communities, through innovative place making & as a testbed for new design & construction innovation

Creation of a Tourism Zone (creative & cultural)

Boosting the product innovation leaders as key sectors to place making*

Routes to Engagement – Local Channels

Businesses and wider stakeholders can feed into the SELEP LIS through a variety of forums as well as through our feedback template





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Emerging themes to explore with partners



INDUSTRIAL
STRATEGY

Cross-cutting themes:

Innovation

Skills & Workforce
Capabilities

Clean Growth

Inclusivity

Building new
communities
for the future

Accelerating
business
productivity
and growth

Modelling
Future
Connectivity

Maximising
natural assets



Questions for discussion

- Do the productivity challenges and potential opportunities identified, reflect the situation in your area?
- What do you perceive to be the main opportunities and challenges ahead for businesses in your area / sector?
- What are the main business opportunities and challenges ahead? How could these opportunities, or the removal of barriers, improve productivity and business growth?
- What actions could businesses take to adapt and take up those opportunities? How can the public sector help?
- Please respond in terms of the what, how, who and when... 😊

How to feedback

Please capture the essence of the key points discussed in your groups and structure your notes under each question. A template for doing this is available.

We have included a section for any other points that you want us to capture and feed into to the strategy development work.

Please send your completed notes to sharon.spicer@southeastlep.com and helen.russell@southeastlep.com

Thank you for your contribution.

