

Lead for Inward Investment

The Heart of the South West LEP - An Introduction

The Heart of the South West Local Enterprise Partnership is a strong and dynamic partnership between the private sector, local authorities, universities and further education. Our purpose is to lead and influence economic growth, job creation and prosperity for all, across the Heart of the South West area covering the administrative areas of Devon, Plymouth, Somerset and Torbay.

We are a business-led partnership of 4 County and Unitary Authorities, 13 District Authorities, 4 Universities and 10 FE colleges across the area. Our Board is made up of private sector leaders alongside those from the public, education and social enterprise sectors; together they provide an essential steer in ensuring our strategies aim for what the business community needs to increase prosperity and productivity. Our existing programmes and activities are already making a difference: we've helped deliver thousands of new jobs and extra houses, supported the training of skilled staff and the growth of 2500 businesses. Our existing pipeline of investments is approaching £750m and we can see billions and billions of pounds of opportunity in front of us.

Our mission

“To reposition the Heart of the South West’s profile and reputation, nationally and globally. Connecting people, places, businesses and ideas to transform our economy, securing investment in infrastructure and skills to create more jobs and enable rewarding careers.”

England’s 38 LEPs have mobilised significant support from the private sector to boost the impact and sustainability of publicly funded regeneration projects. We are one of the largest LEPs by geography and population, with a fabulous mix of stunning natural capital, leading edge innovation, global and family businesses and committed people; a strong foundation from which to develop. In addition, there is increasing joint working across our Local Authorities (a Joint Committee has just been established) and the LEP will have to work to align & support that development in parallel to its own work. Additionally, we are developing new relationships with other LEPs and partners within the South West and the country (for example through the Government’s emerging ‘Sector Deals’ and our recently signed MOU with Innovate UK) to develop productivity and prosperity for all.

What we do

The LEP’s work is focused around three elements: identifying common priorities; attracting resources and investment; and making a difference to prosperity.

A thorough analysis of the way forward for economic prosperity in our area is presented in the [Strategic Economic Plan \(SEP\)](#). As an organisation we operate as a small team with our systems in the Cloud with contracted service teams in our partners – so working location can vary across our area. Our new and ambitious Productivity Strategy, developed with our local partners and stakeholders, is due to be published this Spring.

The Role

Heart of the South West Local Enterprise Partnership – Lead for Inward Investment

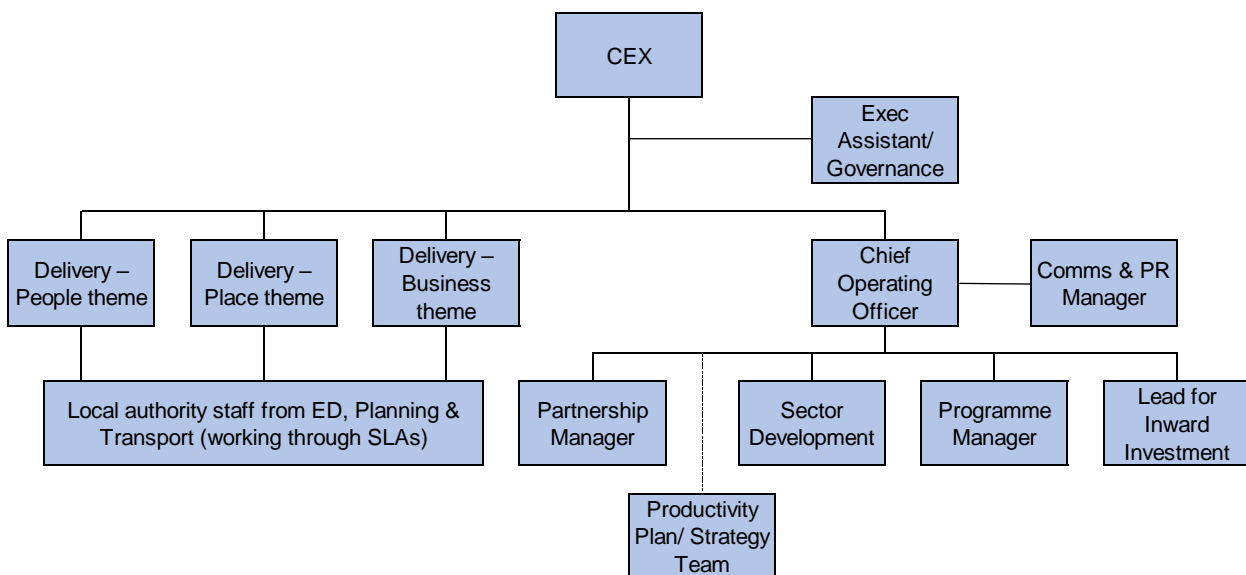
This is a fantastic opportunity to join the Heart of the South West Local Enterprise Partnership (LEP) and help grow the level of inward investment in our area. The Government has just confirmed our funding for the next two years and that it intends to further strengthen our role going forward

Purpose

To develop the inward investment approach for the Heart of the South West area, brokering and facilitating the collaboration of key partners in this. Specifically

1. To provide leadership and strategic co-ordination to the focused, strategic marketing of the Heart of the South West (Devon, Plymouth, Somerset and Torbay local authority areas) as a destination for inward investment. The outcomes of this will include attracting new foreign direct investment into the Heart of the South West (HotSW) area and capitalising upon its unique opportunities
2. To facilitate and bring added value to relationships and best practice approaches to supporting growth of existing local foreign owned businesses located in the HotSW area.
3. To demonstrate the benefits of collaborative working across a complex inward investment landscape to encourage joint investment and working

HotSW Organisation Chart



Accountabilities

The post holder's accountabilities will be to:

- Create and agree with partners the priorities and approaches for strategic plans for the marketing of key inward investment opportunities and the development of relevant 'soft' landing packages for the HotSW area. In particular to focus on the transformational growth opportunities in the area's Productivity Strategy.

- Identify opportunities and exert strategic influence and leadership to agree with local authorities, other local partners and national stakeholders funding and other support for the implementation of the inward investment marketing plans for the HotSW area. Within this, review opportunities to identify external funding to resource delivery of these plans and broker funding where possible.
- Lead the development of strategic working relationships with inward investment leads from other LEPs and Government departments (e.g. the Department of International Trade and Business, Energy, Innovation and Skills) so that opportunities to collaborate on common inward investment initiatives and priorities are optimised
- Develop and maintain effective senior level relationships with local authorities and other key stakeholders for inward investment in the HotSW area to ensure that efficient and customer orientated approaches are pursued on a consistent basis, strong collaborative working relationships exist, good practice is shared and unnecessary competition avoided.
- Management of relationships and collation of HotSW data/information a) for external partners and stakeholders for their national/international marketing activities, and b) for the LEP and its partners to understand progress and performance. Includes timely and optimised response to centrally generated opportunities and management information
- Lead and facilitate the commissioning of research, studies, market assessment, presentations and intelligence gathering to inform inward investment strategic priorities and marketing activity for the Heart of the South West area.
- Promote equality, diversity and respect to customers, clients and other members of staff regardless of gender, age, ethnic origin, disability, sexual orientation or religion.
- Comply with all relevant legislation, organisational policies and professional codes of conduct in order to uphold standards of best practice.

Person Specification

The ideal candidate will have

- Significant experience of working successfully and generating commitment and raising funding for taking forward plans across public sector and private sector organisations.
- Demonstrable experience of partnership working, being highly emotionally aware and able to sell business cases and influence with tact and diplomacy. An ability to build strong relationships, based on personal integrity, and a clear 'team approach' to a shared agenda across internal and external partners/stakeholders
- A clear ability in collating, analysing and presenting information
- Good understanding and ability to raise funding, develop and implement action plans
- High level of self-motivation and a positive, committed, adaptable, thorough and confident approach
- Experience of inward investment or a closely related marketing discipline together with an understanding of budget management and financial planning and be conversant with the main Microsoft Office applications
- Ability to travel including some overseas travel