

# Heart of SW LEP Board

## Paper 4.3 July 2017

**Report title:** LEP Business Plan for 2017 / 18

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**Report theme:** Board

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### **Purpose of the report**

It is our current practice to table a Business Plan / set of Business priorities in the spring of each year. This should be based around the actions plans within the Productivity Plan. However, the productivity plan is still in development and so this interim set of Business Priorities has been developed. A verbal report will be given following the meeting of F & R which occurs before the board meeting date of 18 July.

### **Recommendations**

1. To note Business Priorities proposed
2. To provide feedback on the proposed focus

### **Background**

#### **Introduction**

In the HotSW Productivity Plan partners will set out how the Heart of the South West will address the challenge of its lagging levels of productivity and prosperity. Though we have raised levels of employment to rival some of the best performing countries of Europe, productivity has slipped to 86.6% of the national average. Our ambition is simple therefore – **to drive productivity and prosperity for all** in the Heart of the South West.

The Heart of the South West is a family of varied and interconnected places, cities and conurbations, market towns and coastal and rural communities. We are home to approaching 1.8m people and whilst 91% of our area is considered rural, over 40% of our population live in cities and urban areas.

Despite our many strengths, we all agree that we have yet to achieve our true potential and that now is the time to step up to the productivity challenge. And in doing so make a significant contribution to drive up UK exports, expertise and productivity.

Although the plan is still in development, to achieve this ambition to drive productivity and prosperity for all, there will be three priorities:

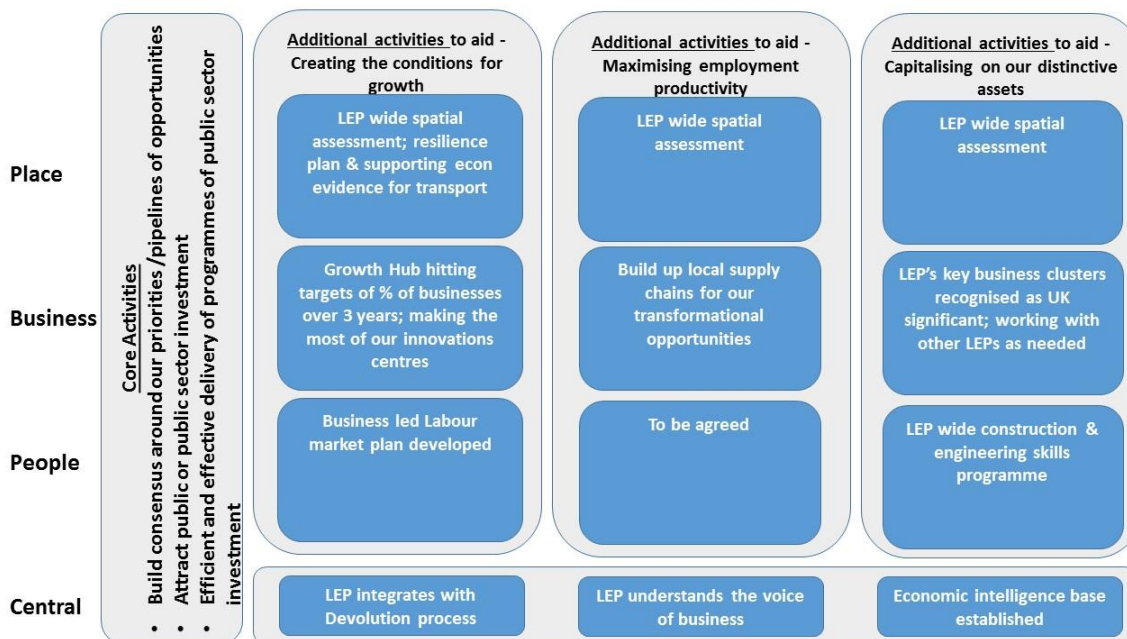
1. **Our private sector businesses** – we have 80,000 businesses in our area; in brief we need a more productive / profitable business community. There are only a few ways this can be achieved:
  - a. Indigenous firms to become more productive / prosperous; through finding new markets, new products or ways of being managed or ways of working
  - b. More 'higher value' start ups
  - c. Attract in new 'higher value' firmsIt seems certain that our priority will be to support the development and growth of ambitious and innovative businesses and start ups
2. **Our People**, their Careers, Employment and Skills – implicit in our ambition of £11,500 increase in household income is an increase in people's earnings; either from working in higher value jobs or receiving more remuneration because their employers are more productive / profitable. Our priority will be developing, attracting and retaining a highly skilled, ambitious, flexible and healthy workforce that can maximise their earnings and have rewarding careers.
3. **Our Places** – where our Businesses, Our People and our natural, physical and other assets come together. Our priority is providing this connectivity and to markets and opportunities for all; alongside a high-quality environment that helps foster productivity improvements.

In order to deliver against each of these priorities and to achieve the outcomes we have set ourselves, and ultimately deliver the step change in productivity and prosperity, we need to draw together a range of activities and investments. Some of these already exist, some are in development and others are yet to be developed. Regardless of the stage of development or implementation, the purpose of the plan is to create a coherent series of actions – some of these will be for the LEP to take forward, some for other partners. We focus in this paper our priorities.

### **Our priorities**

In 2016 we identified 14 priorities as core to our business as a LEP:

1. Build consensus around our priorities (and pipelines of opportunities)
2. Attract public or public sector investment
3. Efficient and effective delivery of programmes of public sector investment
  
4. Develop a LEP wide spatial assessment
5. Develop our 'Resilience to economic shocks' plan
6. Providing supporting economic evidence for transport investment
7. Launch the LEP's Growth Hub (making the most of existing innovation and enterprise centres)
8. Launch initiatives to build up supply chains for our high value opportunities
9. Build up key business clusters to UK significant
10. Business led labour market plan developed
11. LEP wide construction and engineering skills programme developed and launched
12. LEP integrates into Devolution process
13. Understanding of voice of business
14. Enhanced economic intelligence base



Our progress in the last 12 months varies across these priorities; in the next 12 months it is proposed that the priority for the LEP should be more narrowly focused around working with partners on:

- The Productivity Plan – and gearing up to take its priorities forward
- Efficient and effective delivery of our current programme
- Preparing for future funding opportunities

More specifically:

1. Identification of and development of delivery of actions in Productivity Plan that make progress towards LEP priorities
  - Identify the practical themes objectives and actions needed to achieve the HotSW Vision of increasing Productivity and Prosperity and which the LEP can take forward
  - Develop the 3 Leadership Groups and other Board sub Groups to steer the LEP's delivery work on each theme and those parts of the package of activities relevant to the LEP
  - Support the building of other relationships (ie BROs) needed to deliver the actions
  - Take forward activity and the actions; seeking investment where appropriate
2. Efficient and effective delivery of our current programme
  - Growth Deal pipeline management
  - ESIF support to maximise impact
  - Policy support and management information
3. Preparing for future funding opportunities
  - Economic intelligence – future strategic trends/ disruptors, building on our existing economic data picture
  - Building awareness and celebrating success

- Building relationships and reputation

These priorities will be built into the SLAs with our LA teams and into the priorities of our core team.