

WELCOME HotSW Conference & AGM



heart of the
south west
local enterprise partnership

12th November 2018

WELCOME AND INTRODUCTIONS

DAVID RALPH
HotSW LEP's Chief Executive

Outline for the Day

(please see your packs)

Morning - Growth Hub and Business Support Providers
Market Place – Meet the Stand Holders

Lunch / Market Place

Afternoon - LEP Presentations and Breakout Session

HotSW LEP's AGM



Meet new people
here now.



or

bit.ly/LEP18

or





heart of the south west Growth Hub

David Hynd, Programme and Partnership Manager

www.heartofswgrowthhub.co.uk

T: 03456 047 047

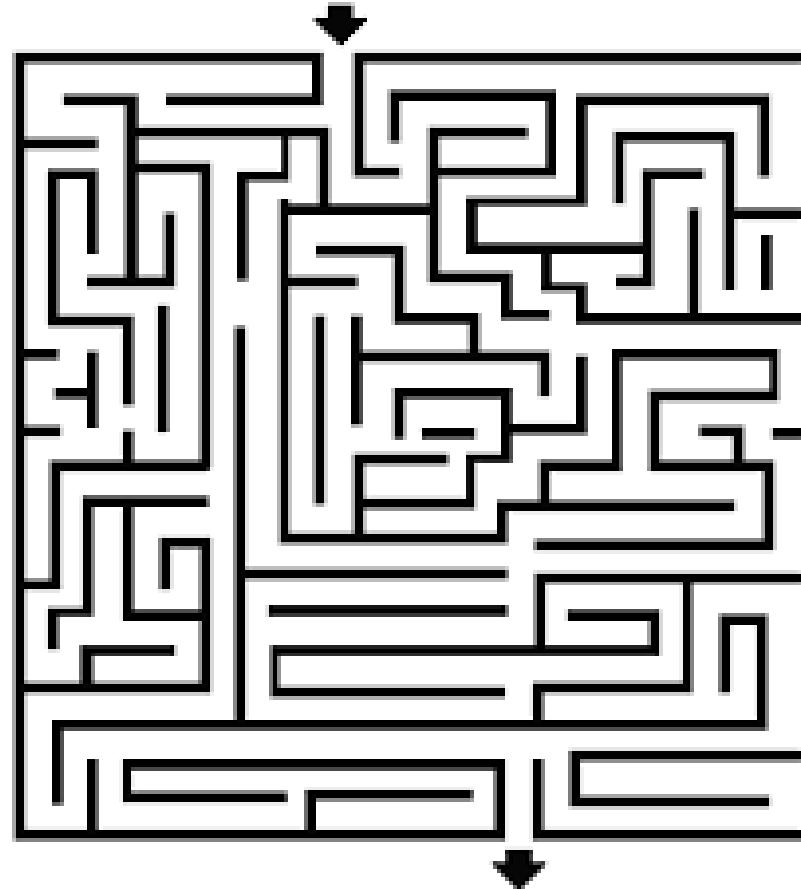


heart of the
south west
local enterprise partnership



Department for
Business, Energy
& Industrial Strategy

Helping you navigate the maze



**Growth Hubs connect you to
national & local business support
schemes, grants and advice**

**Making local business support
simpler & easier to access**

Heart of the SW Growth Hub



- Free, impartial business enquiry service
- Advisers on hand to talk to you
- Workshops with delivery partners
- Factsheets on business topics
- Dedicated business support website



- ✓ A single point of access for businesses support
- ✓ Introduce you to grants, advice, events
- ✓ Extensive knowledge resources and a dedicated website

Heart of the SW Growth Hub



Skills & Training
Digital
Funding & Grants
Premises
Environmental Legal & Regulatory Innovation GDPR Relocating HR Rural Growth Finance International Trade Starting Up Social Enterprise Sales & Marketing

Heart of the SW Growth Hub

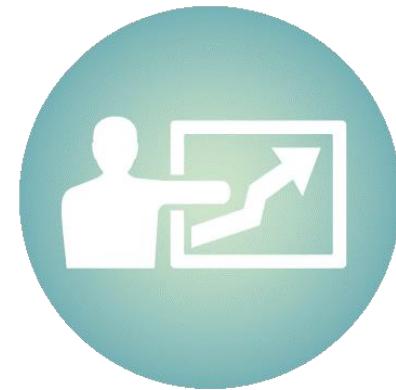


**99% Recommend
Growth Hub Service**



5,098

Businesses supported throughout
Devon, Plymouth, Somerset & Torbay



1,289

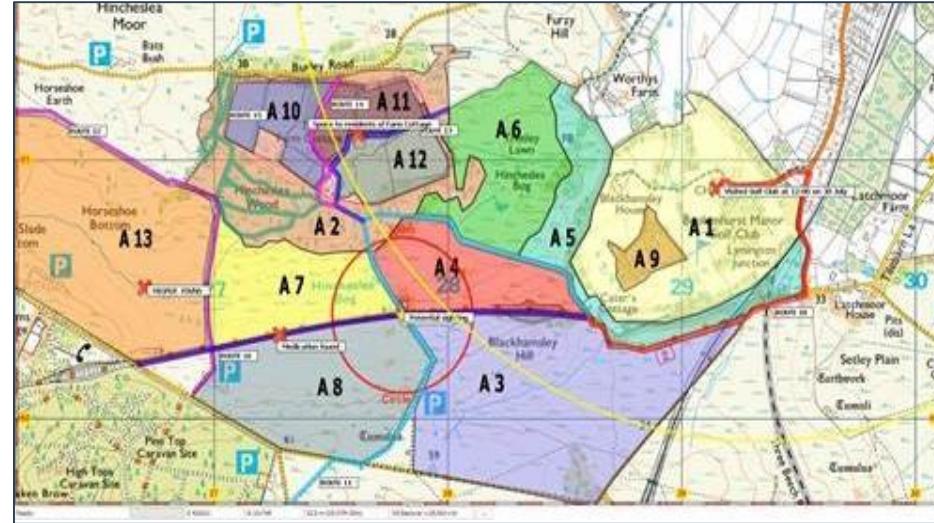
Businesses introduced to
schemes for growth & start up



250+

Sources of support
& guidance

MAPYX LIMITED



- A Geographic Information Solutions (GIS) provider
- Delivers tracking solutions throughout the UK for the public and private sector.
- Relocated to Devon in early 2017
- Based in the Exeter Innovation Centre

- ✓ Received initial business diagnostic from the Growth Hub
- ✓ Introduced to a local Business Adviser for a review and tailored advice
- ✓ Benefits from the culture and contacts made through the Innovation Centre

"Working in an innovation centre allows our company to regularly engage with like-minded, forward-thinking businesses." Steve Wood, Managing Director

SOUTHCOMBE FARM



- Devon farming business, diversified to focus on unique holiday opportunities
- Self-catering cottages and canoe experiences
- Aims to create an environment on the farm where people will want to stay, relax and enjoy



- ✓ Referred to a free face to face session with a local business adviser
- ✓ Adviser looked at each area of the business separately and created steps for what needed to be done

“Working with my adviser allowed me the space to think and really focus my attention on the areas that have potential for growth”

Tel: 03456 047 047 www.heartofswgrowthhub.co.uk



Hannah's Games



*"If you don't grow yourself,
you are not going to grow
your business"*

Te Cake



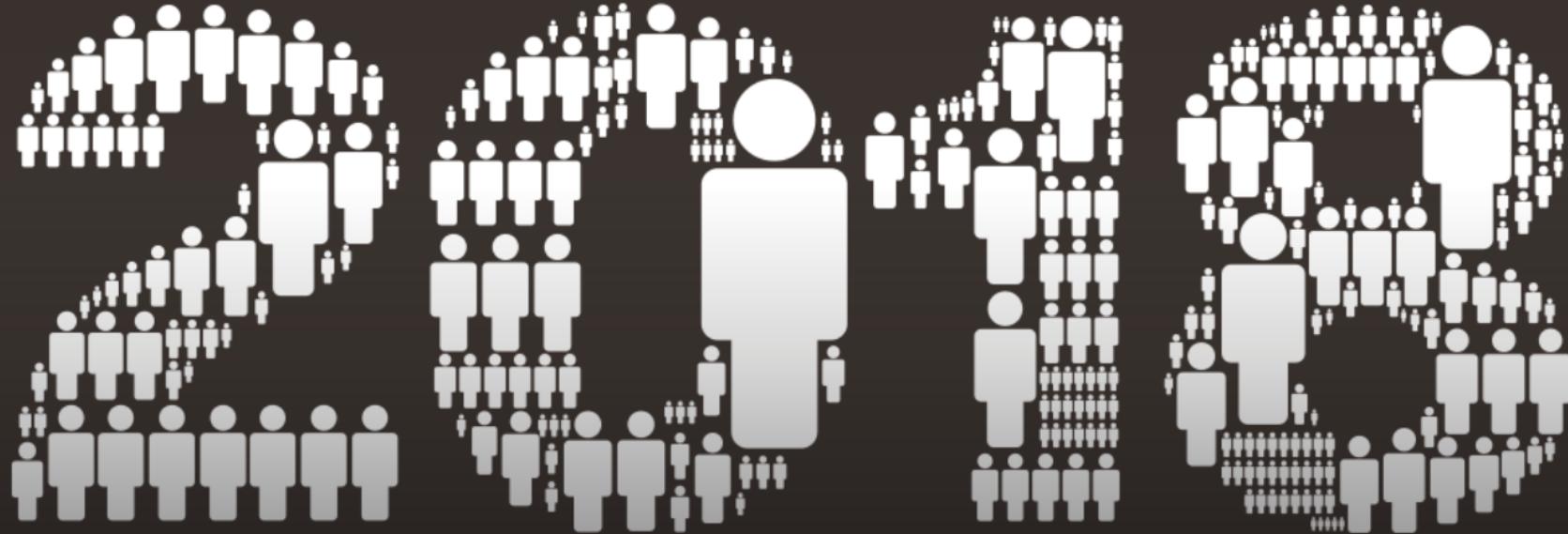
"It's so easy for us to be too involved in the day to day running of the business"

Heart of the South West Growth Hub



Digital in 2019

Julie Hawker
@cosmicjulie



SPECIAL REPORTS

DIGITAL IN 2018: WORLD'S INTERNET USERS PASS THE 4 BILLION MARK

OCT
2018

DIGITAL AROUND THE WORLD IN OCTOBER 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL
POPULATIONwe
are
social**7.655**

BILLION

URBANISATION:

55%INTERNET
USERSwe
are
social**4.176**

BILLION

PENETRATION:

55%ACTIVE SOCIAL
MEDIA USERSwe
are
social**3.397**

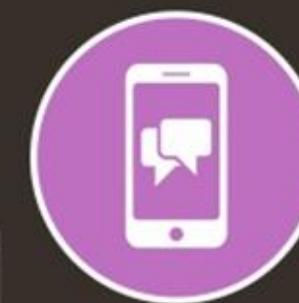
BILLION

PENETRATION:

44%UNIQUE
MOBILE
USERSwe
are
social**5.118**

BILLION

PENETRATION:

67%ACTIVE MOBILE
SOCIAL
USERSwe
are
social**3.179**

BILLION

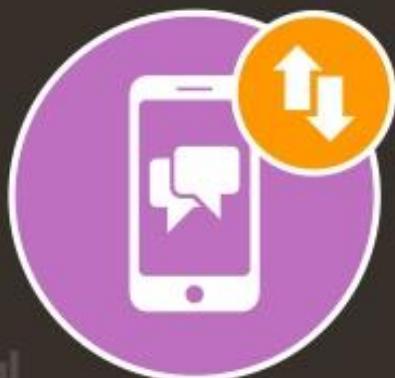
PENETRATION:

42%

OCT
2018

GLOBAL ANNUAL DIGITAL GROWTH

APPROXIMATE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERSACTIVE SOCIAL
MEDIA USERSUNIQUE
MOBILE USERSACTIVE MOBILE
SOCIAL USERS**+7%**

SEP 2017 - OCT 2018

+284 MILLION**+10%**

SEP 2017 - OCT 2018

+320 MILLION**+1%**

SEP 2017 - OCT 2018

+36 MILLION**+13%**

SEP 2017 - OCT 2018

+361 MILLION

OCT
2018

E-COMMERCE ACTIVITIES IN THE PAST MONTH

PERCENTAGE OF INTERNET USERS IN THE WORLD'S TOP ECONOMIES WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



VISITED AN ONLINE
PRICE COMPARISON
SITE OR SERVICE



VISITED AN ONLINE
AUCTION SITE
(ANY DEVICE)



PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



83%

91%

54%

46%

74%

we
are
socialglobal
web
indexglobal
web
index

OCT
2018

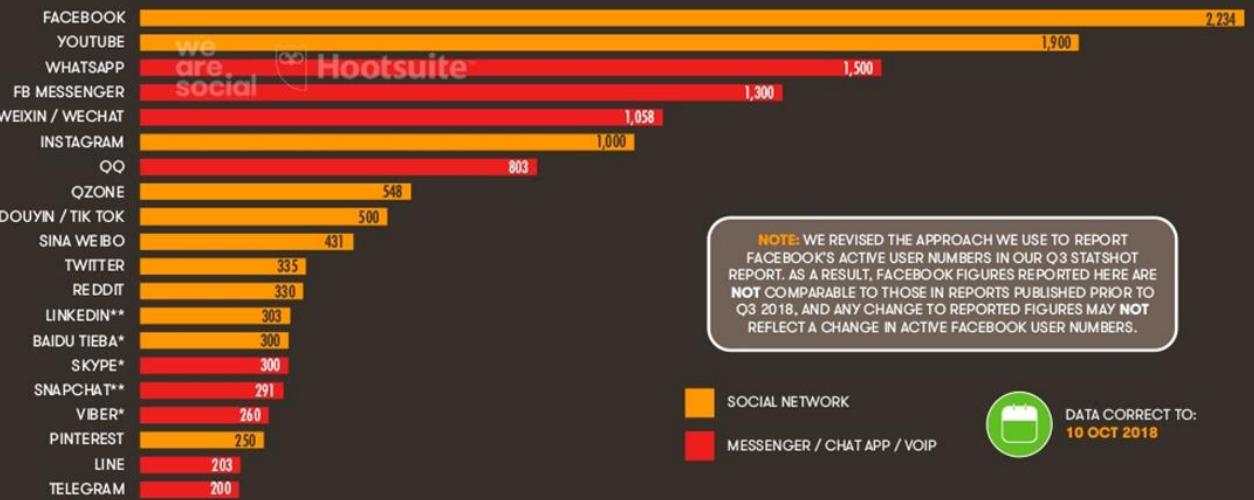
USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF INTERNET USERS IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)

OCT
2018

SOCIAL PLATFORMS: ACTIVE GLOBAL ACCOUNTS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS FOR EACH PLATFORM, IN MILLIONS



NOTE: WE REVISED THE APPROACH WE USE TO REPORT FACEBOOK'S ACTIVE USER NUMBERS IN OUR Q3 STATSHOT REPORT. AS A RESULT, FACEBOOK FIGURES REPORTED HERE ARE NOT COMPARABLE TO THOSE IN REPORTS PUBLISHED PRIOR TO Q3 2018, AND ANY CHANGE TO REPORTED FIGURES MAY NOT REFLECT A CHANGE IN ACTIVE FACEBOOK USER NUMBERS.

- SOCIAL NETWORK
- MESSENGER / CHAT APP / VOIP

DATA CORRECT TO:
10 OCT 2018

E WORLD'S TOP ECONOMIES.
ICE COMMANDS IN THE PAST MONTH.



Hootsuite

we
are.
social



Digital Transformation

The Best Antidote to Brexit



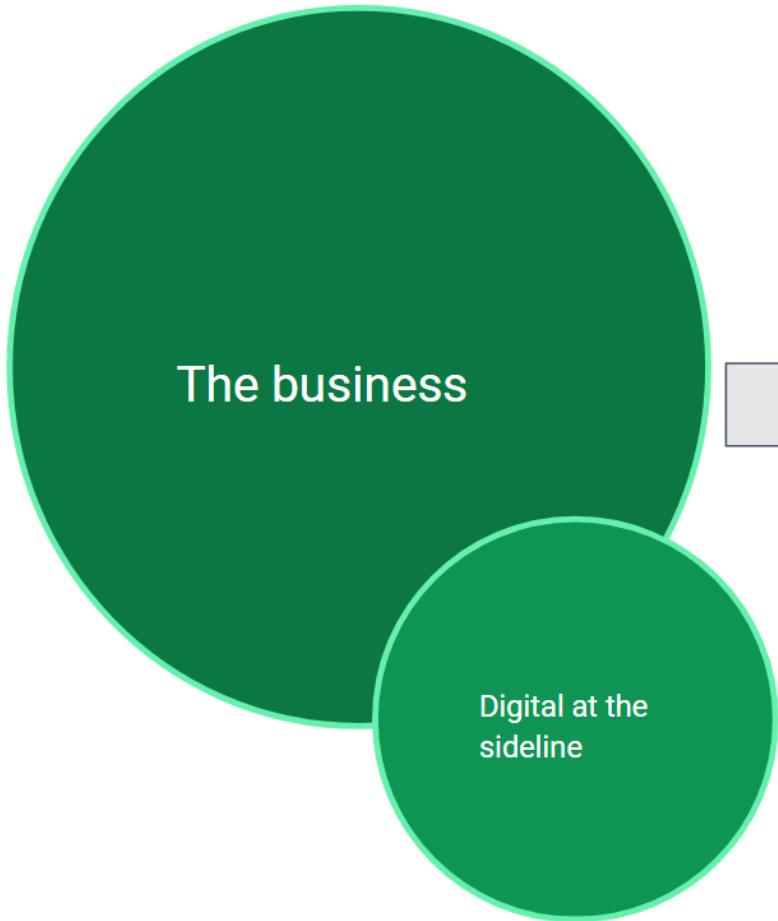


4 News

BREXIT: DEAL OR NO DEAL?



Now



2020-25

Operational IT
Efficiency Play

Strategic IT
Growth Play

Key Facts

Globally the digital economy is rapidly growing and it is forecast that it will account for 25% of the world's economy by 2020 – up from 15% in 2005.

Tech Nation Report 2018, May 2018



Tech South West | Key Tech Sector facts

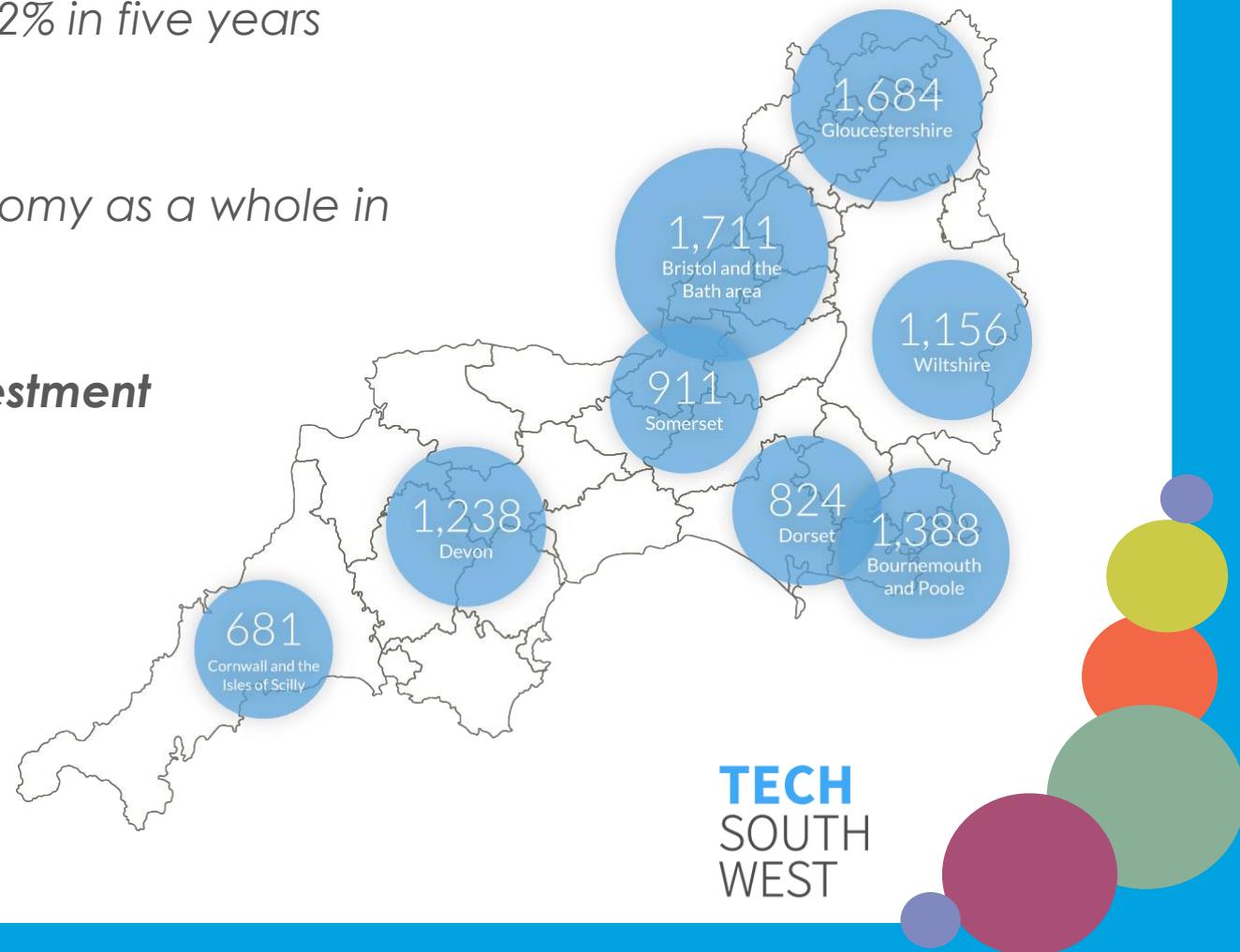
The turnover of the sector has grown by 22% in five years

In 2015 its GVA was £97bn

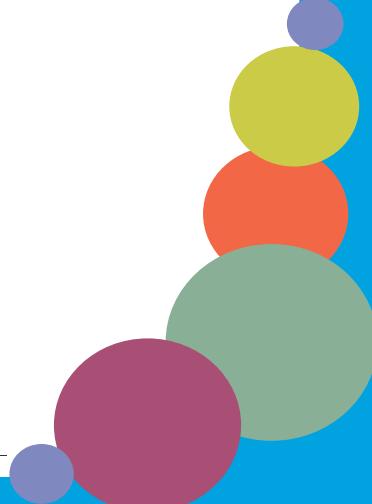
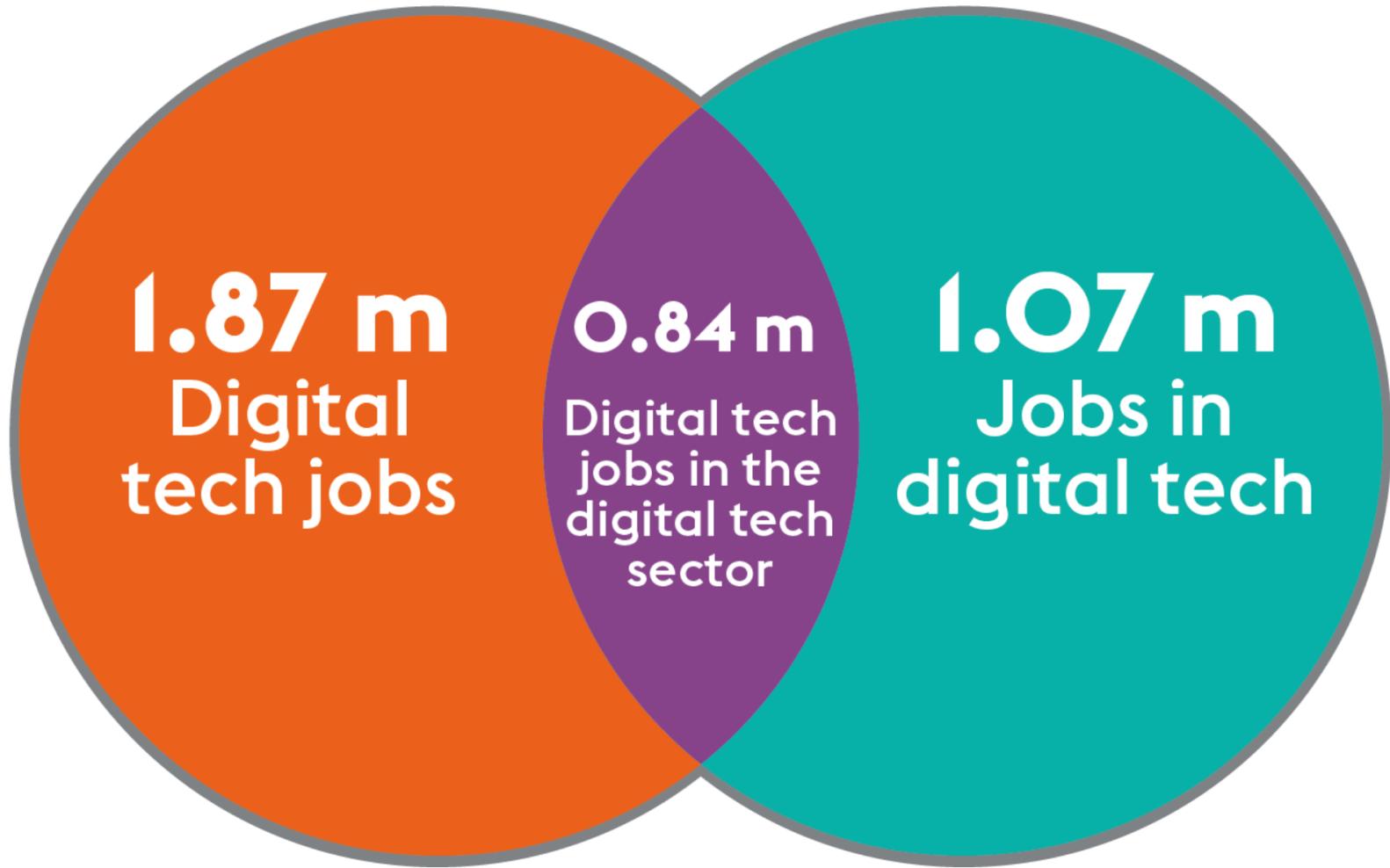
The sector grew 50% faster than the economy as a whole in 2015

In 2016 **more than two thirds of digital investment** occurred outside London

Tech Nation Report 2018, May 2018



Tech Nation 2018



Tech Nation Report 2018

Exeter

£271 m

Digital tech business turnover (2017)

£101 k

Digital tech turnover by employee (2017)

£351 mGVA
(2017)**2,690**Jobs in digital tech
(2017)**10,240**Digital tech jobs
(2017)

Jobs in digital tech – includes all people working in digital tech industries, including non-digital jobs. For example, an accountant working in a web development firm.

Source: ONS Business Structure Database, 2017

Digital tech jobs – includes all people working in digital tech occupations, irrespective of the industry. For example, a software developer working in a retail company.

Source: ONS Annual Population Survey, Wave 4 2016, Waves 1-3 2017

Exeter

Jobs in digital tech up 47% from
2014 to 2017

ASSESSING THE IT SKILLS GAP IN THE UK

October 2018

Top IT Skills Gap Areas

1.	Emerging Tech, i.e. IoT, AI, automation [60%]
2.	Cybersecurity [56%]
3.	Integrating different apps, data sources, platforms, devices [56%]
4.	Cloud infrastructure / cloud apps [55%]
5.	Data management / data analytics (big data) [54%]
6.	Digital business transformation / modernising legacy hardware or software [52%]
7.	Software or app development [51%]

NET gaps (moderate + significant gaps)

79% (net) of IT managers in the UK are concerned about the IT skills gap. Nearly one-quarter are very concerned (23%).



Department for
Digital, Culture,
Media & Sport



LOCAL DIGITAL SKILLS
PARTNERSHIP

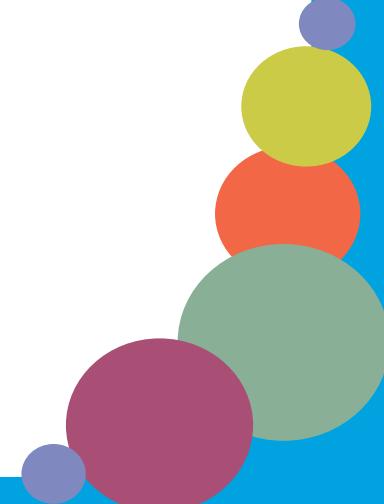
The Heart of the South West Digital Skills Partnership brings together businesses, charities, the education sector and public-sector organisations to tackle local digital skills challenges to build thriving and inclusive local economies.

The Heart of the South West is one of two areas in the country to benefit from being designated as a Local Digital Skills Partnership pilot area, set up by the Department for Digital, Culture, Media and Sport

heart of the
south west 
digital skills partnership



Digital Trends 2019



Social
Media >>
Integrated



Internet
overtakes
TV



Chatbots –
the norm

CHATBOT



Rise of the Smart Speaker



LIVE Video



Video Ads



Rise of the Social CEO





CEO new rules of engagement

➤ So Yesterday vs. So Right Now

YESTERDAY	TODAY
Faxed press releases	Viral videos
Website optional	SEO or No-Go
Golden reporter rolodex	Followers with authority
<i>Wall Street Journal</i> article	<i>Huffington Post</i> shoutout
Printed "clip" books	Google analytics
Embargoed "exclusives"	Breaking stories on Twitter
Press kits	Wikipedia



South West Business 2019





Customer Expectations Continue to Rise

MY TYPICAL DIGITAL DAY

Buy coffee – use my Contactless Card

Colleague pays for lunch using PEx+ at partner restaurant....
I pay her my portion using PEx, sending the amount straight to her account

Pay my bills through my Mobile Phone

Hong Leong Islamic Bank

Check my account balance on my Apple Watch

Movie with kids. Buy tickets & scan QR with mobile

Left my ATM card in the office, use phone to withdraw money for maid

A collage of images showing various digital payment methods: a hand holding a coffee cup with a contactless card, a hand holding a bowl of food with a QR code, a person's wrist with an Apple Watch displaying a bank app, a hand holding a smartphone with a QR code, a smartphone displaying bill payment apps (Astro, Celcom, Indah Water), a hand holding a smartphone in front of an ATM, and a hand holding a smartphone with a movie ticket app.



How can we provide customer service and support in the digital age?

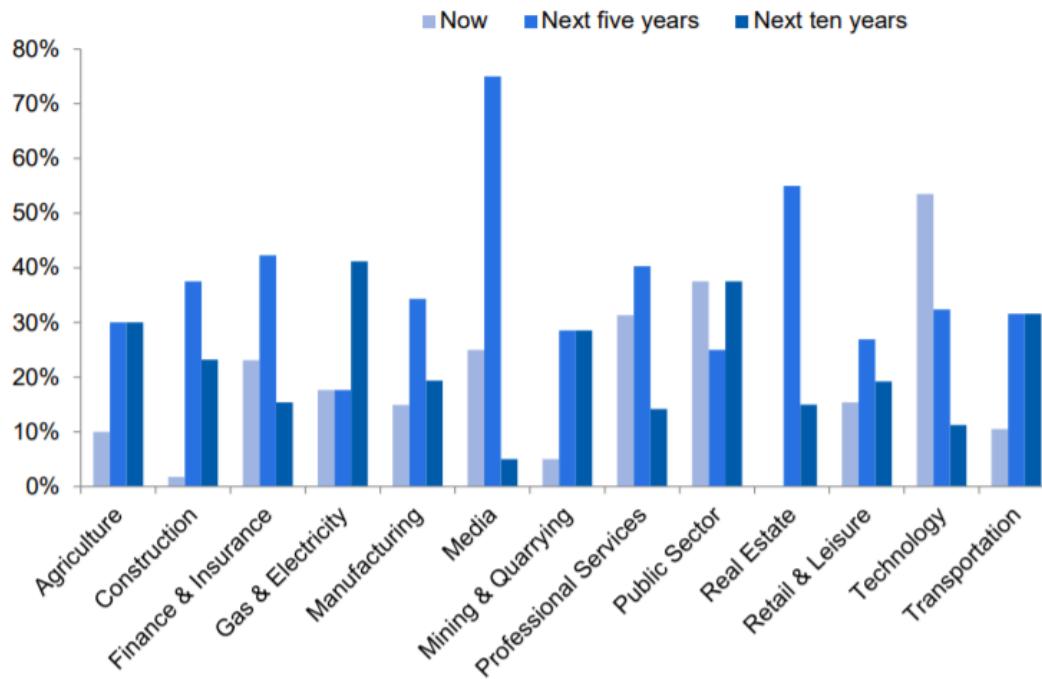


Digital competition shrinks value:
Prices and margin are squeezed

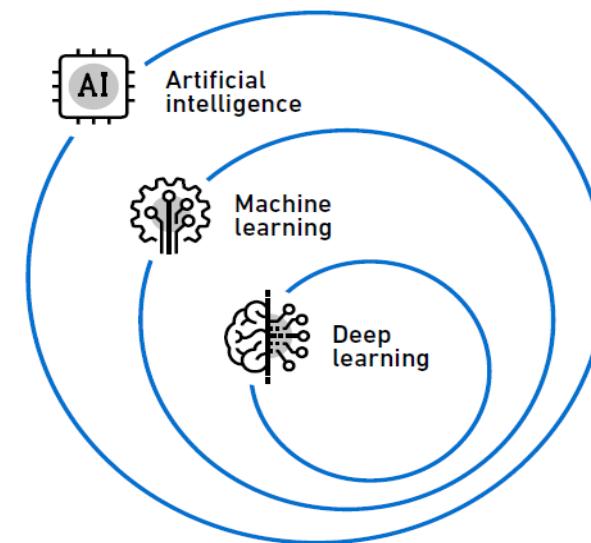


Artificial intelligence

When is AI likely to impact the sector in which your company operates?

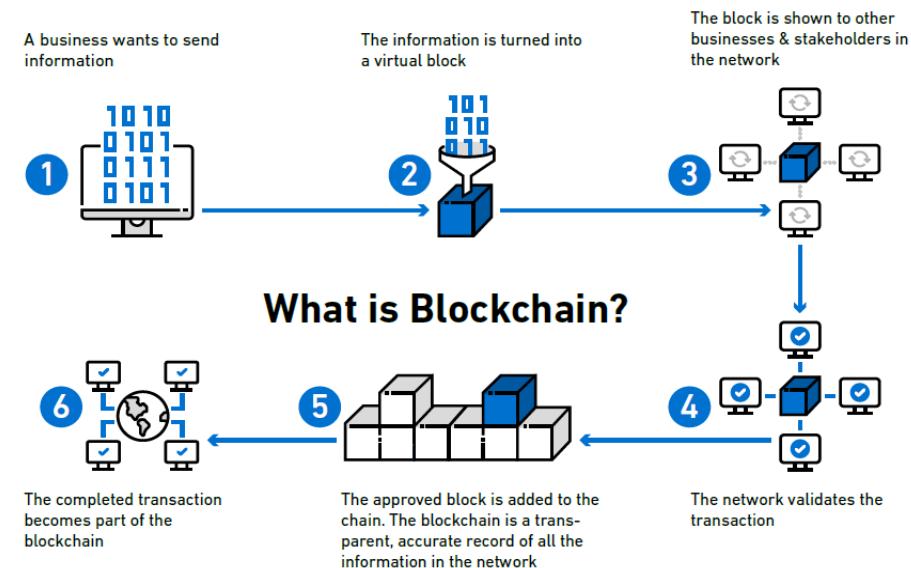
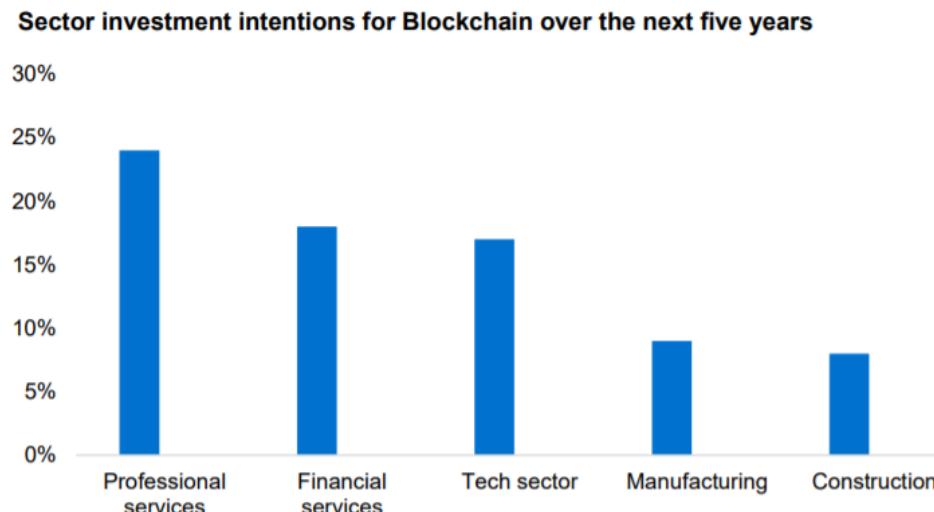


What are the types of AI?



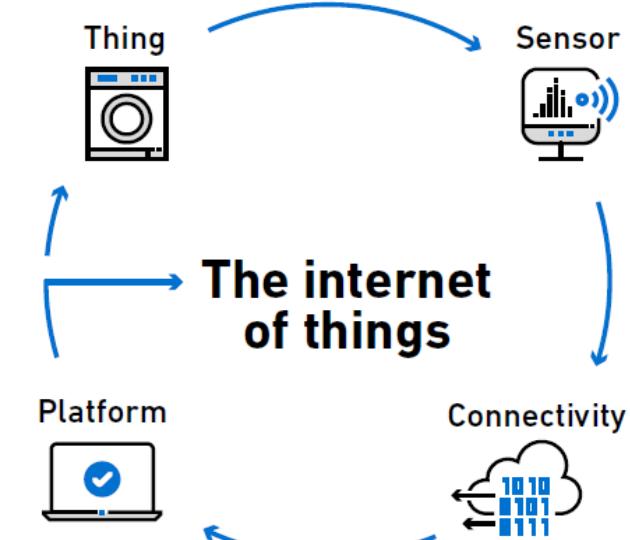
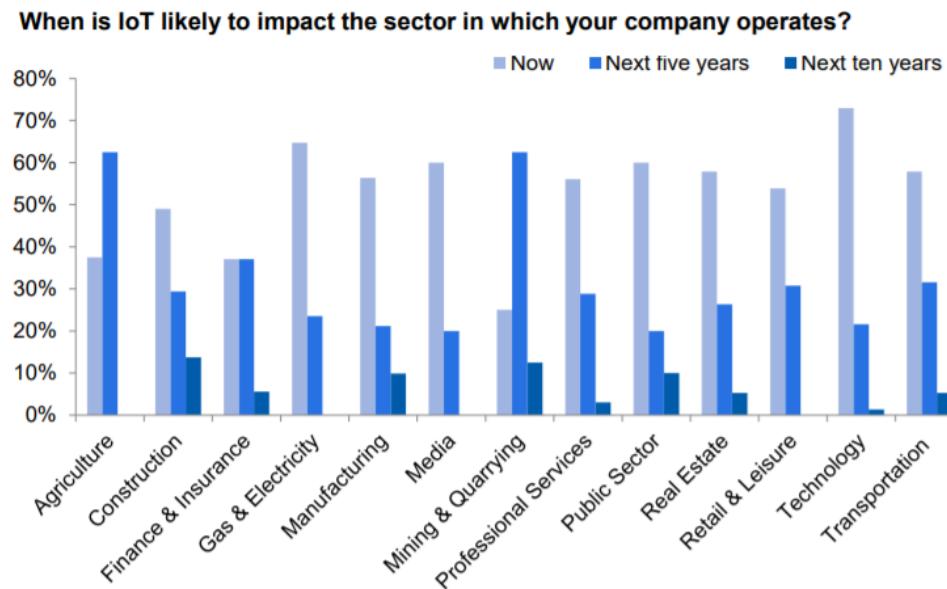
- Over the next 5 years, AI holds the top spot as the technology set to impact companies across all sectors.
- 42% of companies are planning to devote resource to adopting AI over the next 5 years
- Main benefits = unmatched efficiency, smarter decisions and standing out from competitors

Blockchain



- Blockchain technology was pioneered over nine years ago, but only in the last few years has it started to gain mainstream recognition.
- Over the next five years, it holds the number two spot as the technology set to influence businesses across all sectors.
- Main benefits = trust & transparency, unparalleled security and removes intermediaries

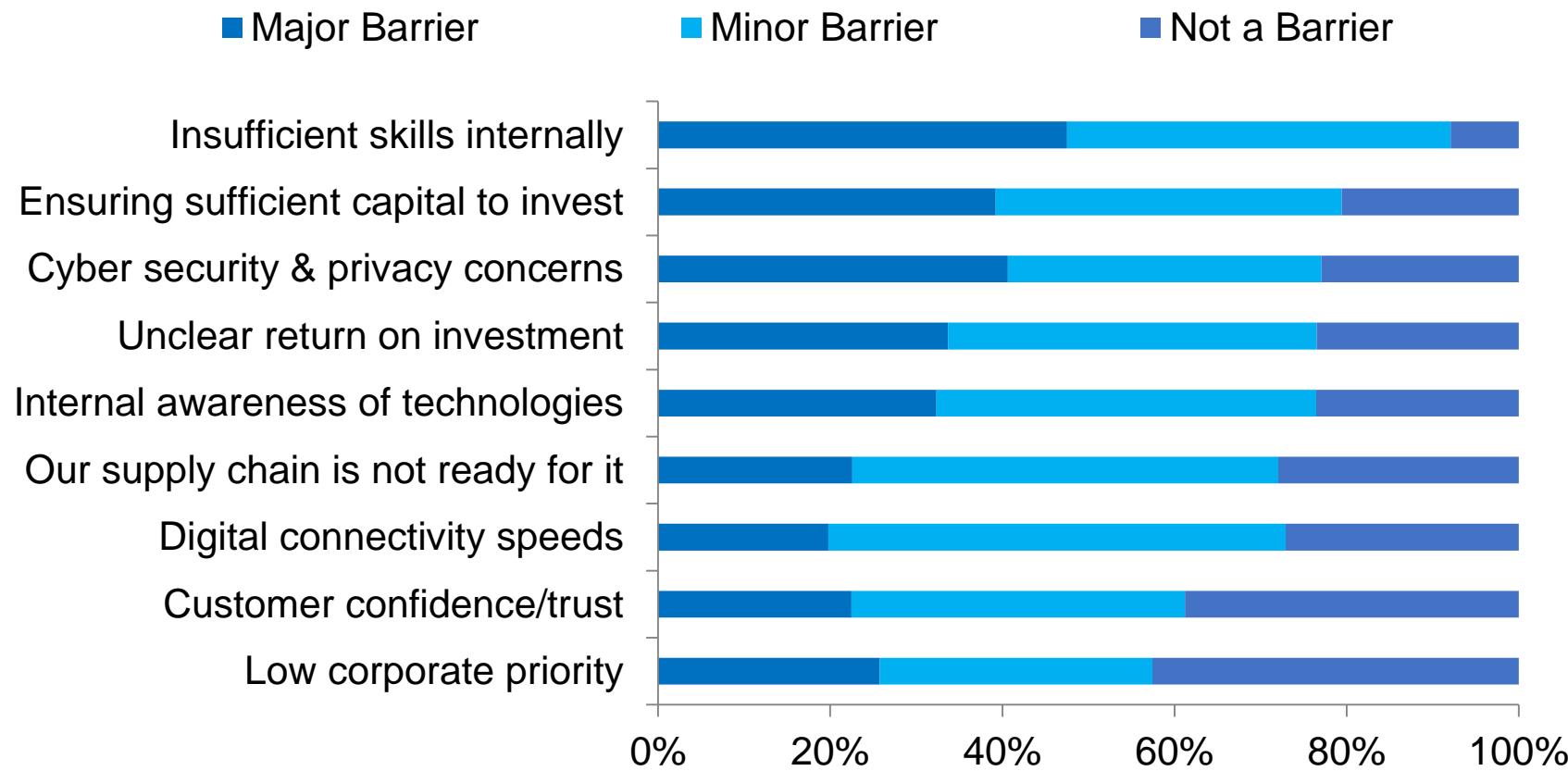
The internet of things



- Over half of business (54%) are investing in IoT technology now.
- Three quarters of businesses say IoT will be critical to their future success.
- Main benefits = real time intelligence, building closer relationships with suppliers and customer and creating new revenue streams



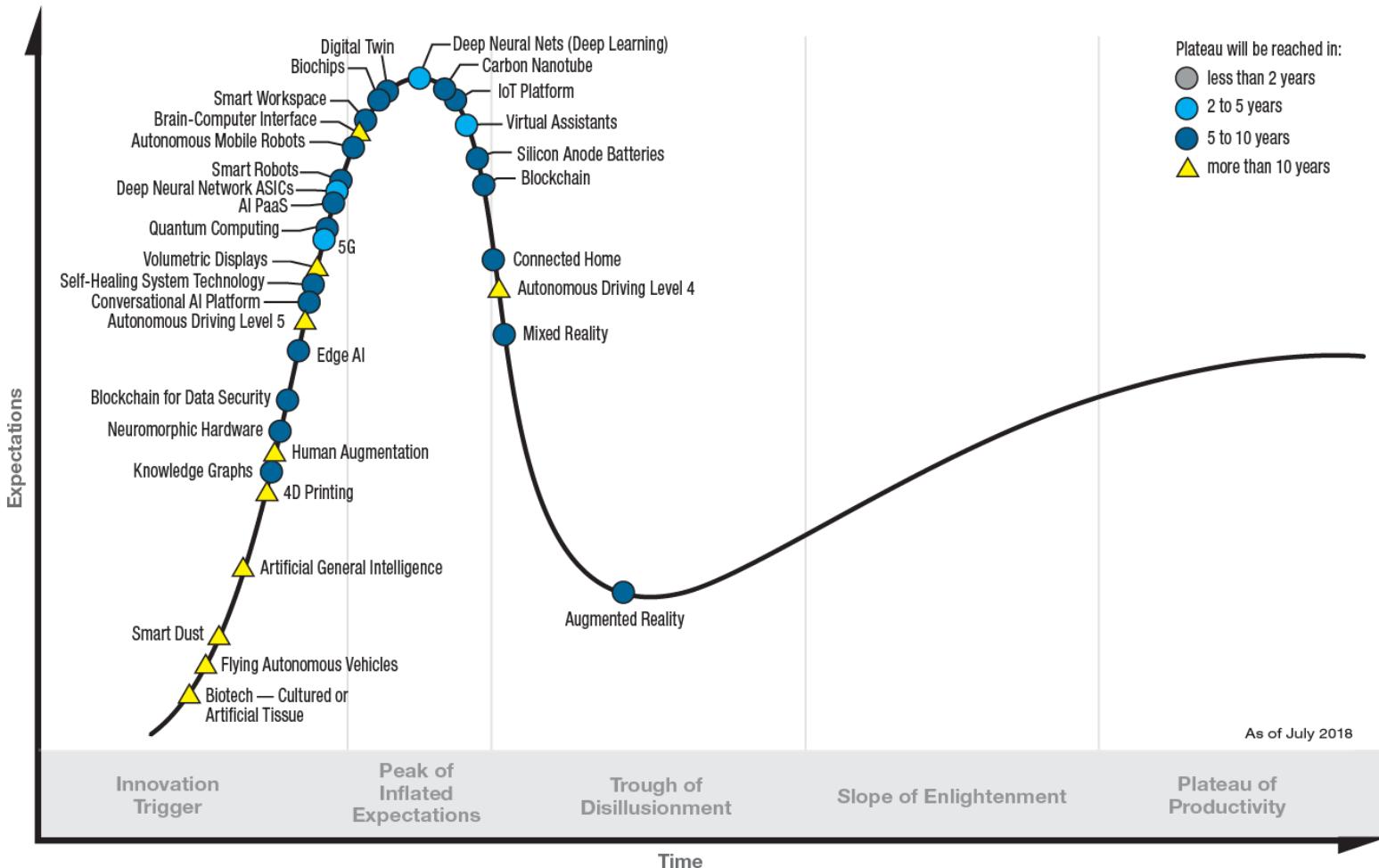
What's holding business back?



How Can you Keep Up?



Hype Cycle for Emerging Technologies, 2018



gartner.com/SmarterWithGartner

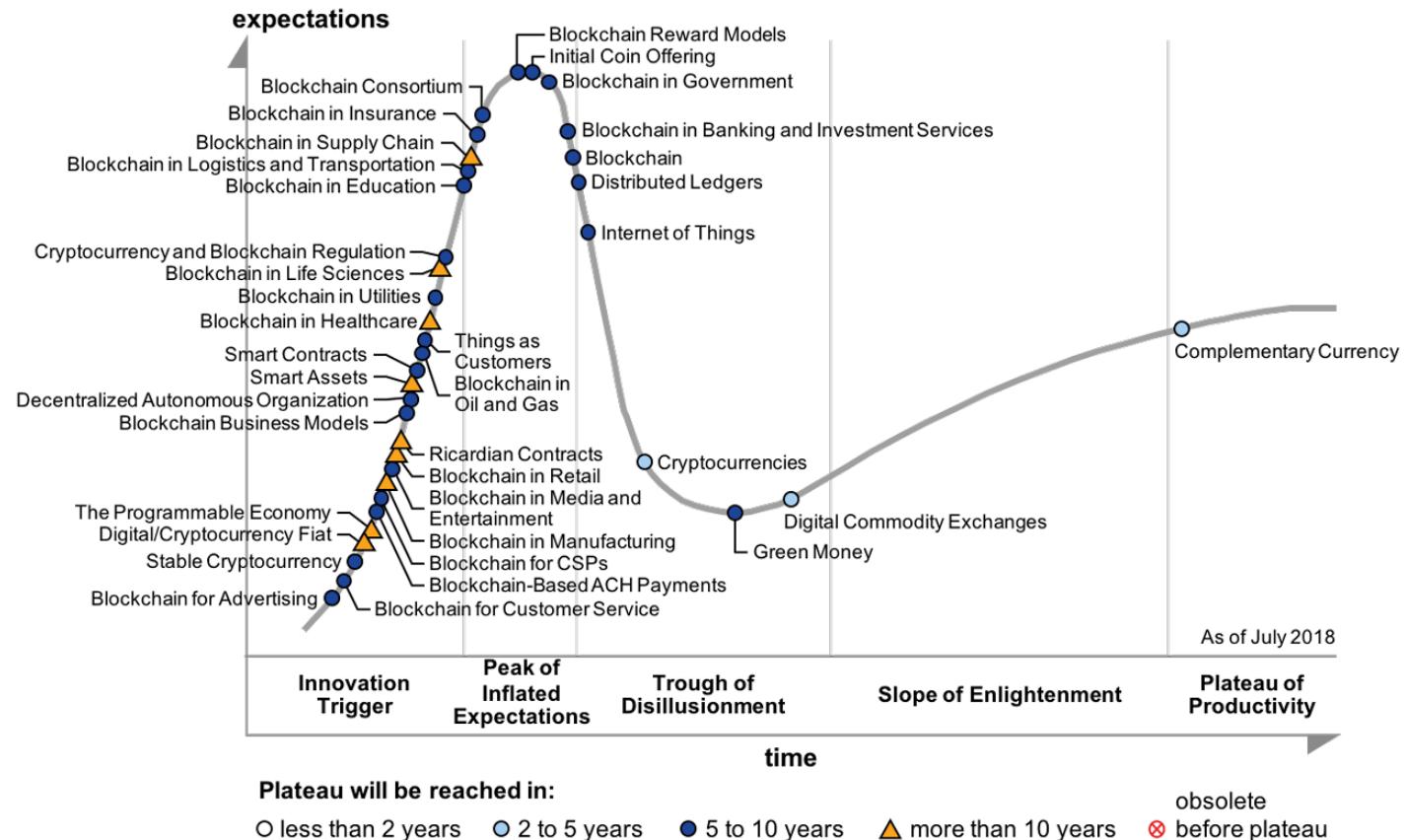
Source: Gartner (August 2018)

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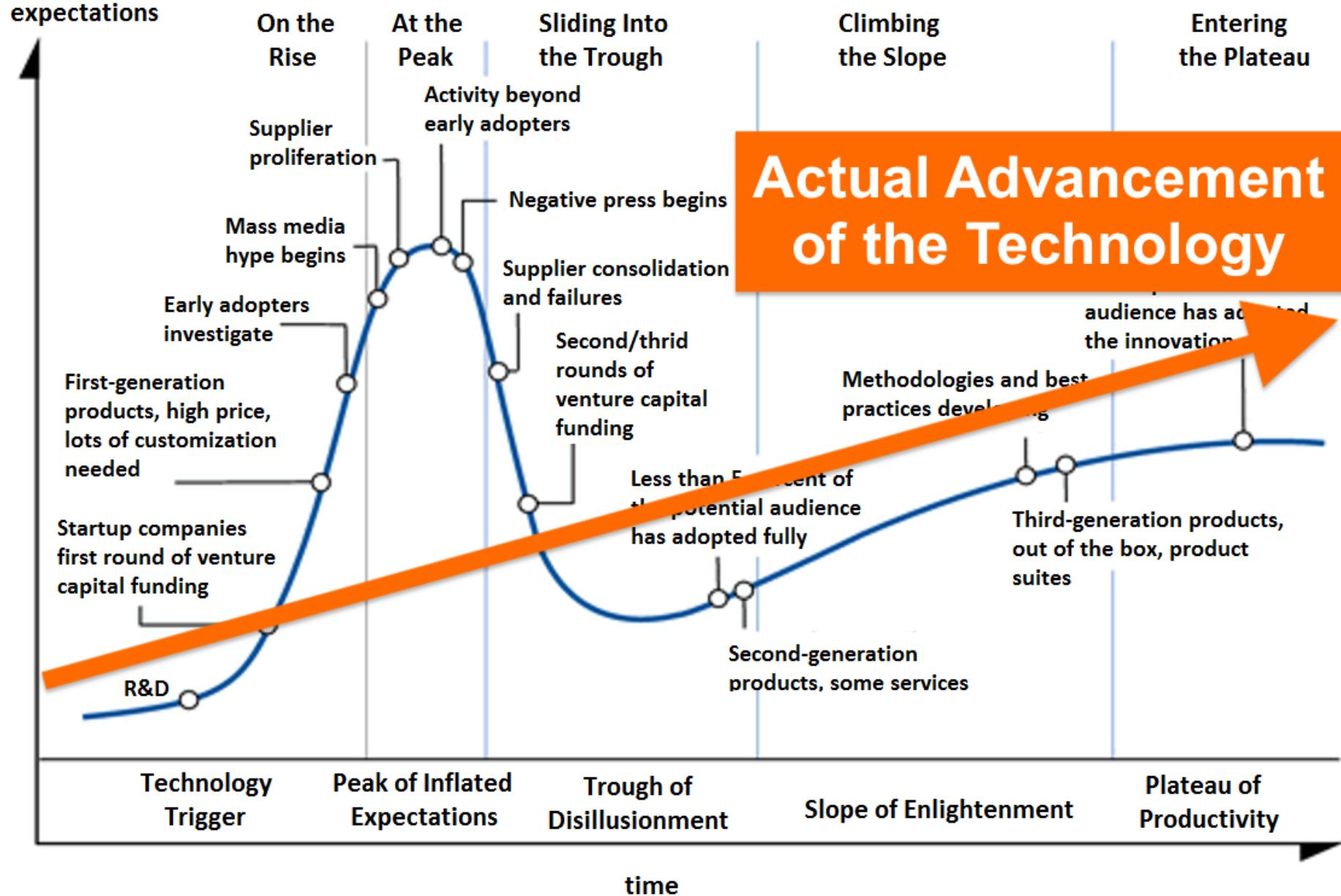
Hype Cycle for Blockchain Business, 2018

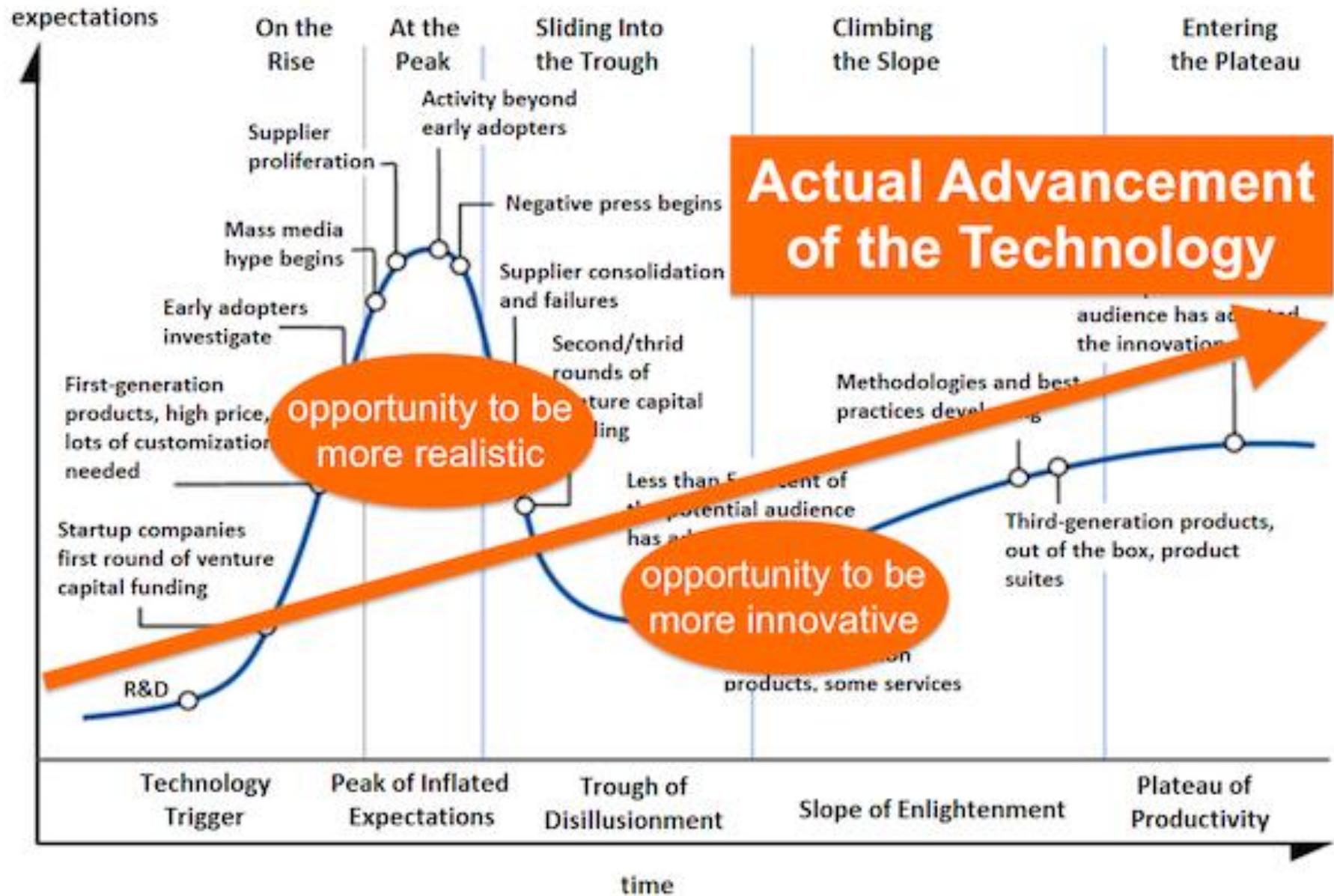


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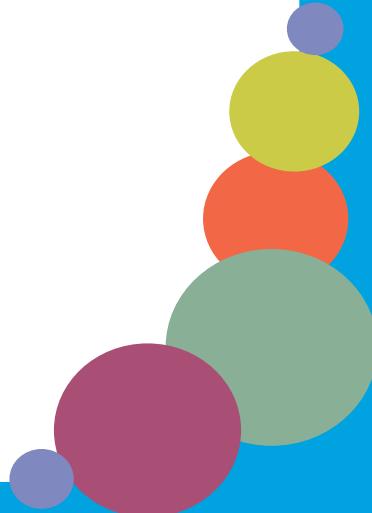
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Developing Skills and Digital Culture





Digital Success Quadrant

Digital Leadership

Reframing strategic decision making in the digital world. Developing digital mindset through Board and Exec.

Innovation Strategy

Developing processes to focus on innovation and environment to encourage innovation.

Workforce Development

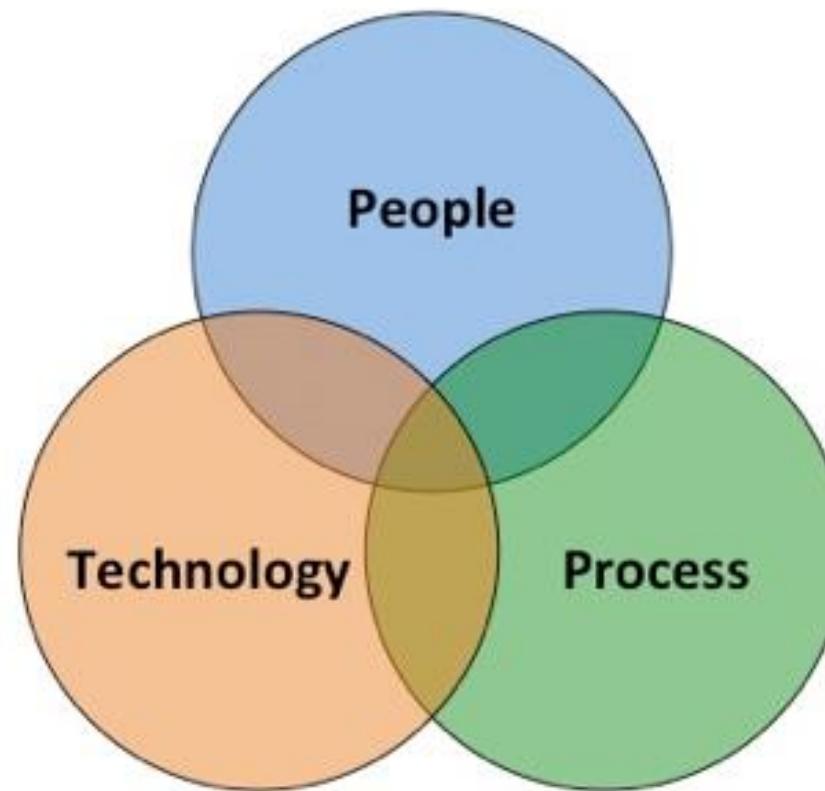
Strategy for all staff to develop digital mindset and technology confidence. Staff engagement and support.



Systems Integration

Develop single data entry and reporting mechanisms for systems. Open architecture.

Successful Digital Transformation is not just about technology



Staff demand more

Motivation of staff increases with better technology

Improved technology leads to higher productivity and flexible working



Workplace productivity

Key statistics

- The average employee is only productive at work for **around 3 hours per day**, due to distractions in the workplace
- **65%** of workers think a **flexible and remote work schedule** would increase their productivity.
However, only **19%** are currently being allowed to work remotely by their employers.
- An average employee spends **over 31 hours every month** in unproductive meetings.
- **65%** agree that, given the right technology, **in-person meetings** could be completely replaced.





because ...

Your people hold the key
to digital success
(not just the technology)

Case Study

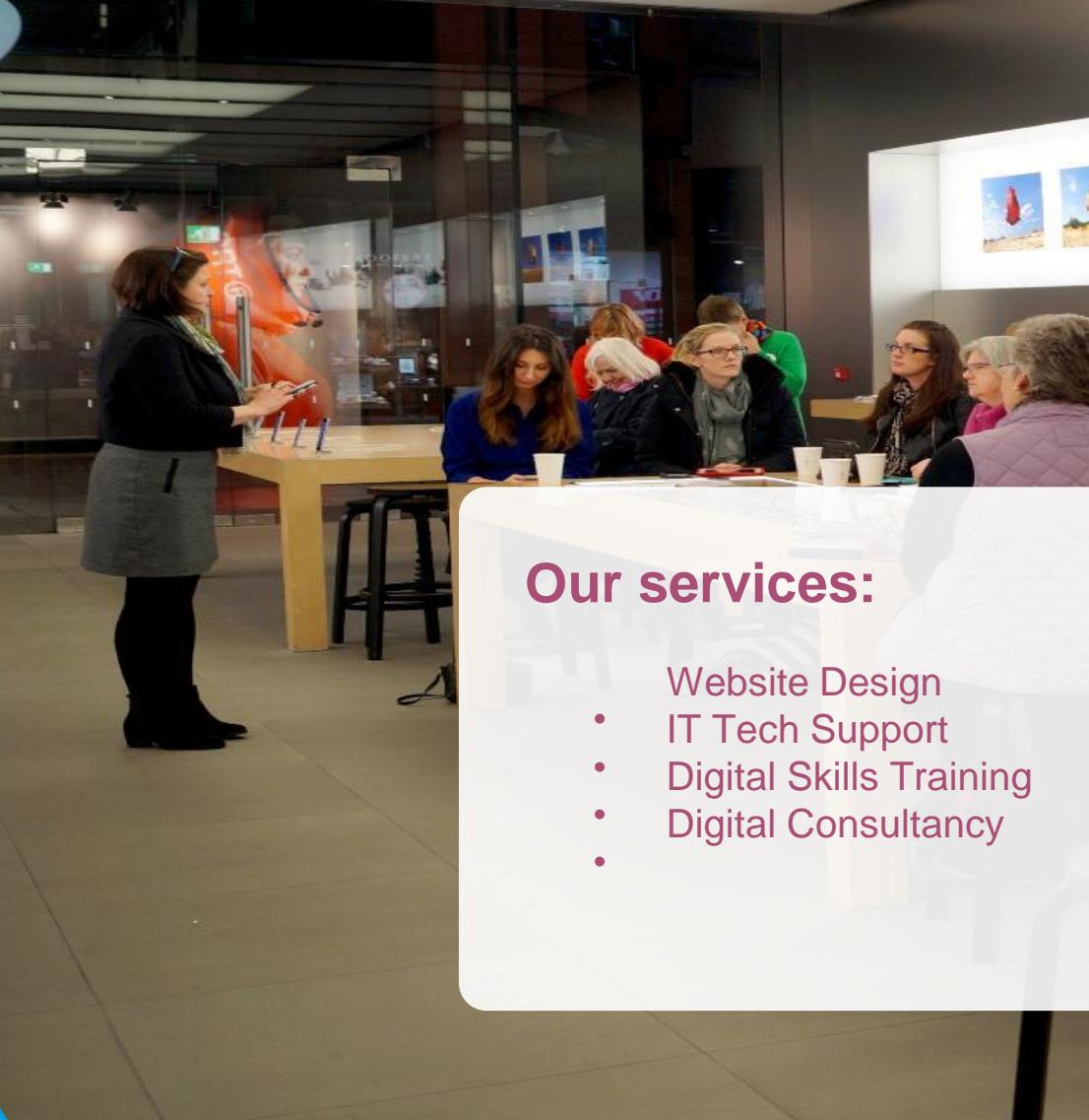
Plymouth based Law firm
120 staff £8.5m turnover

Migrated to full online Case Load management
Migrated to Cloud

What else?

- Investing in software skills 3 new inhouse staff
- Investing in Blockchain for conveyancing
- Alexa Skill for Case management
- Now wants lawyers with coding skills





Our services:

- Website Design
- IT Tech Support
- Digital Skills Training
- Digital Consultancy
-

Cosmic

22 years focussed on Digital Inclusion, worked with over 25,000 SMEs in South West

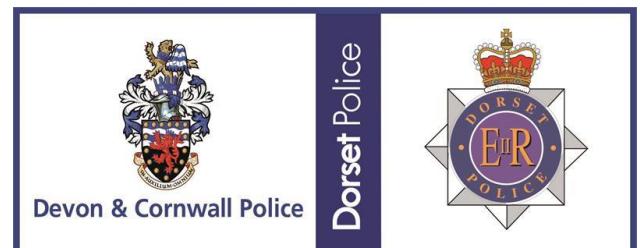
Recognise the Digital inclusion is not just for the most vulnerable

Our business leaders are the most digitally excluded in the Region

Digital Leadership Programme



AXMINSTER
Tools & Machinery



Working together

ARE YOU READY TO
MEET ABOUT "DIGITAL
TRANSFORMATION?"

WE CAN'T
SEE YOUR
SLIDES.

PG

DO YOU NEED TO
DOWNLOAD THE
VIDEO PLUG-IN?

WE'RE
RESTRICTED
TO I.E.7.

OUR FILE
LIMIT IS
1 MB.

MZ

DROPBOX?
OR WETRANSFER?

BLOCKED
BY OUR
FIREWALL.

JH

GOOGLE DOCS?

YEAH,
RIGHT.

I'M NOT SURE HOW
TO PRESENT TO YOU.

CAN
YOU FAX
IT TO US?

TOM
FISH
BURNE



Thank you

@cosmicjulie



European Union
European Regional
Development Fund

Heart of the South West
Growth Support Programme

Heart of the South West
Enhance Social Enterprise

HotSW Growth Support Programme Enhance Social Enterprise Programme

**Katherine Coby and Richard Snell
Devon County Council**

**Heart of the South West
Growth Support Programme**



European Union
European Regional
Development Fund

HotSW Growth Support Programme

Katherine Coby

Heart of the South West Growth Support Programme



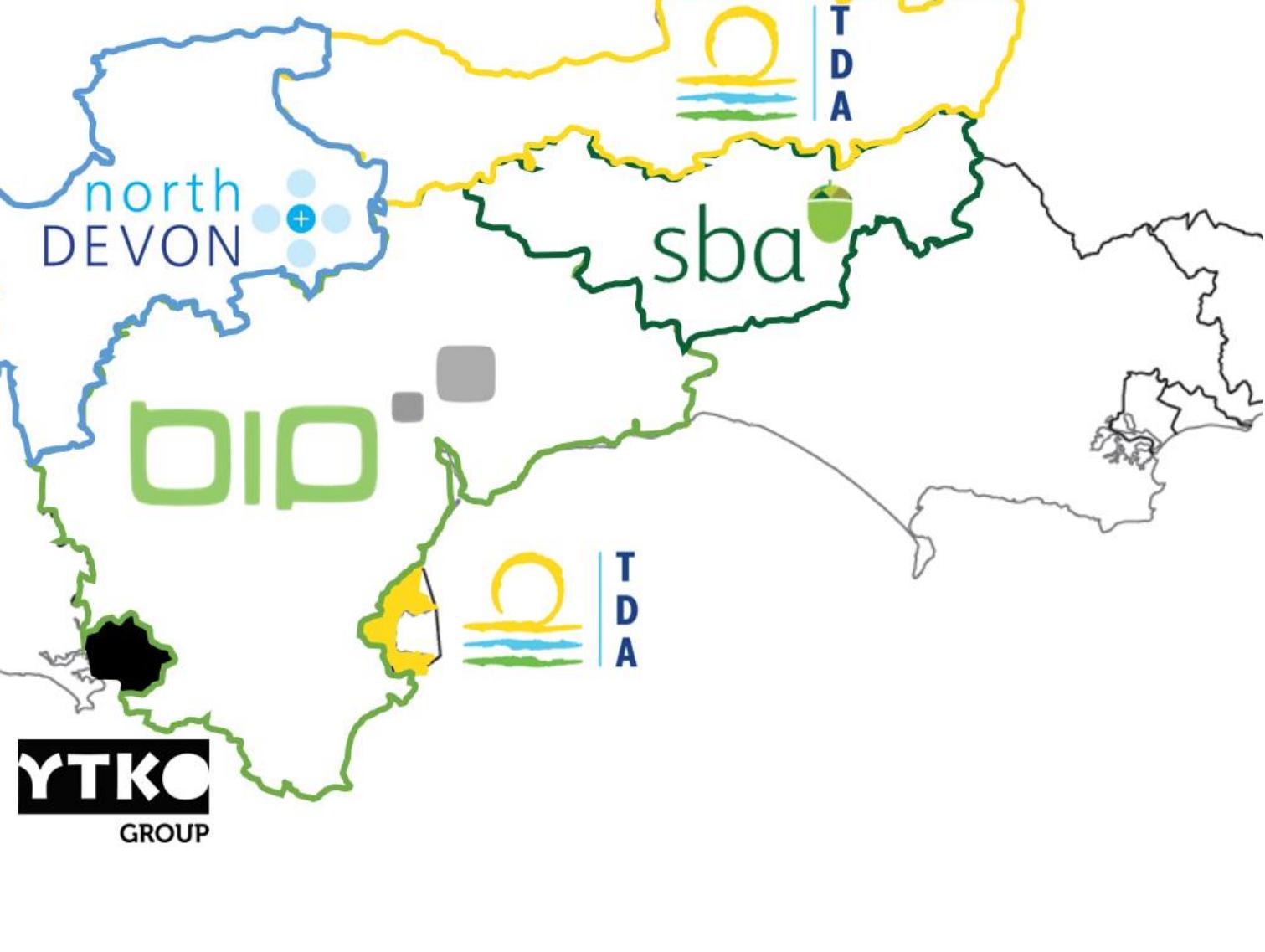
European Union

European Regional
Development Fund

Cosmic deliver a
digital module
across the Heart of
the South West.



digital, smart, ethical



Three Hours of Support

- “Initial Diagnostic”
- Usually 1-2-1 but can be a workshop with follow-up
- Information, Diagnostic & Brokerage

Heart of the South West
Growth Support Programme



SUPPORT PLAN

[INSERT BUSINESS NAME]

The purposes of the Support Plan are to carry out a review of your business to help identify key issues and possible solutions and make recommendations to aid the development of your business or proposed new business.

CONTACT

Contact Name					
Company Name					
Sector					
Business Adviser	<table border="1"> <tr> <td>Name</td> <td></td> </tr> <tr> <td>Email/Tel</td> <td></td> </tr> </table>	Name		Email/Tel	
Name					
Email/Tel					
Date Prepared					

ABOUT YOUR BUSINESS

Business Background

- About your business
- Business structure
- Summary of products or services

Plans For Growing Your Business

- What are you aiming to achieve
- What are your key objectives

Heart of the South West
Growth Support Programme



SOURCES OF FURTHER SUPPORT

Advice, Funding, Information and Other Support

1	[Pre-populated list of main support schemes plus local support]	
2	Advice to help you start, run and grow your business can be found at www.gov.uk . This is the new home for Government services and information online, making it simpler, clearer and faster to find what you need from Government. For those without internet access, contact the Business Link helpline on 0845 6009090.	www.gov.uk or T: 0845 6009006
3	Buy With Confidence – Trading Standards The scheme promotes businesses that offer good customer service and comply with all Trading Standards legislation. Benefits: Recognition for your business, increased customer confidence in your business, regional publicity, links on the website, support from Devon & Somerset Trading Standards and promotional material.	www.buywithconfidence.gov.uk
4	Access to Finance The Government and BBA have worked with an array of finance providers to produce a useful directory to help you find alternative finance providers.	www.businessfinanceforyou.co.uk
5	Funding If you are having difficulty raising finance through conventional sources please go to our loans page for details of who we are, what we do and FAQ's. If you think we can help then follow the apply process.	www.fredericksfoundation.org/loans
6		
7		
8		

Disclaimer

The advice given is of a general nature and is provided for general guidance and assistance. It is not intended to advise or instruct you on the specific requirements of your particular business. Accordingly we will not accept liability for loss or damage suffered by or another party as a result of reliance being placed on the information supplied. For the purposes of this disclaimer, the word "liability" included (but is not limited to) liability in tort (including negligence), liability in contract, liability for breach of statutory duty and liability for consequential loss.

The service you have received equates to 3 hours of business support under The Heart of the South West Growth Support Programme. The Heart of the South West Growth Support Programme is funded by the European Regional Development Fund (ERDF) as part of the 2020 The Department European Structural and Investment Funds Growth Programme 2014-for Communities and Local Government is the Managing Authority for ERDF. Established by the European Union ERDF funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regeneration.

Nine Extra Hours of Support



Sponsored Content

DIGITAL MARKETING SUPPORT AVAILABLE FOR EXETER BUSINESSES

When Claire Holland started her Virtual Assistant business in Exminster 2 years ago, it was to create a flexible lifestyle and fulfill the ambition of running her own business. Now, after receiving support from the ERDF funded Growth Support Programme, Claire is looking to expand her business by collaborating with other VA's. We had a chat with Claire from Clairical, to ask how the support has helped her business vision and growth.

Tell us a bit about your business and your role?

I am a UK based Virtual Assistant and I help sole traders and SMEs with blog writing, general admin, social media graphics design, as well as social media training. I am here to enable business owners to focus on their revenue generation, by implementing process, systems and structure to make the most of their precious time.

What do you enjoy most about your business?
I love getting up every day and feeling excited about the work I do – you don't necessarily get that when you work for someone else! A perk of being self-employed is that I get to choose who I work with and I work with such lovely business owners. And of course, happy clients are the most rewarding aspect of my work.

Is the programme proving useful to you?

As part of the Growth Support Programme, I was given digital marketing support from Matt Ballard from Cosmic. I had created my own website, so I was nervous as to how it was performing from a marketing perspective, so Matt ran through how I could better optimise my site for search and pin-pointed elements that I could work on. I implemented this feedback straight away and I now appear on the first page of Google for two of my search terms, which I'm

really happy about. We also looked at my marketing strategy together, Google Analytics and also went into GDPR, so it was an invaluable and thought-provoking exercise for my business.

What are your key goals to achieve following the programme?

Following the support I have received to help me increase my website traffic, and get more clients, I am looking to expand my business by engaging with other VA's to enhance my service offering and support more businesses.

If you are a sole trader, or have a micro business or SME in Exeter or surrounding areas, you too could access 12 hours of free support, advice and training to help grow your business, including 3 hours of digital marketing support from Cosmic. You can either register your interest here and a local business adviser will contact you: www.heartofswgrowthhub.co.uk/gsp-apply or if you have any questions, please contact Charlotte Garnham at growthsupport@devon.gov.uk

Heart of the South West Growth Support Programme

 European Union
European Regional Development Fund

The Heart of the South West Growth Support Programme project is receiving up to £904,945 of funding from the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities and Local Government is the Managing Authority for ERDF. The accountable body for this programme is Devon Council.

eventbrite Browse Events Help Sign In Create Event

SEP 26

Digital Skills and ERDF Growth Support in Torbay Info Session

by TDA Business

Free

REGISTER

DESCRIPTION

Come along to this free information session, delivered in partnership with TDA and the English Riviera BID Company, to find out how you can access 12 hours of fully subsidised support to develop your digital skills and grow your business.

Hear from tourism businesses who have accessed the Growth Support Programme, enabled by European funding and how they benefit. The fully funded Growth Support Programme offers one to one support, including

DATE AND TIME

Wed 26 September 2018
14:00 - 16:30 BST
[Add to Calendar](#)

LOCATION

Riviera International Centre, Rosetor Room

Case Study - Charley Elizabeth Events

“We have had a wide range of support that has definitely contributed to the success of our business, including financial planning which helped us understand and measure costs and net profit a bit more.”

Charley Elizabeth



Case Study - MuMar



“Petra has been a great help; in some instances she has really challenged us to think about the way we do things, and that’s what we need as a growing business.” Leanne and Roland



Register your business

heartofswgrowthhub.co.uk/gsp-apply/

Register

Initial Diagnostic (3 hours)

More GSP Modules (3 hours x3)

Digital

Finance

Business Planning

HR

Innovation

ESE

If not eligible...

Other programmes

Growth Hub



How do I join the Growth Support Programme?

If you're looking for new ways to make more money and find new customers, the Growth Support Programme will help with a wide variety of support in areas such as digital marketing, finance, HR, innovation, business planning and marketing.

To register your interest with the Growth Support Programme please complete the below form and a member of the programme will contact you within 5 working days.



European Union
European Regional
Development Fund

The Growth Support Programme is funded by the European Regional Development Fund and as such some eligibility criteria apply. You will need to be able to answer 'Yes' to the first three questions to register your interest with this programme.

The Growth Support Programme is managed by Devon County Council. Any data you enter into the form below will be shared with the Heart of the South West Growth Hub and Devon County Council and its delivery partners in order to deliver the Growth Support Programme Service.

FIND OUT IF YOU ARE ELIGIBLE FOR OUR FREE SUPPORT WITH 3 QUICK QUESTIONS:

Find out if you are eligible for our free support with 3 quick questions

Is your business in an eligible sector?*

Yes No

Businesses operating in the following sectors are **NOT ELIGIBLE** to receive support from the Growth Support Programme:

- Fisheries & aquaculture
- Processing and marketing of agricultural products
- Shipbuilding
- Schools/school age educational establishments
- Insurance companies
- Primary production
- Coal or steel
- Synthetic fibres
- Banking

Is your business an SME?*

Yes No

To qualify as an SME (Small & Medium Enterprise) you must:

- have an annual turnover of less than £50m (approx. £42m)
- employ fewer than 250 people
- have a balance sheet value of less than £43m (approx. £36m)
- be less than 25% owned by another company or combination of companies

Have you received less than £200,000 of public-funded support in the last 3 years?*

Yes No

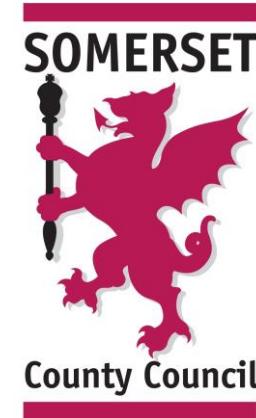
Support from the ERDF Growth Hub will be provided under the De Minimis Regulation (1407/2013) which allows businesses to receive up to £200,000 of State Aid assistance over a 5 year period. The State Aid rules cover ANY public funding that you have received during the current and previous 2 financial years.

We will require you to declare previous funding before receiving additional support to ensure that the value of the assistance you receive via the ERDF Growth Support Programme does not bring you over the £200,000 threshold.

The Heart of the South West Growth Support Programme is receiving up to £904,945 of funding from the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities and Local Government is the Managing Authority for ERDF. Established by the European Union ERDF funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. The accountable body for this programme is Devon County Council, working with the following delivery partners: BIP, Cosmic, North Devon +, SBA, TDA, and YTKO.



European Union
European Regional
Development Fund

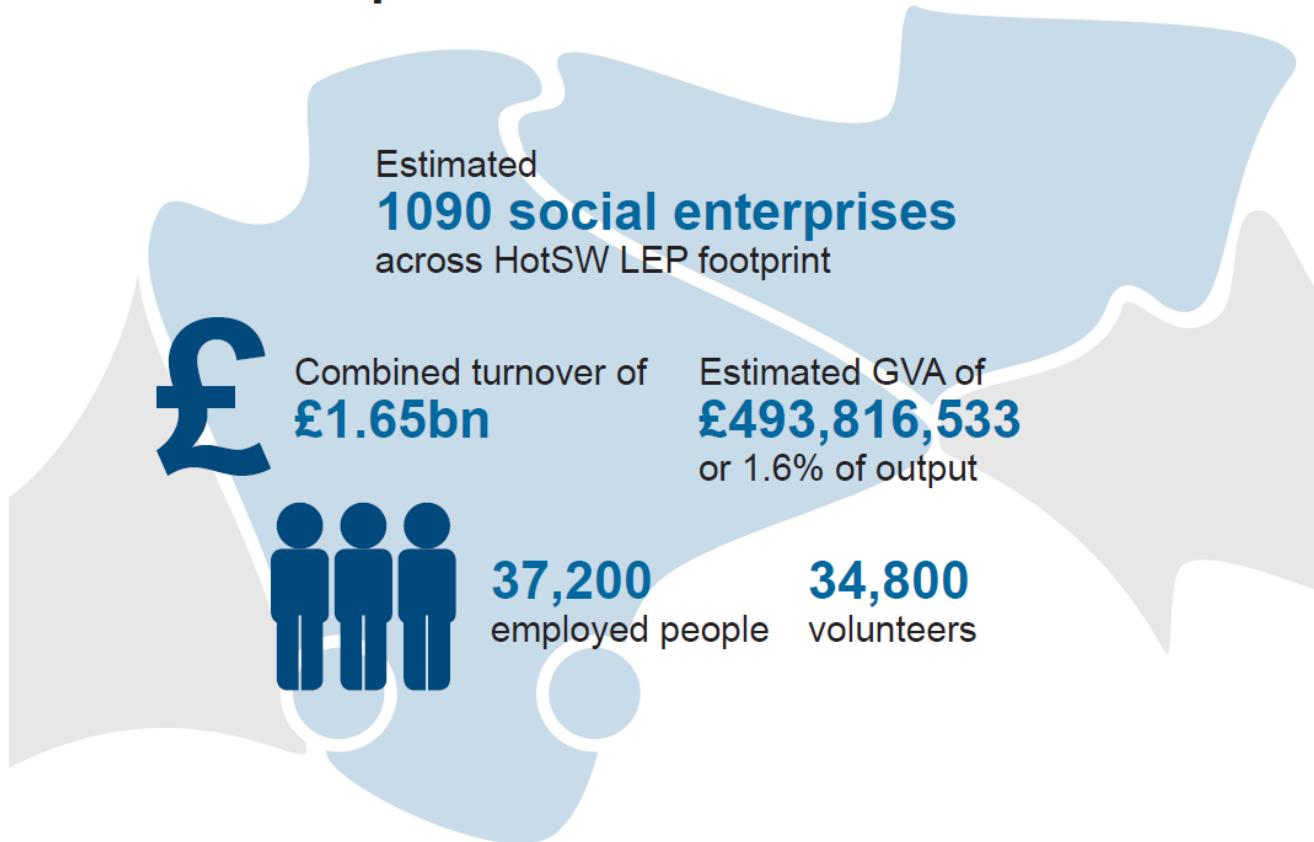


Enhance Social Enterprise Programme

Richard Snell

Inclusive Growth.....

Wavehill Report 2016



What's On Offer.....

12-hours of business support for Social Enterprises

Themes include governance, marketing, digital leadership & transformation, measuring social impact, financial sustainability, business planning, IP Management

Offered on a 1-2-1 and sector specific basis through our expert delivery partners



Case Study – Double Bounce Inclusive Tennis

“The Enhance Social Enterprise Programme has enabled me to progress and develop my business.... It’s given me some really good foundations” Fiona Murphy



Case Study - Ignite Somerset Pre-Schools.....

[Make Your Pre-School Fit for the Future event](#)
[22 November 2018](#)
[video](#)



Next Steps.....

Available until September 2019 but places are limited

Check eligibility and register at devon.cc/ese or call me on
07870 913357

The Heart of the South West Enhance Social Enterprise Programme is receiving funding from the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020. The accountable body for this programme is Devon County Council, working with the following delivery partners; Cosmic, Devon Community Foundation, School for Social Entrepreneurs – Dartington, Iridescent Ideas, Real Ideas Organisation and Somerset Community Foundation.



ESF Skills Support for the Workforce



Education & Skills
Funding Agency



European Union
European
Social Fund

Heart of the South West Apprenticeship Service

Tina Paul



Serco at a glance

A leading provider of public services

Our customers are governments or others operating in the public sector. We gain scale, expertise and diversification by operating internationally across five sectors and four geographies.

We employ 70,000 people in 30 countries

We are a values based company with a strong service ethos, proven processes and operational expertise informed by nearly 50 years' experience in helping deliver services for our customers

We are a member of the FTSE 250

ESF Skills Support for the Workforce 2016-18 Awarded 14 contracts across 9 LEPs: Cornwall & IOS, HotSW, Gloucs, Dorset, Swindon & Wiltshire, Stoke & Staffs, Worcestershire, Coventry & Warwickshire, SEM LEP



Education & Skills
Funding Agency



European Union
European
Social Fund

Justice & Immigration
Defence
Transport
Healthcare
Citizen Services

UK & Europe
North America
Middle East
Australia & NZ

700+
Service contracts in
over 30 countries

70,000
Employees worldwide

serco

What is Skills Support for the Workforce?



Education & Skills
Funding Agency



European Union
European
Social Fund

A programme developed to upskill employees within small and medium-sized businesses in chosen LEP areas.

- Provide recognised accredited qualifications and bespoke training courses to enhance employees' skills, increase the competitiveness of businesses and boost the local economy.

The HotSW Apprenticeship Service provides:

- Apprenticeship Service theme specifically requires increasing the number of people in employment that require new knowledge & skills, to enter Apprenticeships at all levels.
- A 100% brokerage service that offers employers guidance to enable them to access Apprenticeships at all level for existing and new staff. Our Partnership Coordinator links employers to recruitment and development opportunities in all SSW contracts across other LEP areas.
- Recognised accredited qualifications to enhance employees' skills, Does not duplicate AEB.
- Flexible non-accredited delivery that adds value to accredited work. Stepping Stones that provide what the employer needs and is more flexible than ASB but adds value.
- We link to other projects in the locality, to add value and ensure no duplication of effort and to provide a continuum of support to employers.
- A Higher Level Apprenticeship plan

Aim of HotSW Apprenticeship Service Provision

- To support the take up of apprenticeship opportunities at all levels, of all ages.
- The delivery of the service should lead to an increase of apprenticeships at all levels, particularly focusing on those employers that have not offered apprenticeships previously.
- The service supports individuals to take advantage of the apprenticeship vacancies across the LEP area. This is currently estimated to be 400 live vacancies being advertised across the area.
- To provide impartial advice and guidance in relation to training opportunities and supporting with accessing Apprenticeship information.
- The services must focus on promoting higher level apprenticeships, as currently only 2% of all apprenticeship starts across the HotSW LEP area are at this level.
- The service must identify new approaches to increase the delivery and uptake of higher level apprenticeships. (Higher Apprenticeship event)



Education & Skills
Funding Agency



European Union
European
Social Fund

Apprenticeships
Opening doors to a
better future

serco



How it can work for you?

The HotSW service can support you in the following ways

- To upskill existing employees prior to progressing to an apprenticeship, taking on new responsibilities or a new job role
- To provide 'transitional' training in order for an employee to gain further skills to prepare them from e.g: progressing from a Level 2 Apprenticeship to a Level 3 Apprenticeship
- Complete training with employees with a view to progressing to a Higher Level apprenticeship
- Complete training to assist managers new to supporting/mentoring apprentices

Examples:



RETRAIN



serco

Voluntary Sector

Employees and Volunteers are also eligible to access fully funded training.

Volunteers are now also eligible to access the contract provision.

Volunteers must:

1. Have a volunteer agreement in place between the volunteer and the volunteering organisation setting out the expectations of the arrangement
2. Have an identified progression route into an apprenticeship in the HotSW
3. Example: This can be a great route for someone who is currently volunteering and looking for a route in to a new career area.



Education & Skills
Funding Agency



European Union
European
Social Fund



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Areas of Focus



Education & Skills
Funding Agency



European Union
European
Social Fund

The service focusses on the following HotSW LEP priority sectors:

High Employment areas:

- Tourism Leisure and Hospitality
- Health and Social care
- Food and Drink Manufacturing
- Construction

• Growth Potential Sectors:

- Advanced Engineering & Manufacturing
- Marine
- New Nuclear
- Digital/ICT/Big Data
- Photonics
- Environmental futures
- Agricultural Technology
- Healthy Ageing

How it can work for you



Education & Skills
Funding Agency



European Union
European
Social Fund

Case Studies: <https://www.serco-ese.com/skills-support-for-the-workforce/success-stories>



serco

Who is it for?



Education & Skills
Funding Agency



European Union
European
Social Fund

Who is eligible

- 16+
- Employed or Self Employed & Volunteers
- SMEs are priority but we can work with other employers too. Business must be State Aid eligible

How to contact us

- **Twitter:** @HotSWApprs
- **E-mail:** hotswapprenticeships@serco.com
- **T:** **01752 968026**

This project can help Businesses understand the Apprenticeship landscape to help develop the skills needed for the future, grow our economy and increase the standards of living in our communities.

Any questions please contact: Tina Paul or Kirsty Mottram
on hotswapprenticeships@serco.com

serco



European Union
European Regional
Development Fund



Department for
International Trade

International Trade Briefings November 2018

**EXPORT
FOR
GROWTH**

"Accelerating
an organisations

growth in global markets
is never easy..."



Recognising **high quality export** business can have a **catalytic effect** on an organisations **prospects and development**

Our aim is to provide **powerful, practical, added-value professional trade** support to companies with **potential** to compete in international markets

With focused, **knowledgeable, experienced, well-connected international processionals** to enable growth in export

5 years....

- Referendum
- SW dependency on EU **65.7%** (2013)
- Look beyond EU for growth
- Export for Growth June 2016
- 1,000+ companies supported
- SW Exports **7.0%** growth
- Exports to EU **45.6%**
 - **China 30.3%**
 - **Hong Kong 26.7%**
 - **Japan 26.3%**
 - **UAE 21.7%**
 - **US 9.4%**



**Committed to
helping
companies
succeed in
global markets**

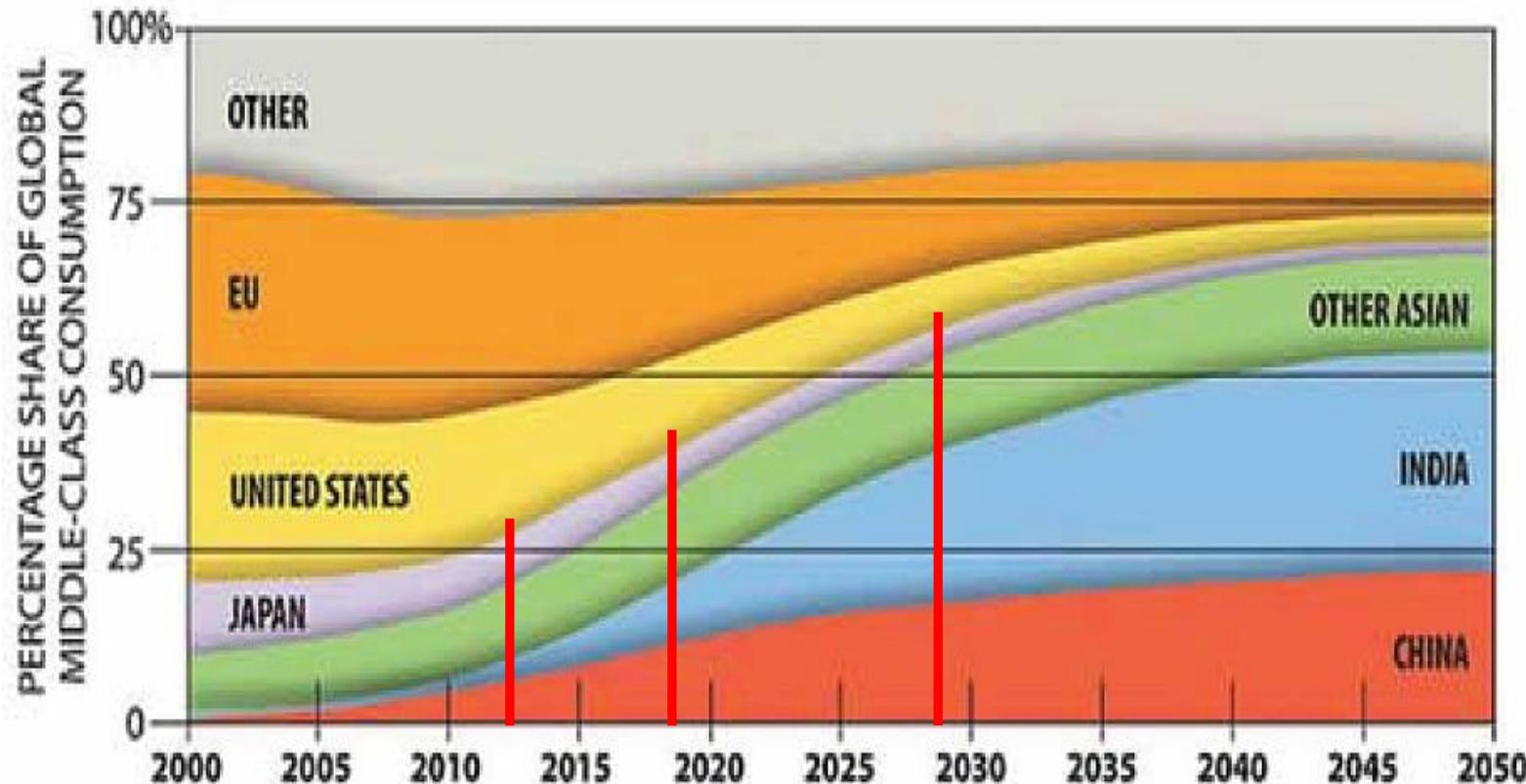
Emerging global economic growth

- 70% from emerging economies by 2030
- 90% global growth outside of the EU
- Consumer population
 - Latin America 630m
 - SE Asia 650m
 - Africa 1.0b
 - India 1.2b
 - China 1.3b



100 million 'Middle income' earners every year

'Middle income' consumption



SOURCE: H. Kharas (2010), 'The Emerging Middle Class in Developing Countries', OECD Development Centre Working Paper No. 285

RICH CLABAUGH/STAFF

Demand is out there

"We were like many UK companies who are deterred from looking at Brazil as a growth market, mainly because of practical issues such as taxation charges, language barriers..."



Connected

- 2,500 professionals >100 countries
- International Trade Advisers
- Market and other specialists

Paul Smith – Sao Paulo

Luis Calette – Mexico City

Gregg Holland - Santiago



Research shows businesses that receive professional help from external sources are likely to be more successful than those that don't

New Horizons

*"...would welcome the UK with open arms into the **Trans-Pacific Partnership (TPP)**"*





Helping balance your organisations vision
against specific, measurable, achievable,
realistic, focused and time bound objectives



...and finally



Business West '*Trading through Brexit*'

Thank You

Ben Powis

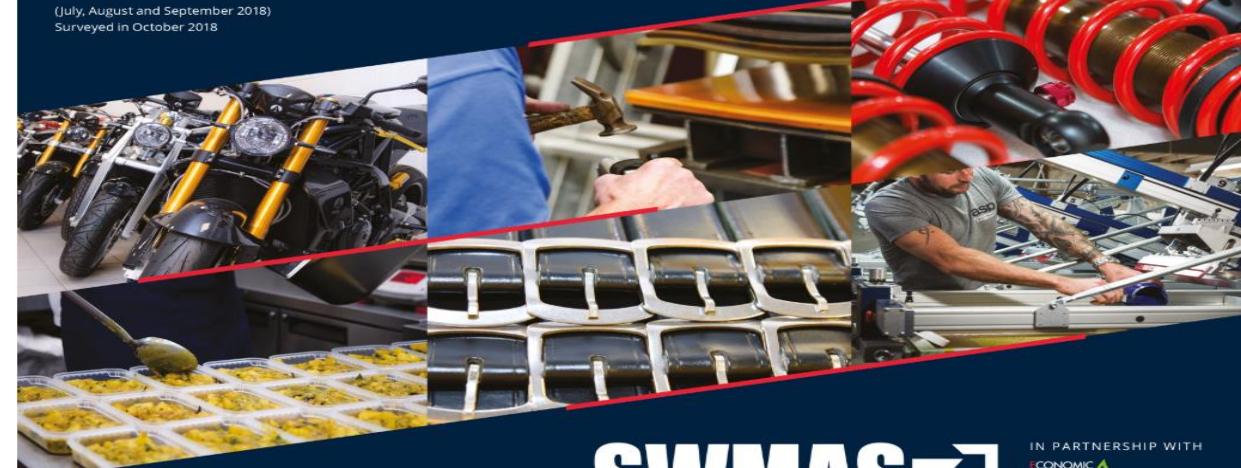


MANUFACTURING barometer

NATIONAL REPORT AUTUMN 2018-19

(July, August and September 2018)
Surveyed in October 2018

SPECIAL FOCUS:
BREXIT READINESS



SWMAS 

IN PARTNERSHIP WITH
ECONOMIC GROWTH
SOLUTIONS

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Local Manufacturing Advisory Programme

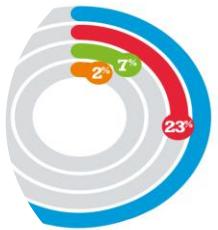


Hinkley Supply Chain
Programme



MANUFACTURING barometer

Infographics

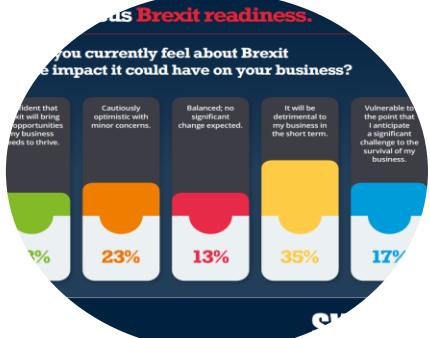


Over 90%
of respondents are:
> MANAGING DIRECTORS
> CHIEF EXECUTIVE OFFICERS
> DIRECTORS

Individuals with the highest level of strategic responsibility within their business

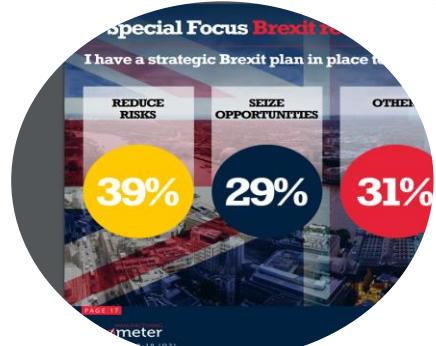
MD/CEO
Director
Senior Manager
Other

SWIFT



Special Focus Brexit Readiness

How do you currently feel about Brexit and what impact it could have on your business?



Special Focus Brexit Readiness

I have a strategic Brexit plan in place to:



MANUFACTURING barometer

NATIONAL REPORT AUTUMN 2018-19

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Local Manufacturing Advisory Programme



Hinkley Supply Chain
Programme



Local Manufacturing Advisory Programme

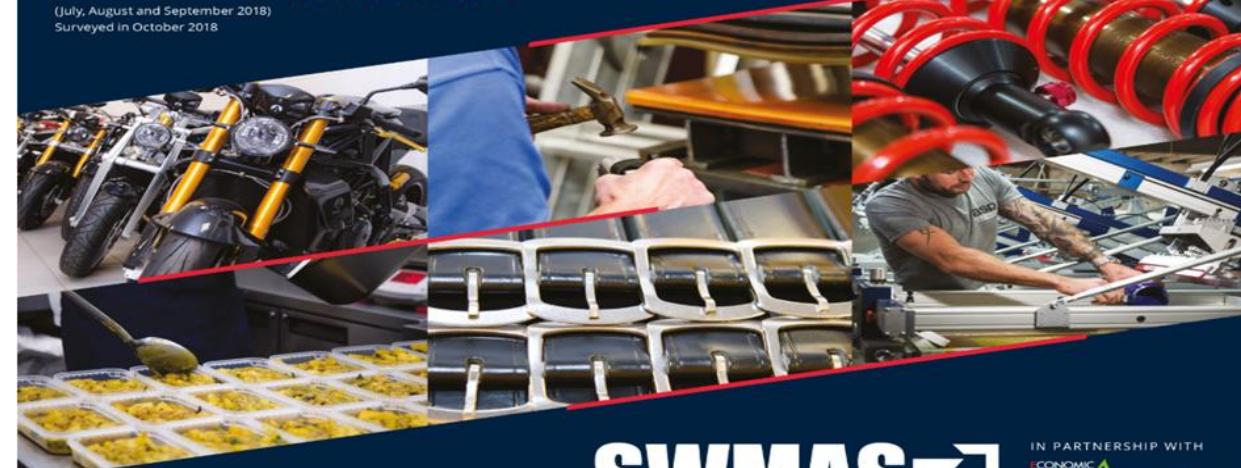


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Local Manufacturing Advisory Programme



Hinkley Supply Chain
Programme





THE BUSINESS HUB FOR RENEWABLE & NUCLEAR POWER IN THE SOUTH WEST

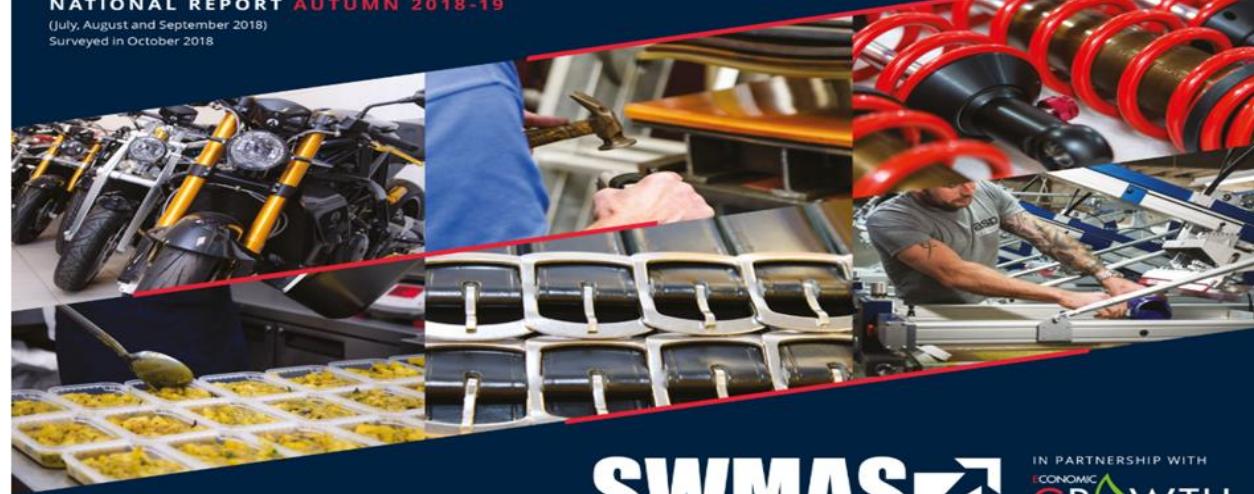


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Local Manufacturing Advisory Programme



Hinkley Supply Chain
Programme





Hinkley Supply Chain Programme



MANUFACTURING barometer

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Local Manufacturing Advisory Programme



Hinkley Supply Chain Programme





innovate²
succeed

**David Riddell,
Project Manager, innovate2succeed
Business West**

12 November 2018

What is innovate2succeed?

innovate2succeed is an intensive coaching programme designed to stimulate innovation in business.

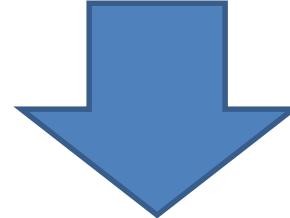
The programme supports scale-up businesses wanting to improve their innovation capacity, launch new products/services and boost their capability to support future growth.

We deliver up to 7 days of fully funded support in areas including business/innovation strategy, strategic sales & marketing, IP, grant funding, raising investor finance, lean business & design.

What is innovation?

“using something new, or something known, but in a different way, different time or a different place.”

-Lady Barbara Judge, chair of the UK Pension Protection Fund



Doing something in a different way in order to create value for a customer

Why innovate?

Growth

Strengthen
revenue
streams

Defend market
position

Reduce costs

Keep customers
interested

Keep ahead
of new entrants

Enter new markets

Streamline
processes

I have a great
idea that'll
change the world!



European Union
European Regional
Development Fund

innovate²
succeed

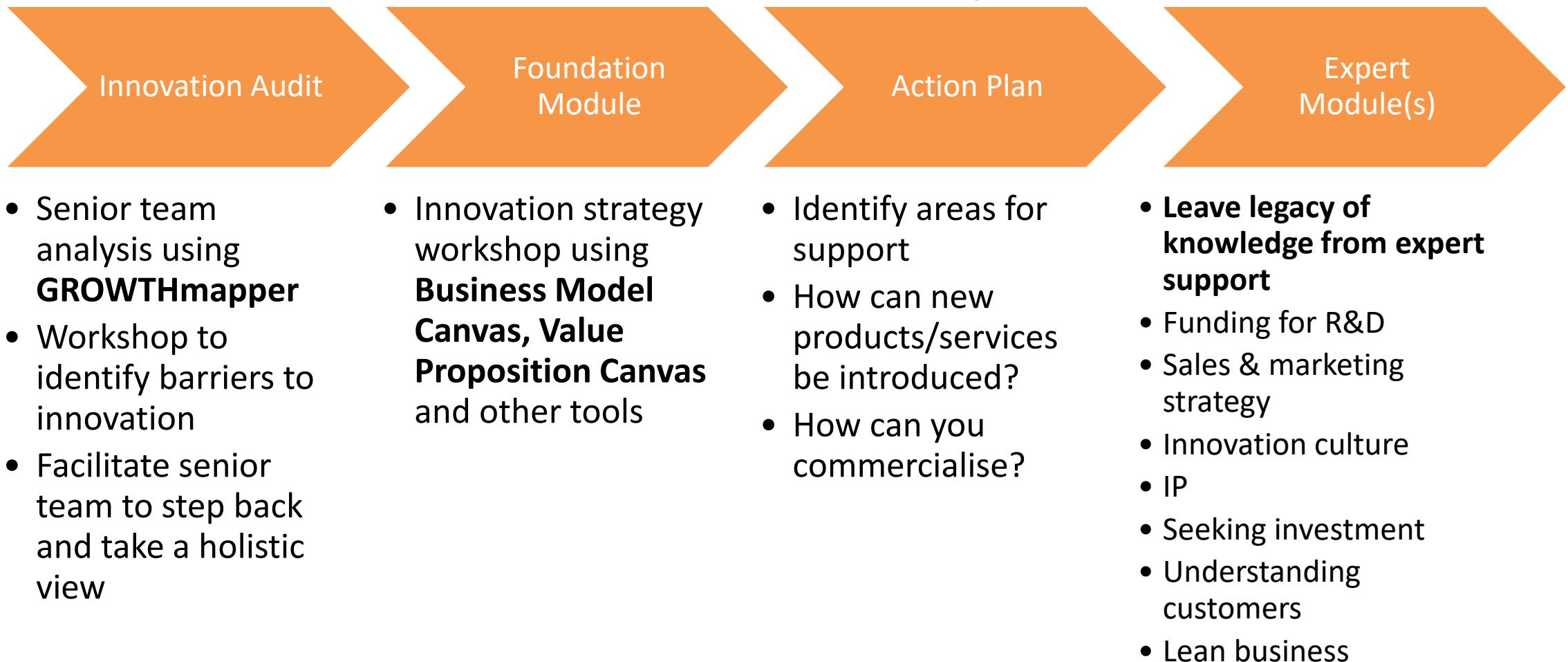
Innovate UK

BusinessWest

What are the challenges of innovation?

- Funding – grant & investment
- Innovation culture
- Idea filtering and selection
- Product development processes
- Understanding or developing a market / testing it
- IP
- Optimising processes
- Finding partners
- Failing early!

Client Journey



Our clients





Our innovation story



European Union
European Regional
Development Fund

innovate²
succeed

Innovate UK



BusinessWest

Any questions?

www.innovate2succeed.co.uk

david.riddell@businesswest.co.uk

07823 345266



European Union
European Regional
Development Fund

innovate²
succeed

Innovate UK

The BusinessWest logo, featuring a dark blue triangle pointing upwards next to the word "BusinessWest" in a teal sans-serif font.



heart of the south west Growth Hub

T: 03456 047 047

E: info@Heartofswgrowthhub.co.uk

www.heartofswgrowthhub.co.uk



heart of the
south west
local enterprise partnership



Department for
Business, Energy
& Industrial Strategy

THANK YOU

LUNCH AND NETWORKING

WE HOPE TO SEE YOU THIS
AFTERNOON FOR PRESENTATIONS
FROM THE LEP AND THEN FOR OUR
AGM - 16.40

SAFE JOURNEY IF LEAVING US NOW

WELCOME LEP Annual Conference & AGM



heart of the
south west
local enterprise partnership

12th November 2018

WELCOME AND INTRODUCTIONS

DAVID RALPH
HotSW LEP's Chief Executive

STEVE HINDLEY CBE DL

Chair of the HotSW LEP

MALINDI MYERS
Bank of England SW

BEN RHODES
CBI SW



BUDGET WINS AND BREXIT

BEN RHODES, DEPUTY DIRECTOR, SOUTH WEST

12/11/18



BUDGET WINS DRIVING PRODUCTIVITY



Business Investment



- ANNUAL INVESTMENT ALLOWANCE (AIA)
 - Increase in the Annual Investment Allowance (AIA) to kickstart business investment – an increase from £200,000 to £1m.
- STRUCTURAL BUILDING ALLOWANCE
 - The CBI's Catching the Peloton report outlined the need for the government to explore how the incentive regime can support investment in commercial buildings
- BOOST TO R&D FUNDING
 - Boost R&D investment - additional funding announcements, which includes the ISCF, and expanding digital Catapult centres around the UK.



Employment and Skills



- APPRENTICESHIP LEVY REFORM
 - SME contributions to apprenticeship training would be halved
 - increase to the transfer cap and
 - additional funding for the Institute for Apprenticeships

- ADDITIONAL FUNDING FOR KNOWLEDGE TRANSFERS PARTNERSHIPS
 - In Ostrich to Magpie, the CBI explicitly called for additional funding for Knowledge Transfer Partnerships (KTPs)



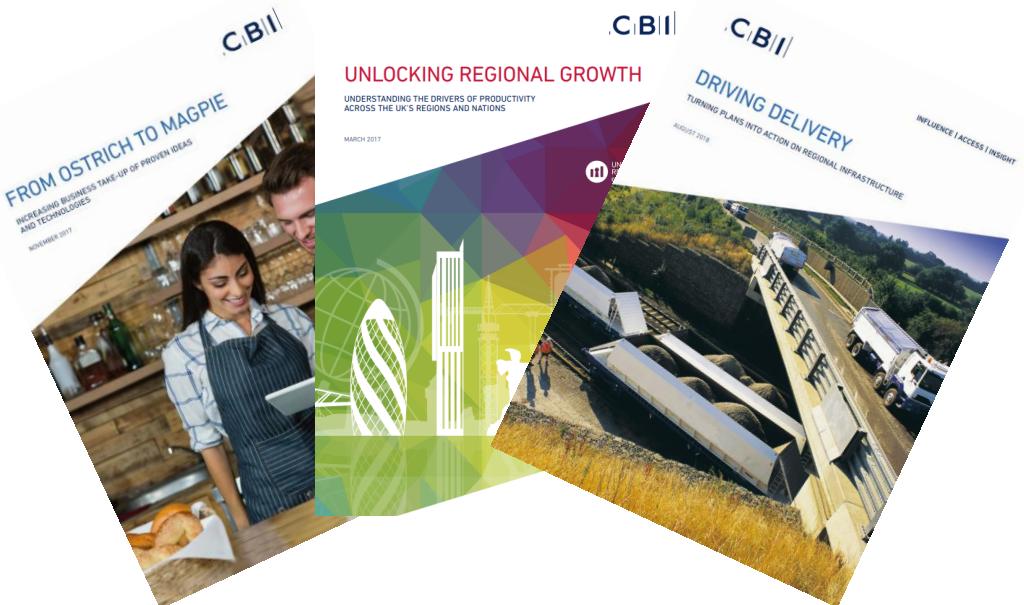
Infrastructure



- £30BN FOR ROAD INVESTMENT
 - The CBI's Unlocking Regional Growth report and Driving Delivery report highlighted the importance of investing in regional infrastructure

- PILOT FOR INNOVATIVE DELIVERY OF DIGITAL INFRASTRUCTURE
 - The CBI called on the Government to improve access to fast and reliable digital infrastructure across the UK, so the announcement of £200m to pilot innovative delivery of full fibre digital infrastructure in rural areas is a fundamental step in achieving nationwide full fibre by 2033, or sooner.

- FUNDING TO TRANSFORM INFRASTRUCTURE
 - The Budget saw an additional £23m Transforming Cities Fund allocation to support transport projects in the West of England Combined Authority



BREXIT

CURRENT STATUS AND PREPARATIONS FOR LEAVING



“The need to prioritise economics over political ideology is vital to ensure a cliff edge in March 2019 is avoided”

Carolyn Fairbairn, CBI Director-General



Preparations for leaving

Get well organised

- Pull the right people together to monitor developments and assign responsibility for information gathering or specific actions.
- Consider extra capacity (internal/external)

Agree your assumptions

- Look at the most likely scenarios and analyse their potential impacts on your business
- Develop a no-deal contingency plan

Risks and opportunities

- Look for opportunities to perhaps bring forward automation plans, reshoring of activities or explore new markets
- Company or economic risks, goods trade, services and regulation

Exposure to EU and Int.

- Estimate percentage trade with companies in EU and outside EU
- Consider current trading relationships and assess whether additional or alternative suppliers/customers should be found

Ask the right questions

- Start asking your supply chain and customers how they are planning for Brexit
- Try to cut through the media and politics to the facts (or as close the facts as you can get!)

Ben Rhodes

Deputy Director, South West CBI

e: ben.rhodes@cbi.org.uk
m: +44 (0)7791 135 246

 [linkedin.com/company/cbi](https://www.linkedin.com/company/cbi)

 @CBltweets



Impact



David Ralph

*with thanks to
James Gilgrist, Somerset County Council
Adriana Curca, Plymouth City Council*

2014 Strategic Economic Plan Objectives

- By 2030, there is distinctive legacy of 'better jobs' from the investment in Hinkley, marine and other transformational assets
- By 2030, proportion of businesses in knowledge economy has increased
- By 2030 there is a ratio of high/medium tech businesses matching regional
- By 2020, HoTSW is recognised as one of the best places in the UK to start and grow a small business
- By 2020 the natural capital of the HoTSW area is enhanced and of increasing value to businesses and communities.

Building on our distinctiveness



Maximising productivity & employment opportunities



- By 2030 increase the competitiveness of our businesses so GVA/hour matches national average
- By 2020, reduce youth and long term unemployment by half*
- By 2020, create an extra 50,000* jobs
- By 2030, increase average wages to match national average

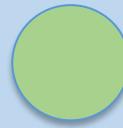
Creating the Conditions for growth





Jobs

By 2020 create an extra 50,000 jobs



2014

722,900 in employment



2018

770,400 in employment

LEP Programme Contribution

- 2014-18: LEP investments supported 2,240 jobs and 1,011 apprenticeships
- LEP investments: 26,930 jobs by 2021
- European funded projects: 1,042 jobs by 2023

Future challenges – ageing population could exacerbate labour & skills shortages



Knowledge

By 2020 60% of adults qualified to Level 3+

40% to Level 4+



2014

55.3% at level 3+
33.5% at L4+

+3.5 pts Level 3+
+2.7 pts Level 4+

2018

58.8% at level 3+ (UK 57%)
36.2% at L4+ (UK 38.4%)

LEP Programme Contribution

- 2014-18: LEP's investments have trained 9,374 people
- LEP investments: 59,005 people trained by 2021
- European funded projects: by 2023
 - 267 enterprises to introduce new-to-market product
 - 272 enterprises to cooperate with research institutions

Future challenges – continue high level skills growth & digital skills



Broadband

By 2020 100% superfast broadband (>24Mps)



2014

73.3% coverage

+20.2 pts

2018

93.5% coverage

LEP Programme Contribution

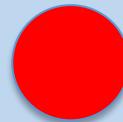
- 2014-18: £19.8m in digital infrastructure + £1.5m European funds in utilisation
Digital Skills Partnership: drawing down national support
- LEP investments: 4,738 businesses connected by 2021
25,000 businesses connected by 2025
- European funded projects: 2,230 businesses connected by 2023

Future challenges – fibre to the premises, utilisation & digital skills



Productivity

By 2030, close productivity gap with national average



2014

£25.9 per hour worked

*88.7% of UK avg. excl.
London*

+£0.90 per hour
+0.1 pts

2018

£26.8 per hour worked

*88.8% of UK avg. excl.
London*

LEP Programme Contribution

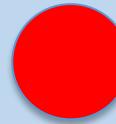
- Invested in key drivers of productivity:
 - Local opportunities (nuclear, marine, aerospace, photonics, big data etc.)
 - Infrastructure (transport and broadband)
 - Skills
 - Business support (incl. exporting)
 - Innovation

Major challenge: increased focus through Local Industrial Strategy



Businesses

By 2020, be one of the best places to start and grow a business



2014

65,590 enterprises



2018

71,510 enterprises

LEP Programme Contribution

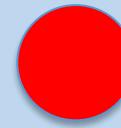
- 2014-18: 6,908 businesses supported, 5,050 via Growth Hub
- LEP investments: 30,103 businesses supported by 2021
- European funded projects: by 2023
 - 1,088 entrepreneurs assisted to be enterprise-ready
 - 803 new enterprises supported

Future challenges: business start-up rates & scale-ups



Wages

By 2030, increase wages to match national average



2014

£464.7 per week

96.5% of UK avg. excl.
London

+£23.90 per week
+5.1% vs 6% UK excl
London

2018

£488.6 per week

95.7% of UK avg. excl.
London

Wage gap a combination of

- Productivity gap
- Higher % public sector employment (lower wage growth)
- Lower % in higher productivity sectors
- Full time/ part time mix
- But: positive full time employment growth vs national
 - HotSW full time employment +3.2% vs nationally 2.6%
 - HotSW part time employment +0.5% vs nationally 2.8%

In Summary

Positive

- Jobs growth
- Raising skills levels
- Broadband coverage
- Housing trajectory

Future Focus

- **Raising productivity**
 - Business start-ups
 - Continued upskilling
 - Innovation
 - Connectivity
 - Broadband to premises
 - Broadband utilisation
 - Transport
 - Inclusive growth & natural capital
- Ageing population: challenges & opportunities
- Continued support for housing

Ian Hughes, LGA

Tom Tyler, MHCLG

David Rogers, BEIS (EU Exit Programme)

Shaffra Gray-Reid, Home Office

IAN HUGHES LGA



TOM TYLER MHCLG



DAVID ROGERS

BEIS (EU Exit Programme)

SHAFFRA GRAY-REID

Home Office

EU CITIZENS IN THE UK STAY INFORMED





AGREEMENT REACHED WITH THE EU

- In December 2017 the UK government reached an agreement with the European Union on citizens' rights. In March this was extended to cover those arriving during the implementation period (to end of 2020)
- The agreement protects the rights of EU citizens after the UK leaves the EU and enables them to continue to live their lives as now. It also covers their close family members
- Further information on the agreement at GOV.UK



OVERVIEW OF THE EU SETTLEMENT SCHEME

- EU citizens and their family members in the UK will need to apply to secure their rights through a simple digital system to get settled status or pre-settled status
- The application process will be as quick and user-friendly as possible. We'll use existing government data to reduce the amount of evidence they will need to provide
- The EU Settlement Scheme will open fully by 30 March 2019 and the deadline for applying will be 30 June 2021, in line with the draft Withdrawal Agreement. EU citizens may be able to apply after this date if they are joining a family member with settled or pre-settled status in the UK

Key eligibility requirements:



EU citizen or family member



Arrived in the UK before
31 December 2020, or
close family member



Not a serious or
persistent criminal or
public security risk

HOW TO APPLY TO THE SCHEME

Application process



1. Proof of identity

- Verify proof of identity and nationality by scanning a passport or EU national identity card and uploading a facial photograph.
- Alternatively, documentation may be sent by post.

2. Proof of residence

- Confirm proof of residence in the UK by providing a National Insurance number, if available.
- Alternatively, other documentation may be provided.

3. Criminality check

- Complete the criminality check by declaring any criminal convictions.

Application fees will be £65 and £32.50 for children under 16 years. It will be free for those with valid documented permanent residence or valid indefinite leave to remain or enter, and also for looked after children.

VULNERABLE OR AT RISK EU CITIZENS

Diverse group with wide range of needs, such as:

- Identifying need to apply
- Help with technology
- Support with language
- Demonstrating meet criteria

End-to-end application assistance / help accessing services with status once granted, including:

- Resolution centre
- Translations
- Assisted digital
- All staff trained in safeguarding & specialist teams
- Direct support from external parties, such as local authorities (e.g. looked after children), community groups and charities.



EU SETTLEMENT SCHEME GRANT FUNDING

Grant funding of up to £9 million will be available to voluntary and community organisations to ensure EU citizens needing additional support get help in obtaining their settled status.



The Home Office has been working closely with voluntary and community organisations across the UK representing the needs of potentially vulnerable EU citizens.



The grant will help VCS organisations to both inform vulnerable individuals about the need to apply for settled status and support them to complete their applications to protect their status as the UK exits the EU.



Organisations working with people who might be affected and require additional support can apply for project funding from the end of November.



Interested VCS organisations are invited to take part in an online questionnaire to help refine the grant funding



COMMUNICATIONS AND ENGAGEMENT

- **Multi-channel engagement** is underway to reach the estimated 3.4m EU citizens living in the UK. Targeted national campaign: educate – prepare – deliver
- **Employer Toolkit** on GOV.UK and webinars are also being organised – details will be on GOV.UK
- A **Community Leader Toolkit** is currently being developed for use by local authorities and community groups (November 2018)
- Direct email contact with 250,000+ subscribers to EU citizens' updates
- Toolkit materials will be **translated** into Welsh and the posters and leaflets for EU citizens will be provided in the 23 EU languages
- **Teleconferences** will continue to provide local authorities with updates and support, as well as planned regional engagement

**EU CITIZENS IN THE UK.
STAY INFORMED.**



COMMUNICATIONS TOOLKIT

The Home Office has produced a suite of materials for stakeholders to distribute to EU citizens in their network. These aim to raise awareness of the EU Settlement Scheme and what EU citizens need to know and do.

Materials to support employers

Toolkit Introduction pack

Introduces the toolkit and advises stakeholders on how to cascade the communication materials.

EU Settlement Scheme
Introduction to the Employer Toolkit
Summer 2018



Materials to share with EU citizen employees

EU Settlement Scheme briefing pack

Can be used for presentations at face-to-face events or webinars.



Videos / animations

Informative videos including a ‘how-to’ animation, as well as a “people like me” video.



Leaflets

Leaflets focusing on, eligibility requirements and more.



Posters

Visual and engaging posters providing key information about timelines.



The Employer Toolkit is available to download now from GOV.UK at
www.gov.uk/government/publications/eu-settlement-scheme-employer-toolkit



EU CITIZENS IN THE UK
STAY INFORMED



BREXIT PANEL DISCUSSION

Phil Norrey

BROG/Devon County Council

Steve Hindley

HotSW LEP

Mel Squires

NFU

Ian Hughes

LGA

Tom Tyler

MHCLG

David Rogers

BEIS (EU Exit Programme)

Shaffra Gray-Reid

Home Office

Q1. EU structural funds and free movement of people have been key parts of EU membership to drive things like innovation, education, investment in the social economy, ensuring the right provision of skilled labour and so on. All of these are essential for productivity growth. How do you think these things could be preserved after EU exit?

Q2. Thinking from a localities perspective, what do you think the top two to three things are that need to be planned for given the uncertainty around a Brexit deal?

Q3. With the Agriculture Bill going through Parliament at the moment, what would be the absolute key features you would like to see from this from a HotSW perspective, an area heavily reliant on animal and dairy farming?

BREAKOUT SESSIONS

Business – Exeter Suite 2

Place – County Suite

People – Chief Suite (2nd Floor)



heart of the
south west
local enterprise partnership

Business Session

Programmes we Currently Support

1. Business Support
2. Working with the business community
3. Attracting investment.



Business Support

- Existing:
 - Growth Hub
 - £7.8m ERDF Innovation Support
 - £7.6m ERDF Business Support

- New:
 - Small Business Leadership Programme
 - Strengthening local networks
 - Mentoring
 - Shared Prosperity Fund
 - Business Councils



Achievements

- Growth Deal
- Business Support: Growth Hub continuation
- European Structural Investments Funds (ESIF)
- Contracted and established pipeline of £40m projects



Going Forward

- Growth Deal, Unlocking Growth Fund and ESIF.
- Productivity Strategy / Delivery Plan / Local Industrial Strategy
- Brexit
- Focused business support



QUEEN'S AWARDS FOR ENTERPRISE



HM Lord-Lieutenant of Devon, David Fursdon



Award categories

The Queen's Awards for Enterprise recognise and reward the outstanding achievements of UK businesses in the fields of:

- Innovation
- Sustainable Development
- Promoting Opportunity (through social mobility)
- International Trade



Benefits of winning a Queen's Award

- Global recognition that your company is outstanding in its field
- Boost staff morale
- Increase sales
- Increase exports
- Potential opportunities to work with government on the development and testing of policies and initiatives
- Buckingham Palace Celebration Reception



73% of winners in the International Trade category directly attributed increased sales to winning a Queen's Award*

*research of International Trade winners between 2012—2015 conducted by the University of Strathclyde

The Queen's Award for Enterprise

In Devon the Awards are promoted by the Lieutenancy together with the Devon Delivers Ambassadors programme run by Devon County Council.

Deadline for entries is around 12th September each year

They are announced nationally on 21st April each year.

For information:

www.gov.uk/queens-awards-for-enterprise

www.investdevon.co.uk/ambassadors

Or ring the Lieutenancy Office on 01392 383042



Get more information

-  queensawards@beis.gov.uk
-  020 7215 6880
-  www.gov.uk/queens-awards-for-enterprise
-  @TheQueensAwards





Bini Ludlow

Sweet Cumin / Bini Fine Foods



Playground Equipment & Safety Surfacing

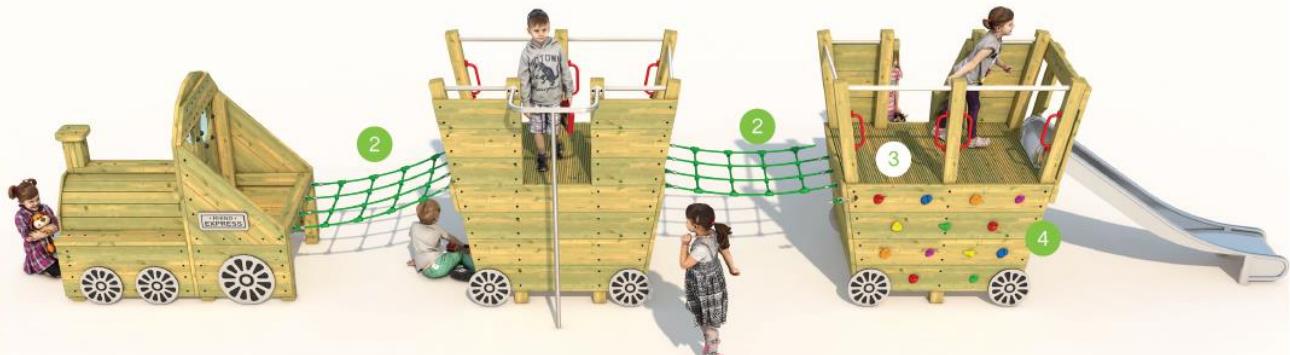
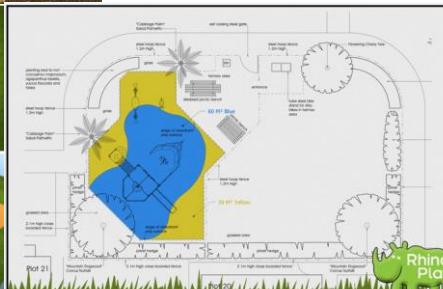


PLAY BOAT AND ISLAND PORT

FEATURES:

- Raised Platforms
- Wooden Deck Platform
- Climbing Wall
- Amazone Tree Traverse
- Inverted Double Platform
- Natural Rovers
- Circular Climbing
- Dotted Platforms
- Circular Climbing Deck
- Circular Steps
- Shiny Yellow
- Black Metal

May 2017
Rhino Play Ltd, Unit 3 Bulleigh Barton Farm, Ipplepen, Newton Abbot, Devon TQ12 5UA
T: 0800 180 4470 E: info@rhinoplay.co.uk
This is an artist's impression only final layout may vary



**Adam
Parker**
Rhinoplay



heart of the
south west
local enterprise partnership

Thank-you.



Place Leadership Group

12 November 2018

Overview

1. Heart of the South West Local Enterprise Partnership
2. Place Leadership Group
3. Productivity Strategy Objectives
4. National Infrastructure Commission
4. Coastal Productivity

The Heart of the South West



Place Leadership Group

2 x LEP Board Members – Barbara Shaw, Mel Squires

2 x Business Forum Members

2 x Business Network representatives

2 x Transport (LTB and Network Rail)

1 x Housing/Registered Social Landlords

4 x Upper Tier Authority representatives

2 x District Council representatives

1 x Local Nature Partnerships representative



Place Group Chair:

Barbara Shaw

Secretariat Support:

Somerset County Council

Supported by:

Homes and Communities Agency

Highways England

Environment Agency

Place Leadership Group

- Leads on all Place-themed agendas within the Heart of the South West **Strategic Economic Plan (SEP)** and new **Productivity Strategy**
- Provides specialist and strategic advice to the LEP Board and management team
- Identifies opportunities for securing the LEP's growth objectives

National Engagement

- **Housing Infrastructure Fund**
- **Regional Responses to Government Consultations:**
 - Clean Growth Strategy
 - Cross Country Rail
 - Major Road Network
 - National Infrastructure Interim Assessment
 - Sustainable Fisheries for Future Generations
 - The Future of Food Farming and the Environment
- **National Infrastructure Commission**

Productivity Strategy

Housing Connectivity and Infrastructure

Create vibrant places that are attractive to skilled people and new investment, with infrastructure to support productivity and inclusive growth

Programmes

- Connectivity and resilience
- Housing and land for business
- Improving digital infrastructure and opportunities
- Clean energy infrastructure

Connectivity and Resilience

Transport

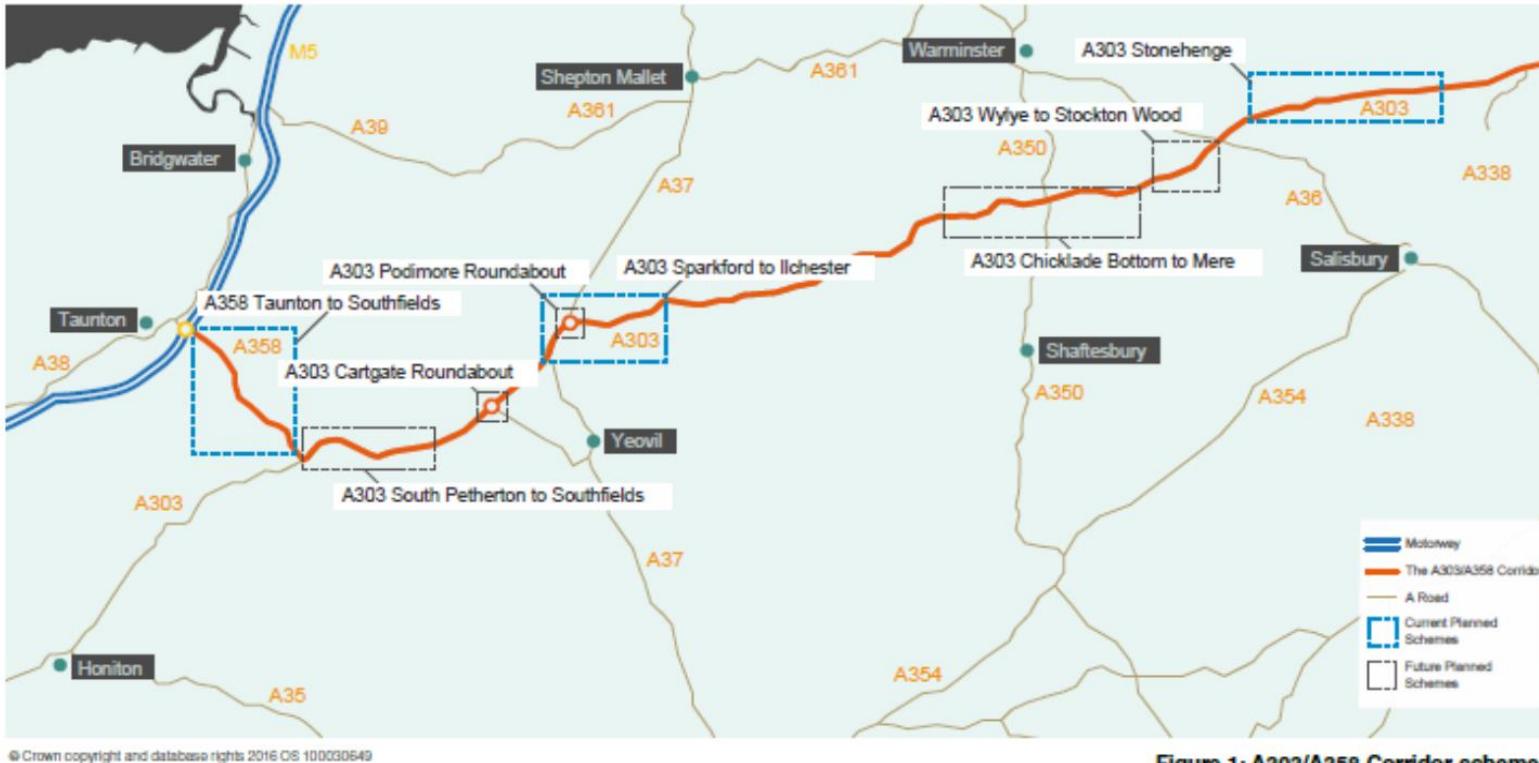
Ian Harrison

HotSW LEP Transport Advisor

Strategic Transport Issues to impact on productivity

- **Connectivity to Major Markets**
 - Network and service capacity
 - End to end journey times
 - Journey time reliability
 - Network resilience
- **Inter-connectivity within the South West**
 - Congested urban networks
 - Alternatives to the car

Strategic Road Network Motorways and Trunk Roads



A303 Project Progress

- **Stonehenge**
 - DCO submitted 10 Oct 2018
 - PINS decide on acceptance by 16 Nov 2018
 - NAO examination of value for money
- **Sparkford to Ilchester**
 - DCO submitted and accepted by PINS Summer 2018
 - Inquiry 2019
 - Anticipated construction start 2021
- **A358 Dualling**
 - Second consultation early 2018
 - Preferred route announcement awaited

Rail Franchises

- Franchising system being examined in a year long review, to report in late 2019
- Impacts on 2 of the 3 franchises affecting the South West
 - Great Western – franchise extended to 2020; Direct award for 2 to 4 years will be negotiated
 - Cross Country – franchise runs to late 2019; new franchise competition has been cancelled in light of review; further Direct Award likely
 - South Western – franchise started Summer 2018 so unaffected by review

Rail Infrastructure

- **Great Western Electrification ongoing**
 - Wires to Newbury should be energised early 2019
 - Wires to Bristol/ South Wales should be completed 2019
- **Filton Bank Bristol**
 - Upgrade to 4 track nearing completion
- **Whiteball Tunnel**
 - Closure for maintenance early 2019
- **Resilience**
 - Cowley Bridge culverts installed Summer 2018
 - Dawlish design work progressing

Rail Timetables

- Winter 2018/19 moratorium on changes, following problems on TSGN and Northern
- GWR enhanced London service patterns delayed to 2019
- GWR Devon Metro patterns delayed to 2019
- SWR additional services on Waterloo line delayed to 2019
- Xcountry enhancement of Exeter to Bristol services deferred

Air services

- Major expansion planned for Bristol airport
- Second operator to provide services from Exeter
- Western Rail access to Heathrow

Growth on Urban Transport Networks

- Local Growth Fund transport projects in delivery
 - 16 of 26 projects now under way or completed
- Successful Local Authority bids for transport funding
 - Plymouth – Transforming Cities Fund
 - South West Exeter – Housing Infrastructure Fund
 - Taunton/ Bridgwater – Housing Infrastructure Fund
- Sub-national transport body formed for South West Peninsula

Wider Infrastructure

- **Housing Infrastructure Fund**
 - £62,155,550 allocated to schemes across the HotSW region
- **Digital Infrastructure**
- **Clean Growth**
- **Natural Capital**



National Infrastructure Commission

- Independent adviser to Government on the UK's long-term infrastructure needs
- Three main objectives:
 - Support sustainable economic growth across all of the UK
 - Improve competitiveness
 - Improve quality of life
- Outputs:
 - one National Infrastructure Assessment every Parliament
 - in-depth studies into the UK's most pressing infrastructure challenges

National Infrastructure Commission

- National Infrastructure Assessment
 - Consultation on interim assessment (January 2018)
 - Final Assessment published (July 2018)
- National Infrastructure Commission Roundtable (October 2018)
 - NIC Chair and a Commissioner
 - Local Authority representatives
 - LEP representatives

National Infrastructure Assessment

HotSW Response

Building a digital society

- Fully endorse objective of full fibre broadband by 2033
- Support intervention to ensure that digital connectivity is prioritised

Low cost, low carbon energy

- Support principle of decarbonising energy generation and placing higher reliance on renewables
- Potential benefits for South West with high levels of renewable resource (wind, solar etc)

National Infrastructure Assessment

HotSW Response

Reducing the risks of drought and flooding

- Support principle of national standard of resilience to flooding
- Support continued investment in flood protection of vulnerable communities
- Urgency of addressing key infrastructure vulnerabilities such as Dawlish
- Scope for South West to be net provider of water capacity into a national network

National Infrastructure Assessment

HotSW Response

Revolutionising road transport

- Support move towards low carbon cars & vans, connected vehicles, etc
- As with digital there will be a need for public intervention to support charging infrastructure in rural locations

National Infrastructure Assessment

HotSW Response

Transport and housing for thriving city regions

- Deficit of strategic transport infrastructure serving the South West
- Imbalance of national funding exacerbates South West peripherality
- Devolved funding streams for city regions supported, but should not be restricted to large cities. Should reflect the potential of SW cities e.g. Exeter, Plymouth

Coastal Productivity

Alan Denby

Director of Economic Strategy
Torbay Development Agency



Coastal Productivity

- Not just the end of the line
HotSW LEP Conference Nov 2018



Why?

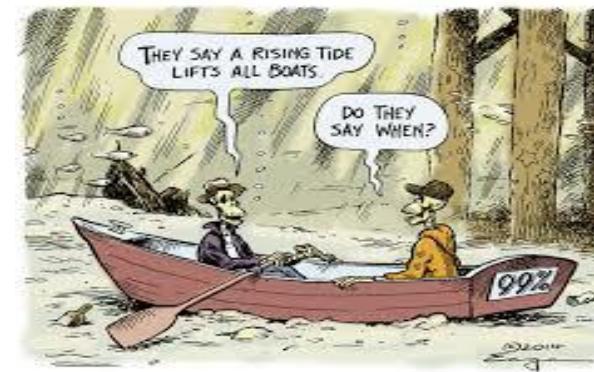
- Across England the Country's historic resorts are among the most deprived and challenged economies
 - Productivity rates lag, 26% lower on the coast
 - Increased cost to public purse, looked after children, social security costs, reduced tax base (property and personal)
 - Missed opportunities costing UK Plc

Why?

- Social Market Foundation research notes:
 - 5 of the 10 local authorities with the lowest average employee pay are in coastal communities, 3 of these are in the HotSW; Torbay, Torridge and North Devon
 - Excluding Plymouth and Exeter 700,000 of the HotSW population is on the coast
 - In 2016 average employee pay was about £3,600 per annum lower in coastal communities
 - In March 2017 five of the 10 local authorities in Great Britain with the highest unemployment rate were coastal communities

Common Themes

- Coastal deprivation
- Demographics
- Productivity
- Housing
- Infrastructure for growth – roads, rail, digital, land
- Visitor Economy – Seaside Tourism valued at £17Bn nationally with over a third of all tourism spend



Possible HotSW response

- Coastal resorts have huge potential, which central government support can help unlock
- The right types of investment in its people, businesses and places will bring significant rewards to Torbay and other coastal economies
- Align with industrial strategy foundations
 - People
 - Infrastructure
 - Business Environment
 - **Places, prosperous communities across the UK**

Possible HotSW response

- Coastal Community Team plans across HotSW provide platform – similar to evidence for Rural Productivity Commission
- Can be aggregated for HotSW Coastal Productivity plans
- Influencing UK Shared Prosperity Fund and more



Infrastructure

- Proposals include:
 - Piloting these interventions in HotSW coastal places
 - Enlarging the Coastal Communities Fund
 - Reduced borrowing rates for Coastal authorities investing in regeneration i.e. 0.2/0.5% off PWLB rates
 - Government support to ensure superfast broadband connectivity
 - Support for simplified local authority planning procedures
- A Coastal Growth Fund to complete infrastructure projects that facilitate commercially viable development where there has been “market failure”.
- Increased focus on coastal investment from appropriate funding schemes i.e. HCA/MHCLG programmes, Heritage Lottery, ACE

Business Environment

- 100% enhanced capital allowances to businesses making investments in business i.e. plant and machinery
- Bringing together investors/lenders and those seeking equity/debt finance
- Provision of export support services to businesses that are at an earlier stage of exporting development than those targeted by DIT services, including:
 - Improving digital skills in businesses
 - Increasing support for culture and events led tourism i.e. Great Places Scheme & Discover England Fund

People

- Bring employers & educators together to establish their collective needs and facilitate a co-ordinated approach to skills development complementing normal framework
- Simplify the apprenticeship process
- Provide grants to SMEs and vouchers to individuals helping meet the costs of apprenticeship and other training; and
- Increase sector-specific approaches (i.e. in Torbay hi tech engineering, hospitality, construction and social care)

Prosperity

- Accelerating coastal productivity makes achievement of our shared ambition “to double the economy by 2038” more attainable
- Early focused capital investment in the next 3-5 years especially can unlock growth in HotSW coastal areas
- Return on investment for public purse would be circa £3.14:1
- £220M of public money invested in creating jobs in supporting Coastal resort growth would generate:
 - £1.3B in economic output
 - Improvement in public finance by at least £690M over 10 yrs

Comments/ suggestions to enquiries@tda.uk.net

Thank you

<http://www.heartofswlep.co.uk/place-leadership-group>



HotSW Annual Conference: People Workshop

12 November 2018

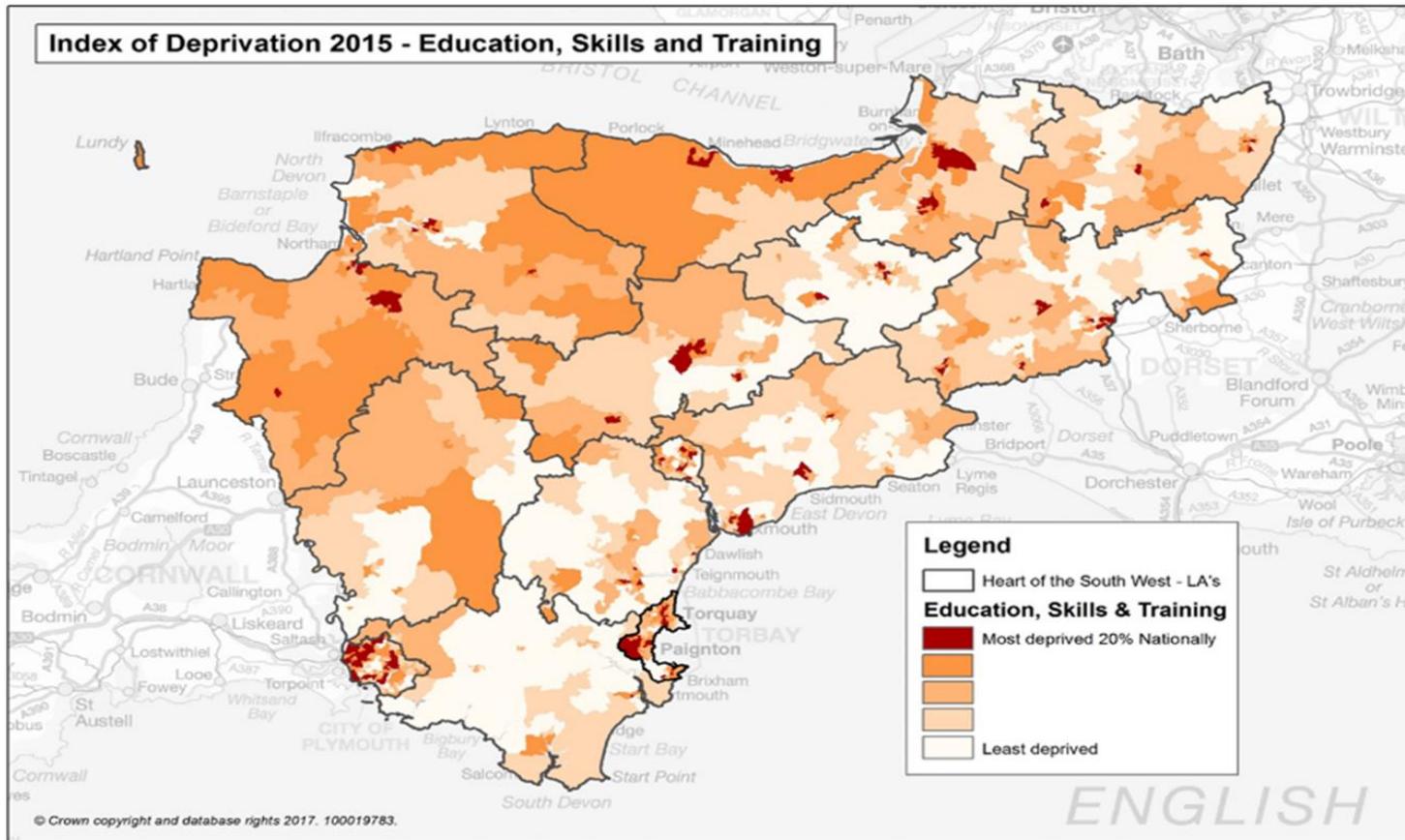
Overview of Workshop Session

- Opportunity for us to focus on People issues for an hour
- Introduction to the People agenda and overview of the year
- Quick 10 min run through of context and progress from the LEP team
- 40 minutes to then take forward a facilitated discussion on tables around emerging opportunities and barriers.

Ongoing Context on Employment and Skills

- Lowest average unemployment in a generation, with more people in work or learning than at any time for last 30 years. Strong growth and uplift on skills performance in Exeter, parts of Plymouth and East Devon.
- Core socio-economic indicators suggest that LEP area is firmly mid table on achievement and progress, with average performance on Level 2 achievement, NEET and Employment uptake.
- However, performance within the LEP continues to be amongst the most varied in the UK, containing some of the weakest performing areas in the Country on key educational and progression indicators. Examples include:
 - 2 out of bottom ten lowest paid districts in 2017 (West Somerset and Northern Devon);
 - 5 wards within the bottom 1% nationally for educational outcomes (1 Plymouth, 1 Taunton, 2 Sedgemoor, 1 Exeter);
 - 600% difference in the number of pupils receiving free school meals at our highest and lowest performing mainstream schools.

Ongoing Context on Employment and Skills



So what is the LEP Doing on Skills?

Delivery, Delivery, Delivery

(with a few examples)

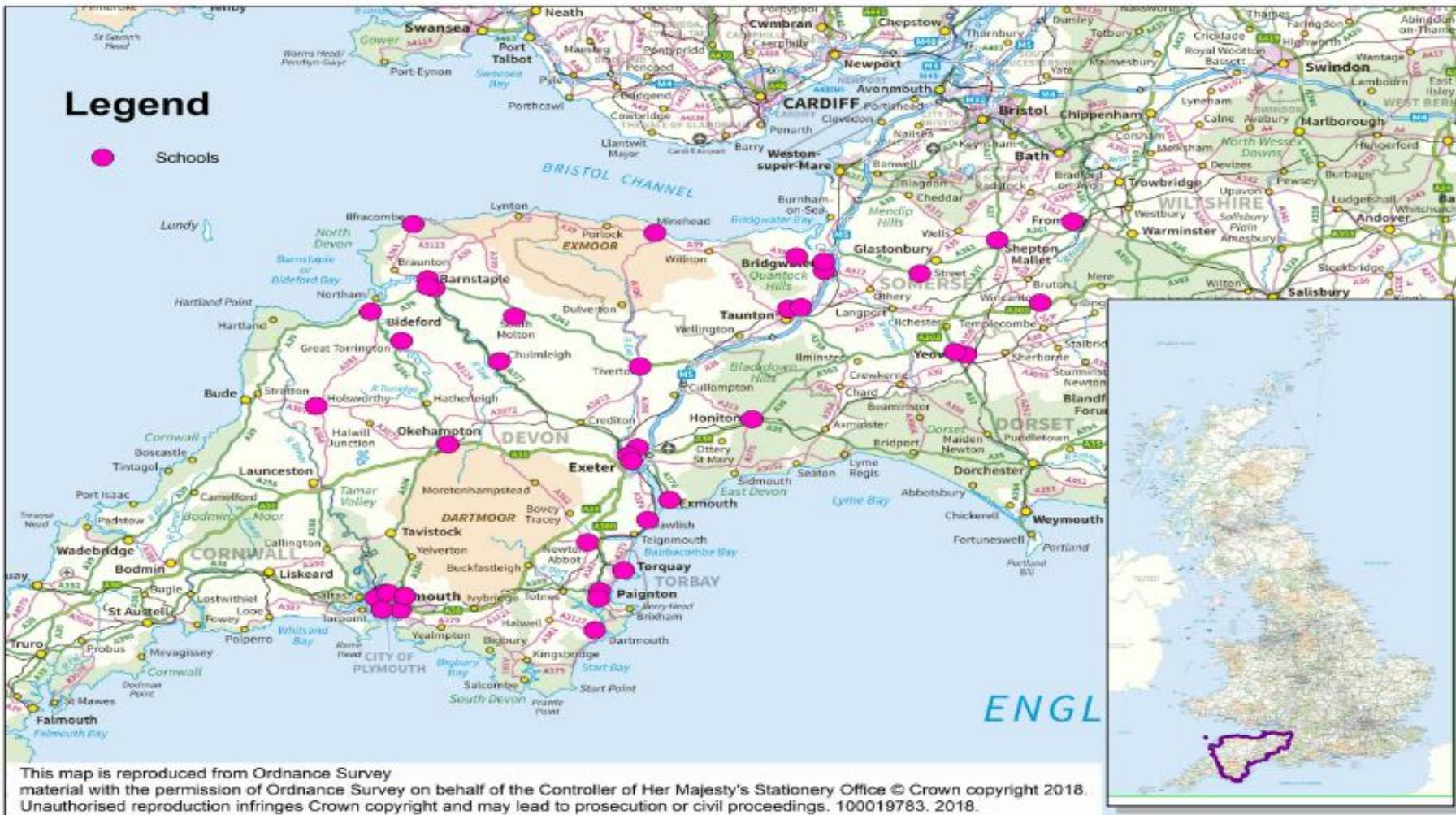
European Social Fund

- £45m allocated to HotSW area
- £21m already committed / being spent across area, primarily through nationally matched programmes (SERCO, Learn Direct). Over 7,000 outcomes / interventions to date.
- Work currently ongoing on two future strands:
 - £10.15m of open calls launched in summer 2018, with focus on NEETs, in-work training, capacity development amongst colleagues and the Careers Information Advice and Guidance projects.
 - £4.5m of additional Education Skills Funding Agency activity, focused on capacity building, NEETs, training for hard to reach groups and employer led provision.
- Discussions also ongoing on £9m balance, but likely that a further set of calls and some project extensions to be announced in 2019 to finalise spend. HotSW keen to lead and tailor as far as possible.
- LEP keen to see projects from across the area as part of complement, and have been engaging early with officers in both on development of specifications.

Careers, Advice and Guidance

- National Careers Strategy launched in December, setting out prioritisation of aspiration and business led careers advice as crucial. HotSW awarded a National Careers Hub in May.
- Working with colleagues from Plymouth, Devon, Somerset and Torbay, Hub covers 40 schools and colleges from across the HotSW brought together to share best practise and careers capacity / intelligence. Sits alongside a wider network of 80 schools involved within the EAN programme.
- Strong local public and private sector commitment to the concept, with potential for significant expansion and alignment in future years.
- Enhanced engagement from colleges, universities and businesses felt to be particularly valuable, with each having identified a strengthened approach as critical to them
- Team appointments finished last week, with dedicated officers spread across the area. Early engagement now ongoing with key partners.

Careers, Advice and Guidance



Adult Retraining Pilots

- Announced by the Secretary of State for Education in November, HotSW secured £2.3m for a Careers Learning Pilot.
- Pilot focuses on trialling different approaches to adult careers advice and encouraging subsequent upskilling, amongst both those in work and those out of work. Utilise a mixture of outreach support and subsidises qualification to reach new learners.
- Three primary areas of focus in HotSW:
 - **Western Somerset (Sedgemoor, West Somerset, Mendip)** – With a focus on older learners and women returners, seeking to maximise the opportunities emerging from Hinkley
 - **Torbay and Plymouth** – With a focus on younger people (19-35), seeking to maximise the opportunities emerging from Babcock and Engineering in Torbay.
 - **Northern Devon (North Devon and Torridge)** – With a focus on Level 2 cohort, seeking to maximise the opportunities of the pharmaceutical and engineering cluster in the area.
- Initial response has been positive, with 200-300 learners involved across the area.

South West Institute of Technology

- National competitive process for new centres of vocational excellence/ technical education launched by Government last October. 10-15 centres to be located around the Country.
- Joint bid for £15m from Cornwall and HotSW partners:
 - Five Colleges (Exeter, Truro, PETROC, Bridgwater and Taunton, Plymouth),
 - Two universities (Plymouth and Exeter) and
 - Five primary employers (Babcock, Met Office, Watson Marlow, TDK Lambda and Oxygen House)
- A hub and spoke model for digital and engineering / advanced manufacturing skills delivery across the area, focusing on Level 4 / Foundation Level and above.
- Stage one bid submitted in December, alongside 31 other projects. HotSW successfully through to the last 16 in late May, with Stage 2 business plan to be submitted next week.

Digital Skills

- Successfully secured Pilot status for a Digital Skills Partnership in Spring 2019 from DCMS
- Launch event earlier in Autumn, with ministerial support.
- Initial meetings held and work undertaken by the partnership group, including survey of business need on digital skills.
- Partnership Manager post secured from Government to take forward new projects and funding over summer. Due to start next week.

So what else is the LEP Doing?

- Work ongoing around engagement of those furthest from the labour market; maximising opportunities around nuclear, marine and construction sectors; and supporting apprenticeships and internships
- Also, a busy period of reform across the wider skills landscape at the moment. Key developments areas for Government include:
 - Skills Governance, Local Industrial Strategy and Labour Market Intelligence ('SAPs')
 - T Levels
 - Adult Retraining / National Retraining Programme
 - Careers Information Advice and Guidance
 - Post 16 Skills Delivery
 - Higher Level Skills Delivery
 - Apprenticeships and Traineeship Provision
 - Adult Basic Skills Reform

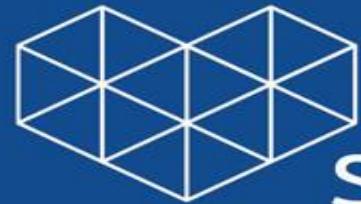
Today's Session

- Keen to use remaining time to get your thoughts and reflections.
- 40 minutes before close, with the opportunity to feed into and focus LEP priorities and raise issues.
- Every table has pens, pads and a facilitator ready to capture discussion.

Today's Session (2)

Two questions for the session:

- What do you believe are the three greatest 'People' issues facing your business / organisation / the LEP area moving forward?
- What do you believe are the three greatest opportunities within the HotSW area around Skills and Employment over the next three years?



heart of the
south west
local enterprise partnership



AGM Agenda

Apologies for absence

Minutes of last AGM 10 November 2017

Chair's Report

Adoption of Accounts

AOB



Annual Report 2018

Steve Hindley CBE DL

**Chair of the Heart of the South
West LEP**

THANK YOU FOR JOINING US

**Presentation slides will be made available on
our website heartofswlep.co.uk**

**An Eventbrite reminder will be sent out when
this is live**

Safe onward journey!