



Energising our future

Sunrise at Goonhilly Earth Station
Greg Martin / Cornwall Live

Great South West

Why

Developing forward-looking initiatives which need to be done at scale, will transcend boundaries and deliver our shared objectives.

Who

Three Local Enterprise Partnerships, seven county and unitary authorities, six universities and major businesses - all working together.

What

In October 2019 we will present a full prospectus for the Great South West. This summary offers a brief flavour - outlining our intentions and ambitions.

Our Great South West

OPPORTUNITIES

The Great South West economy is worth £62 billion - almost double the size of Greater Manchester or West Midlands.

We have major strengths and expertise in marine industries, photonics, environmental science, nuclear, aerospace (fixed-wing and rotary), advanced engineering, digital innovation, tourism, agritech, and food and drink production.

We are home to the largest infrastructure project in Europe at Hinkley Point, Europe's first horizontal launch spaceport in Cornwall and in Dorset, one of the country's leading centres for financial services.

Our business environment attracts inward investors from across the World, largely because of our industry-leading companies, great research capacity and a network of innovative supply chain companies.

We have world class natural capital - almost 700 miles of coastline, two national parks, and dozens of designated areas - attracting more visitors than anywhere outside London.

GREAT SOUTH WEST

3,094,000 people; **24.4%** are over 65

128,000 businesses; **89%** with <10 employees

Average GVA per worker is **76.8%** of UK levels

35.3% of working age population have NVO4 and above; UK average is **39.3%**

source: ONS and NOMIS 2017 and 2018

CHALLENGES

Currently not everywhere, or everyone, is connected to these opportunities. Productivity and workforce skill levels are lower than they should be and we have concentrations of urban, rural and coastal deprivation which contribute to a widening opportunity gap.

Our population is ageing faster than the UK as a whole, with some facing poverty and ill health. We lack the key infrastructure needed for continued economic success - a resilient road and rail network, universal fast broadband and an effective energy grid. In our dispersed communities there are generally fewer services, poorer wages and a lack of affordable housing.



Securing our future

We are already in the forefront of change and making the best use of our special assets - knowledge, enterprise, people and our natural environment. We are testing, learning and implementing new ideas. By understanding the drivers of change and the climate crisis, we will be able to grasp the transformative potential of new technologies and help deliver a net zero carbon economy while at the same time boosting productivity in many of our key industries and our rural areas. By working together and at scale, we will optimise the opportunities from the future economy by adding value, sharing ideas and extending the scope of our endeavours.

Green Futures

We are in the vanguard of green technologies and are determined to accelerate that potential globally. We want to be self-sufficient in clean energy - reducing energy consumption and carbon emissions.

Our aim is to become a **net zero carbon economy** as quickly as possible, using our science and research base and building on our commitment to clean growth.

We will develop and install **new renewable technologies** making use of our natural assets in geothermal, wave, tidal and floating offshore wind. We will secure the low carbon legacy of Hinkley C.

GSW could be a net energy exporter, and produce 80% from low carbon sources, by 2030

Joint LEP Energy Strategy 2019

Lack of grid capacity affects businesses and limits energy transfers out of the region. We need **more capacity overall and smart systems** to balance supply and demand in a more distributed energy system.

We will be champions of a **circular economy**. Designing out waste will improve productivity and make better use of scarce resources.

Smart Futures

The world of work is changing rapidly and dynamically. New technologies are disrupting traditional industries but at the same time they offer unparalleled opportunities for our micro businesses which are active globally.

By 2022, no less than 54% of all employees will require significant reskilling and upskilling

World Economic Forum 2018

To harness the potential of Industry 4.0, we will need to train and retrain workers for the **rapidly changing world of work**. We will support SMEs to embrace **emerging technologies** - such as AI, IoT, AR and robotics.

We will **increase the pace and scale of our agritech pilots** - transforming the food and drink sector with smarter tools, such as remote sensing and drone technologies.

Building on research in the region and elsewhere, we will develop **telehealth and telecare** products to grow our export potential and deliver effectively to an older and more rural population.

Connected Futures

We support the essential improvements to the main transport networks highlighted under *Speed to the West* but we want to go much further.

We want to ensure that our strategic transport routes become **digital corridors** - building in the charging points and digital requirements of the future. We will trial **Mobility as a Service** models to support work and businesses across the Great South West.

By 2030, revenues from mobility services globally are projected to soar to almost €1.2 trillion, with profits reaching as much as €220 billion.

Accenture 2018

The SW Rural Productivity Commission identified that **full fibre Broadband and 5G mobile coverage** will improve work, enterprise, services and visitor economy across our rural areas and so drive higher productivity.

We will work with our marine industry to develop our export potential, including **marine autonomy** - a global market forecast to be worth \$136 billion over the next 15 years.

Our immediate priorities

There are many opportunities to shape and grow our economy. These are some of our initial priorities required to build for the future and which resonate with the Government's priorities. In partnership, we will deliver our shared aims and unleash the productive power of this region.



Reap the rural dividend

Distance should not be a barrier to excellent businesses, yet our rural areas face access issues which hamper business productivity.

We need **high-speed broadband and mobile connectivity** across our dispersed settlements. We need to **underpin the production, environment and exports achievements of agriculture and fishing**. We seek a **joint Rural Task Force** with government, industry and rural communities.



Pushing the boat out

Building on a history of maritime skills and innovation, we will galvanise businesses and research institutions around 700 miles of coast.

We need to support the partnership on **autonomous marine systems** - a rapidly growing global industry, expand the **marine enterprise zone** to encourage more R&D and increase **trade and investment opportunities in marine technologies**.



Speed to the West

Considering the region's geography, the 20 year under investment in transport across the GSW area has hampered our economy.

We urgently need to complete the **strategic road and rail corridors** into, and across, the Great South West, offering more choice and making the network **more resilient**. We need to **make journeys faster, greener and more reliable** - especially on public transport.



Inspiring destinations

The visitor economy plays a fundamental role across the GSW area and is a major feature of many of our rural and coastal communities.

A Tourism Zone will help us **attract more visitors** out of the main season, particularly from overseas, **improve skill levels and productivity** throughout the industry and help tourism businesses **make best use of emerging technologies** to enhance service quality.

These priorities are supported by the **#backthesouthwest** campaign, a grass roots movement involving the business community and local media. In partnership with government and industry, we will address the connectivity issues that constrain businesses.

Working with government

By working together across the region and with government, we can achieve our shared ambitions: a successful open economy that works for everybody, prosperous and vibrant counties, cities and towns, productive and innovative businesses and infrastructure fit for the future.

Great South West is a partnership of all the key players - the private sector, local authorities, universities, MPs and LEAs. We have come together because:

- there are some things that are better done at scale
- there are shared challenges that we can tackle together
- there are opportunities to promote what we do best across boundaries.

We build on existing initiatives from the private sector and media - the *#backthesouthwest* and *Speed to the West* campaigns and the South West Growth Charter. We are confident about our identity, our common priorities and, most of all, the benefits of working in partnership.

We seek **endorsement** for the ambitions of the Great South West. We would like to establish a **joint task force** between government, the APPG and GSW to ensure that obstacles to success are cleared away. We will need some **targeted investment** to deliver on our current and future priorities, including a **trade and investment hub**.

We make a vital contribution to the UK economy and our fresh approach to the challenges of the 21st century complements the Government's priorities. Together this will create a greener more productive economy, driving up exports to new global markets and help to regenerate our coastal and rural communities. **We will create new jobs, improve trade, provide clean growth and increase financial returns for UK plc.**

We are at the leading edge of change and, with government as partners, we will design and build an economy that is smart, connected and green where no-one is left behind. **It will help deliver a clean, modern national Industrial Strategy.**



GSW Partnership

A clear governance and delivery structure is needed that will have the means, connections and leadership to deliver on our ambitions. It will also host a new hub for international trade and investment.



High level advocacy

A Minister and senior official with responsibility for the GSW area will ensure that our offer and ambitions are understood and supported right across government. We seek the chance to attract government agency relocations.



Living laboratory

We will create a test-bed for new ideas about a green economy, the future of work, and an ageing population. Working with government, businesses and universities, we will deliver, major pilot projects - at scale.

Great South West



Fieldwork Robotics Ltd - a Plymouth University spinout company

Great South West

When

We aim to establish a task force and our delivery vehicle as soon as possible. We can then build our capacity as opportunities arise in the future.

Who

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What

Building on our outstanding natural capital and creative businesses, we have a shared desire to create a clean, digital economy and tackle climate change.