

South Gloucestershire ECONOMIC DEVELOPMENT STRATEGY

Summary leaflet



2012 – 2016

Our over-arching ambition for our economy is to maximise opportunities to access first class education and prosper through a balanced economy, a well-trained workforce and sustainable jobs for all.

Developed by the South Gloucestershire
Economy and Skills Partnership

The South Gloucestershire Local Strategic Partnership has outlined the areas of focus for maintaining and developing Our Economy within the Sustainable Community Strategy 'South Gloucestershire 2026 - a great place to live and work' www.ourareafuture.org.uk/SustainableCommunityStrategy2012

The South Gloucestershire Economy and Skills Partnership will focus on delivering on seven key strategic objectives:

- 1 Business competitiveness and economic growth** - to improve productivity and competitiveness, and safeguard and increase jobs in key sectors
- 2 Business development and support** - to increase the number, survival rates and growth rates of starter and small enterprises including social enterprises to maintain a diverse, vibrant, sustainable economy
- 3 Training, skills and workforce development** - to raise aspirations and skill levels through our schools, colleges and universities and meet the skill and workforce needs of local employers
- 4 Education in our schools** - to improve standards in our schools so young people realise their aspirations and are well prepared for the future
- 5 Sharing the benefits of economic growth** - to ensure that all parts of South Gloucestershire and all groups share the benefits of economic development, in particular priority neighbourhood areas, rural areas and disadvantaged groups including young people and families
- 6 Employment land and premises** - to meet land, premises and infrastructure requirements of businesses where that is sustainable and consistent with strategic employment and regeneration objectives
- 7 Town and district centres** - to sustain and improve the vibrancy and vitality of town and district centres

As part of the **WEST OF ENGLAND** functional economic market area, our economic plans need to fit the broader ambitions set out by the West of England Local Enterprise Partnership (LEP) www.westofenglandlep.co.uk/people-and-skills/

In 2011, the LEP undertook to deliver a number of very ambitious objectives over a number of years:

- 1** 95,000 new jobs by 2030
- 2** 3.4% cumulative annual growth in total Gross Value Added (GVA) by 2026
- 3** Over £1 billion of private sector investment over 5 years
- 4** A well motivated workforce with the skills to meet business need
- 5** The foundation for a long term sustainable economy

Activity and action identified in the LEP local partnership delivery plan. The LEP business plan is, where relevant, also in our local partnership delivery plan. The LEP business plan is focused on:

- 1** Improving transport infrastructure
- 2** Tackling skill mismatches and/or gaps in the workforce
- 3** Putting the West of England on the map: Inward investment
- 4** Create a clear case for investment from the LEP to national government
- 5** Growing the green economy
- 6** Creating a successful Enterprise zone/Enterprise areas

Our strategic ambitions for South Gloucestershire support these objectives and our action plan will help towards achieving these very ambitious targets.

CITY REGION DEAL

The City Region Deal struck between Central Government, Bristol City Council and West of England LEP in 2012 will unlock significant economic growth for the Bristol city region. It is a proposition built on:

- 1** Underlying economic strength in Bristol and the West of England, unmatched by any other core city region
- 2** An ambitious vision for the local economy and a growth strategy to unlock future potential
- 3** Clear and well-established partnership arrangements providing confident leadership and robust governance

The City Region Deal is made up of five main elements of which the following four have a direct impact on South Gloucestershire:

- 1 Growth Incentive Proposition**, the headline proposition in the Deal creates a genuine incentive for the city region to invest in economic growth and job creation. The West of England authorities will be allowed to keep 100% of the growth in business rates raised in the city region's network of Enterprise Areas, over a 25 year period. This income will be used, in combination with other funding sources, to create an Economic Development Fund for the West of England worth £1 billion over 25 years.
- 2 The Transport Devolution Agreement** will ensure the necessary powers are devolved alongside the investment in major transport schemes and the Greater Bristol Metro. This includes: a 10 year transport funding allocation from the post 2014 national Major Transport Scheme Budget to enable delivery of the Greater Bristol Metro; programme flexibility for the delivery of the Bus Rapid Transit network enabling the West of England to recycle savings locally; and new powers over rail planning and delivery.

The key strategic principles that underpin the establishment of a vision for each area are:

- 1 Safeguarding future economic prosperity** - Developing and taking forward a set of initiatives to safeguard future economic prosperity of our district. By acting as focal points for the nurturing and expansion of existing businesses and the inward investment of appropriate new enterprises, these areas could help drive a strong economic recovery, with South Gloucestershire remaining a growth leader for the west of England.
- 2 Integrated development to share benefits of economic growth** - EAs have the potential to support our communities with the direct and knock-on employment opportunities investment and growth in businesses will provide. The continued commitment of major employers to the area, and the diversification of the employment base are essential if our communities are to continue to flourish. We need to plan the development in such a way that they become integral to the surrounding area, and the benefits of investment in infrastructure and job creation are shared.
- 3 Aligned education, skills and training** - The focus of the EAs also offers the potential to ensure that the education, skills and training offers are aligned. The choices that school and college students and those re-skilling make need to be matched to the existing and future employment opportunities being developed in the EAs. We want to ensure that our communities are in a position to benefit first from the new job opportunities which will be created.
- 4 Targeted infrastructure investment opportunities** - EAs offer the potential for targeted investment in infrastructure, through contributions from developers, combined with national and regional grant awards. The development of an improved strategic infrastructure will not only unlock the potential of each EA, but will have wider benefits for the surrounding areas.
- 5 Sustainable development** - development in EAs needs to be sustainable and in line with national planning and council policies.

ENTERPRISE AREAS

In 2012, the LEP designated a number of strategically important employment sites as an Enterprise Zone (EZ) and five Enterprise Areas (EAs) that will act as magnets for inward investment and boost the local economy by creating thousands of new jobs. Three of those EAs are located in South Gloucestershire at

- 1 Severnside (together with Avonmouth in Bristol),**
- 2 Emersons Green (incorporating the Bristol and Bath Science Park), and**
- 3 Filton / A38 (including the Filton Airfield).**

A broad strategic approach has been adopted for the South Gloucestershire Enterprise Areas in order to capitalise on the designations and help achieve the full potential of these areas as significant drivers of growth for our area and the sub-region.

DELIVERING OUR AMBITION: ACTION AND ACTIVITY

The South Gloucestershire Economy and Skills Partnership have agreed the Economic Development Strategy 2012-2016 for the area and this action plan will deliver the strategy's objectives. The Economy and Skills Partnership who own this action plan, is made up of a wide range of economic partners to ensure a good understanding of the activity which is and which needs to take place to make South

Gloucestershire "a great place to live and work". Partners leading on actions within the plan will provide feedback and progress updates at the quarterly meetings, and also report back to the South Gloucestershire LSP Board.

This action plan is structured around the following strategic objectives and aims -

Objective 1

Business competitiveness and economic growth

To improve productivity and competitiveness, and safeguard and increase jobs in key sectors

Aims:

- To create an environment that will sustain a diverse and competitive business sector
- To enhance and develop the area as a centre of excellence for high tech industries and aerospace
- To encourage rural enterprise and diversification

Objective 2

Business development and support

To increase the number, survival rates and growth rates of starter and small enterprises including social enterprises to maintain a diverse, vibrant, sustainable economy.

Aims:

- To have successful starter and small and medium enterprises
- To support and promote the purchase of local goods and services to residents and local businesses
- To support and promote business sustainability

Objective 3

Training, Skills and Workforce Development

To raise aspirations and skill levels through our schools, colleges and universities and meet the skill and workforce needs of local employers

Aims:

- To have a skilled local workforce that meets the diverse needs of employers
- Help young people transition from education to employment
- Improve the take up of Higher Level Skills and Apprenticeships

Objective 4

Education in our schools

Improve standards in our schools so young people realise their aspirations and are well prepared for the future

Aims:

- To have all young people well educated and skilled, and prepared for the future
- To improve the quality of teaching, training and learning
- To raise skill levels and to meet the skill and workforce needs of employers through improved information advice and guidance and the raising of aspirations
- To increase the numbers of students who stay in education and training in accordance with government policy

Objective 5

Sharing the Benefits of Economic Growth

To ensure that all parts of South Gloucestershire and all groups share the benefits of economic development, in particular priority neighbourhood areas, rural areas and disadvantaged groups including young people and families

Aim:

- To have all our communities benefit from economic growth and employment opportunities

Objective 6

Employment Land and Premises

To meet the land, premises and infrastructure requirements of businesses where that is sustainable and consistent with strategic employment and regeneration objectives.

Aims:

- To provide an industrial and offices sites and premises enquiry service in partnership with the West of England Partnership Invest West Team
- To maintain/extend the provision of small workspace and office units
- To extend provision of small workspace/office units

Objective 7

Town and District Centres

To sustain and improve the vibrancy and vitality of town and district centres

Aim:

- To have vibrant, thriving and accessible high streets, town and district centres

For further information please contact:

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For further information on the Economy and Skills Strategic Partnership, its development strategy or action plan please contact :

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