

# Housing & Economic Growth

NATIONAL  
HOUSING  
FEDERATION

## B4: Navigating local enterprise partnerships and new city deals

### Speakers:

**Steve Richards**

Secretariat,  
Swindon and Wiltshire Local Enterprise Partnership

**Lorna Gibbons**

Senior Economic Development Officer,  
Borough of Poole

### Chair:

**Paul Smith**

Head of Enterprise and Intelligence,  
Aster Communities

**Swindon & Wiltshire  
Local Enterprise Partnership  
(SWLEP)  
Economic Growth – the Role of Housing**

National Housing Federation  
Ageas Bowl, Southampton – Tuesday 15 January 2013

**Steve Richards  
Secretariat**

## All Local Enterprise Partnerships are not the same

- An England wide network – there are 39 LEPs currently in place covering 326 Local Authorities with populations between 0.5m (Cumbria) and 7.8m (London). Replaces (in part) the old regional economic development structure
- The Swindon & Wiltshire LEP was the 37<sup>th</sup> LEP - approved in July 2011 – it's a very lean Partnership that has Nine Business Board members, Four members drawn from relevant Public Sector organisations and a Secretariat – one part-time professional and some support from its Unitary Authority partners

# SWLEP Statistics

- **Area of 3,485 sq km**
  - 44% is in one of 3 AONB, 780 sq km is Salisbury Plain
  - 1.5% is World Heritage Sites.
  - 90 miles Swindon to London, 20 miles Salisbury to Southampton
- **Population Total 661,600 comprising:-**
  - Swindon 201,800 (850 per sq km)
  - Wiltshire 459,800 (140 per sq km)
- **Enterprises 30,020 - 89% of businesses employ less than 10**
  - Swindon 7,095
  - Wiltshire 22,925
- **Economically Active total 340,300 population**
- **GVA compared to England - SW Region 91.5%**
  - Swindon 115%
  - Wiltshire 87%

# Who is involved in our Local Enterprise Partnership?

## Our Board

<b>Paul Johnson</b> – Chair (Formerly Chairman – Knorr-Bremse Rail Systems(UK) Limited	
<b>Nicky Alberry</b> GWE BusinessWest	<i>Rob Angus</i> <i>Nationwide Building Society</i>
<i>David Ashmore</i> <i>Green Square Group</i>	<b>Graham Dean</b> Herman Miller (UK)
<b>Vacancy</b> (Appointment Imminent)	<b>Mark Barnett</b> The Consortium
<b>Peter Wragg</b> Visit Wiltshire Limited	<b>Steve Stone</b> FE/HE College Network
<b>Brigadier Piers Hankinson</b> 43 Wessex Brigade	<b>Sir Christopher Benson</b> Eredine Capital
<b>Jane Scott</b> Leader – Wiltshire Council	<b>Rod Bluh</b> Leader – Swindon Borough Council

# How will we support our economy?

- By providing strategic leadership and factual research, commission projects/ initiatives to drive investment, job creation and provide new business opportunities
- Delivering through its local partners – such as Forward Swindon/Influence in Swindon and WEB in Wiltshire
- Develop and integrate business networks so that they more effectively serve the business base
- Focus on the four key economic drivers for the area:-
  - Inward Investment
  - Stimulating Growth
  - Job creation & skills development
  - *Economic Infrastructure*
- Use its very finite resources to deliver the outputs and outcomes it has set for the period to March 2015

# Business Plan – Objectives/Targets

## Key Outputs by 2015:-

- Creation of 10,000 new private sector jobs
- Safeguarding 8,000 existing private sector jobs
- Supporting new business start-ups and improving survival rates from 2010 baseline of 67.5% to 75% by 2015
- Develop an Inward Investment offer that will:-
  - Raise the awareness internationally of the area – that it is 'Open for Business'
  - See 15 new businesses locate in the area and secure £50m of financial investment
  - Contribute 2,000 new jobs to the target above
- Connectivity - deliver high speed Broadband infrastructure to a minimum coverage of 85% of the LEP area, with 100% at strategic employment sites
- Support the delivery of at least 30 hectares of employment land to the market
- Improve GVA (2009 baseline) from £20,385/England £20,498 to above the national average

# What are the Priorities?

The Board is focused on a number of key tasks for  
2013

- Successful City Deal proposal – by March 2013
- Successful Investment process for the funding allocated by Government:-
  - £9.4m Growing Places Infrastructure Fund
  - £4m Rural Growth Network project - £2m from DEFRA
- Establishment of a Local Transport Body
- Development and implementation of a Business Activity Plan (01 April 2013 – 31 March 2014) – this will be published by March 2013

# Economy (Jobs) & Housing – or Housing & Economy (Jobs)?

- **Both** are critical success factors – however the Board is clear on the priorities it has agreed with government – the focus is on job and business creation – housing is an enabler, not a driver of economic growth.
- The LEP's primary role is to engage the demand-side of the economy by creating a positive economic environment/infrastructure - it has a realistic grasp on what it can actually achieve – and where it needs to influence others.
- Swindon & Wiltshire have significantly different housing challenges – but also recognise a need to work together strategically to address these. Key issues include:-
  - Affordability
  - Availability of Housing Land in the right places
  - BANANA syndrome
  - Planning /Core Strategies

# The Swindon & Wiltshire Deal – [City Deal Round 2]

## Main principles

- One of 20 places invited to submit a proposal
- USP – Economic Potential of the Military Presence
- Economic Potential of its pivotal location in Central Southern England
- Development Protocol a ‘key’ ask
- Has a housing element – as jobs without homes is not sustainable – economically or environmentally
- Key will be engaging the Demand-side – our Business Base

## Further Information

- Web-site – [www.swlep.biz](http://www.swlep.biz)
- Secretariat :-
  - Steve Richards (General) : e.mail [\*\*steve.richards@swlep.biz\*\*](mailto:steve.richards@swlep.biz)
  - Ian Piper (Swindon) : e.mail [\*\*ian.piper@swlep.biz\*\*](mailto:ian.piper@swlep.biz)
  - Alistair Cunningham (Wiltshire) e.mail [\*\*alistair.cunningham@swlep.biz\*\*](mailto:alistair.cunningham@swlep.biz)

**Any Questions?**

**Thank you for listening**



**Dorset**  
Local Enterprise Partnership

....promoting substantial  
economic growth

Lorna Gibbons  
15<sup>th</sup> January, 2013

# Presentation content:

- **City Deals**
- **Heseltine Report and Autumn Statement**
- **Dorset LEP**

# City Deals – devolving powers and functions

- **First Wave**
  - July 2012, Government agreed the first wave of city deals with the eight largest cities outside London
  - Each and every deal represented a genuine transaction
  - Bespoke and guaranteed
  - <http://www.dpm.cabinetoffice.gov.uk/resource-library/wave-1-city-deals>
- **Second wave**
  - 20 places (each city and their LEP) have been invited to bring forward a proposal to address a significant local economic issue
  - Competitive – no guarantee
  - These bespoke arrangements will be complemented by a ‘core package’
  - EOI 15<sup>th</sup> January 2013

# The Process

## The bespoke deal

### Time line

30 <sup>th</sup> Nov	Initial draft Expression of Interest
15 <sup>th</sup> Jan	Final Submission of Expression of Interest
w/c 11 <sup>th</sup> Feb	FST to write to successful Cities
Feb-May	Cities Policy Unit to work with Cities to develop detailed options on transformative proposals
May-July	Ad-Hoc Ministerial Group's
November	Launch

## The core package

### Time line

End Oct	Commission to departments to develop Core Package
November	Engage Wave 1 and Wave 2 Cities to look at evidence base for Core Package and Brainstorm Ideas
November	Testing and developing proposals with cities.
March	Ad-Hoc Ministerial Group to approve Core Package

- CPU/BIS Local to work with cities to develop evidence base, and develop ideas for proposal
- Cities share first draft of EOI (30 November) if you want feedback
- The core offer will be a series of offers to cities from government in return for requirements from departments
- CPU to work with departments to develop the offer
- Cities to be plugged in and involved in the development of this work strand

# What are city deals likely to consist of?

- **Bespoke**
  - Local Challenge / a project
  - Likely to be focussed around:
    - Infrastructure
    - Skills
    - Business Support
- **Core**
  - Likely to be proportionate i.e. unlikely to include earn back like Manchester
  - Best clues in Heseltine review and AS2012
- **Assessment Criteria**
  - Demonstrating the leading edge of the Government's general economic strategy
  - Strong Governance
  - Ability to harness significantly greater private sector input, expertise and resources
  - Political commitment and readiness to put resources into delivering the deal
  - Driving efficiency in the use of public money in the area and doing more with less

# Heseltine and AS2012

- **Heseltine Review**
  - <https://www.gov.uk/government/publications/no-stone-unturned-in-pursuit-of-growth>
  - Barriers to growth are always multi-faceted
  - **89 recommendations**
  - Single pot (including HCA New Affordable Housing, Decent Homes, First Buy)
  - e.g. GBS we could overcome the challenges of housing growth by developing further 'build now, pay later models' for public sector land and providing the necessary supporting infrastructure...
- **AS2012**
  - 1.89 UK housing supply has not kept pace with demand.
  - On Heseltine: The Government welcomes this report and will seek to implement as many of the recommendations as possible
  - The review makes a powerful case for increased devolution of economic powers from central government, in particular for a transfer of funding and responsibilities to LEPs
  - A full response will follow in the spring

# LEP / Growth Agenda Info

- <http://appglocalgrowth.org/>
- <http://www.lepnetwork.org.uk/>



## Welcome to Dorset LEP

The Dorset Local Enterprise Partnership was set up by the Government to invest in different industry sectors across the county to boost business, create new and more highly-skilled jobs and to ensure the county's infrastructure is in a strong position to promote growth. It will be driven by the private sector with local authority support.



### Projects

The Dorset Local Enterprise Partnership can be summarised as Talented Dorset, Connected Dorset, Responsive Dorset and Competitive Dorset.

[Read more](#)

### Watch the video



### Board Members

The Board Members consist of nine business people, four local authority representatives, and one each from the Higher and Further Education sectors.

[Read more](#)

### Quicklinks

[The LEP Network](#)

[Department for EIS](#)

[Department for CLG](#)

[BusinessXchange](#)

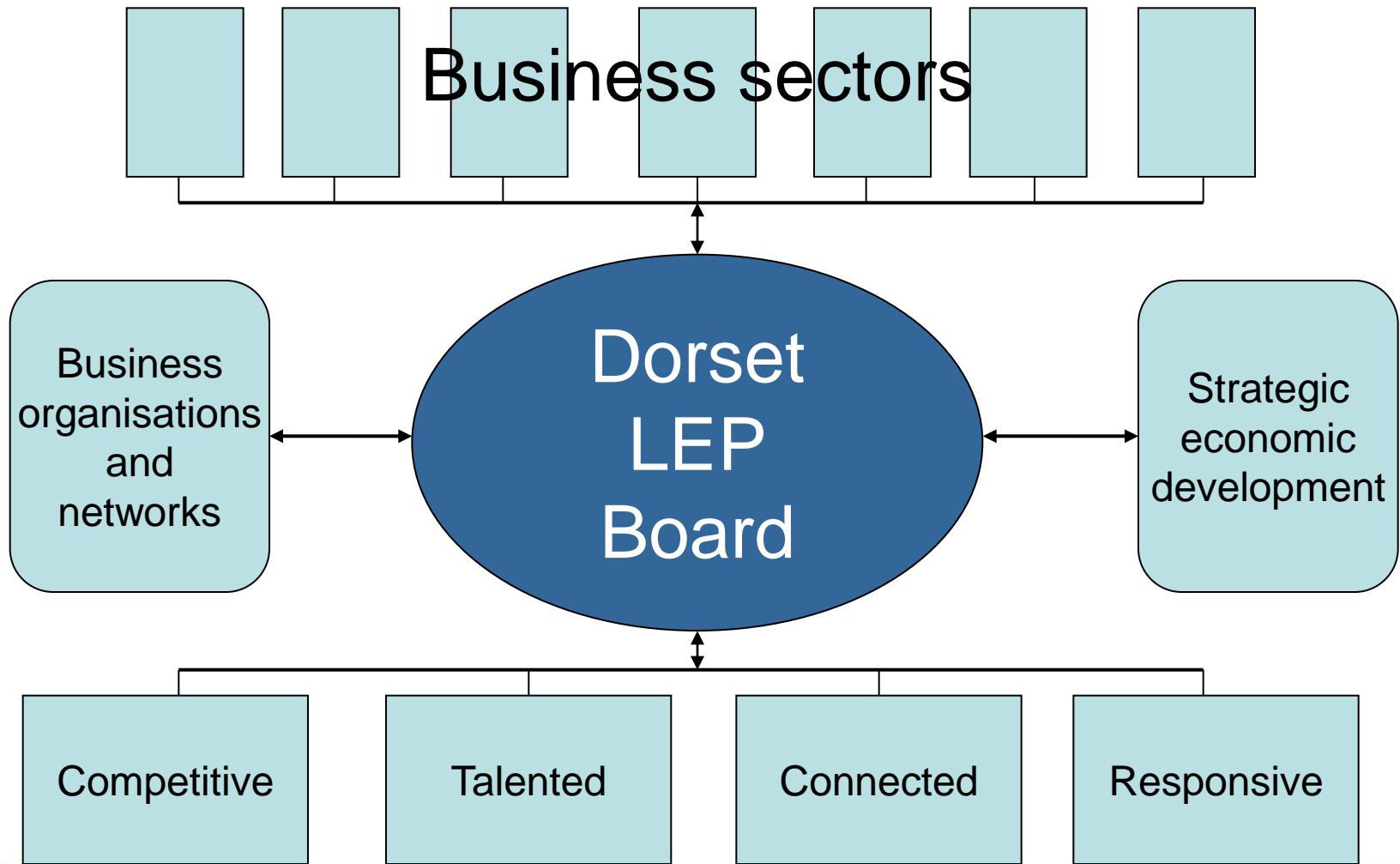
[RuralNet](#)

[Dorset Councils](#)

[Bournemouth Borough Council](#)

[Borough of Poole](#)

[Terms & Conditions](#)



# Make Dorset more...competitive

**Unleash the potential  
of existing  
businesses,  
encourage the  
creation of new  
ones, and attract  
investment.**



## Progress:

- Growing Places Fund £9m
- DorMen
- Rural Net/Business Xchange
- Enterprise training
- Inward Investment
- Regional Growth Fund 3 / 4
- 2012 Olympic & Paralympic Games – British Business Embassy in Dorset



**Dorset**  
Local Enterprise Partnership

# Make Dorset more...talented

**Enhance the skills of  
our current and  
future workforce.**

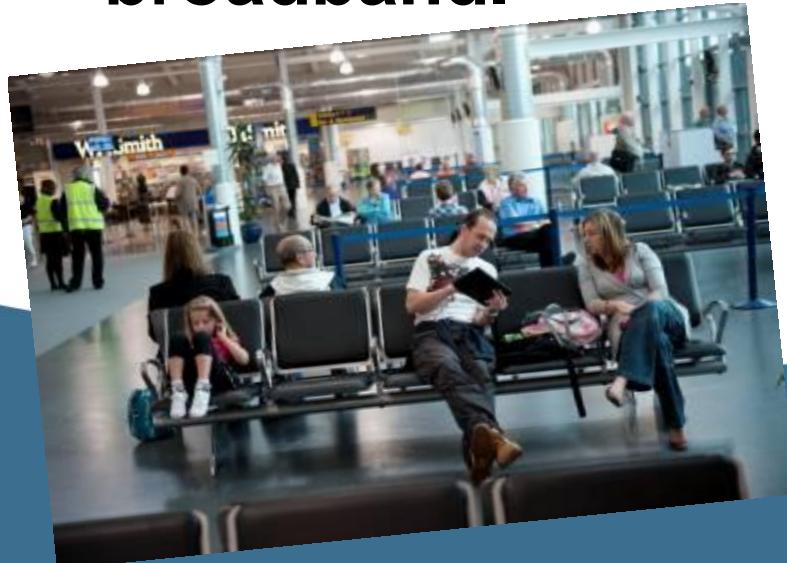


## **Progress:**

- ESB
- Apprenticeships
- National Coastal Tourism Academy
- Food Training and Enterprise Hub
- Science and Technology Enterprise Hub

# Make Dorset more...connected

**Improve electronic  
and physical  
connectivity,  
particularly through  
high-speed  
broadband.**



## **Progress:**

- Broadband £38m
- LSTF £21.6m
- Mobile Phone Coverage
- Transport hubs: ports and airport

# Make Dorset more...responsive

**Create the conditions  
for enterprise.**



## **Progress:**

- Engagement between DLEP Board and Dorset Environment Managers
- No Enterprise Zone so DIY with Local Development Orders?
- Planning Charter
- Property and Construction Group



**Dorset**  
Local Enterprise Partnership



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**Your feedback is  
important to us!**

**Thank you for attending and  
please don't forget to  
complete your evaluation  
form and hand it to a  
member of Federation staff  
before you leave.**