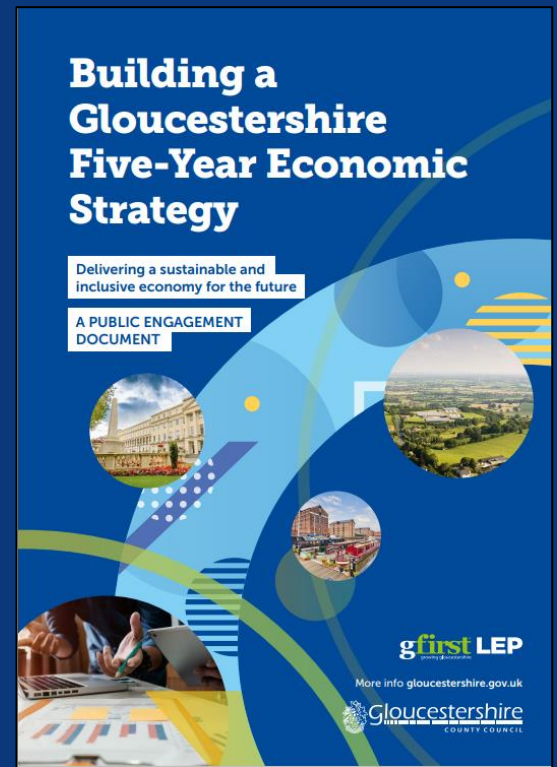


# The emerging Gloucestershire Economic Strategy.

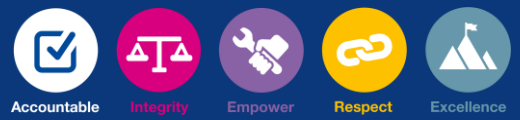
## Joint Environment and Economic Growth Scrutiny Committee

Tuesday 31 October 2023

Ben Watts – Team Manager Economy and Strategic Planning



Agenda Item 3



# Why do we need a new economic strategy?

Gloucestershire needs a new strategy to explain how we will meet our existing economic challenges.

A three-stage engagement process has been devised to inform the production of the updated strategy.

Stage 1 – Stakeholder interviews and review of policy documents

Stage 2 – Public engagement

Stage 3 – Stakeholder workshops

The aim is for the new strategy to be completed by the end year.



# Expected Strategy Outcomes

## Opportunities for all

- Create the conditions within which employers can flourish.
- Ensure higher quality jobs are available.
- Support businesses to ensure a fair pay offer.
- Increase the provision of affordable housing.
- Deliver infrastructure in the right place at the right time.

## Greener Gloucestershire

- Provide a clear response to our commitments on Carbon net zero.
- Become a leader in clean energy generation.
- Become a leader in sustainable tourism.
- Deepen the renewable energy and retrofit offer.
- Develop pathways to support the development of transferable green skills.



# Sustainable Growth

Proposition themes:

- Gloucestershire Spatial Development Strategy
- Robust Infrastructure Delivery Plan
- Clear urban and rural transport offer



## Proposed Actions:

- Agree governance arrangements.
- Agree a shared vision for the county.
- Commence work on Spatial Strategy
- Undertake countywide Infrastructure Needs Assessment.
- Review developer contribution system.
- Understand the potential for a mass public transport solution.
- Develop a financially sustainable rural transport offer.
- Identify the scope of urban regeneration.
- Support the protection of the natural environment through biodiversity net gain.



# Inward Investment

Proposition themes:

- Support inward investment
- Strengthening key employment sectors
- Investing in alternative energy options
- Ongoing investment in digital infrastructure



**Proposed Actions:**

- Support delivery of Project Gigabit and private investment in 5G infrastructure.
- Grow Gloucestershire's Cyber cluster with links to the Western Gateway.
- Grow high-value sustainable tourism offer.
- Develop a plan to improve low carbon and alternative forms of energy generation.



# Skills and Employment

Proposition themes:

- Skills for the Gloucestershire jobs market
- Creating a talent pool
- Anticipating future skills need



## Proposed Actions:

- Identify funding for the Employment & Skills Hub and Careers Hub.
- Use forecasting data to identify skills needs.
- Work with businesses to tailor the skills pathways.
- Link potential candidates/apprenticeship providers with employers
- Encourage people into target sectors & develop vocation training offer.
- Encourage increased collaboration between education providers and private industry.
- Take a long-term sector-based approach to skills provision.



# Business Support

Proposition themes:

- Ongoing growth hub support
- Ongoing business group support
- Support Innovation
- Establish a loan fund



Proposed Actions:

- Match academics with local businesses to draw on innovation funding.
- Review the existing Growth Hub offer.
- Review all nine LEP business sector groups.
- Provide and clearly signpost support on business climate transition.
- R&D package of financial incentives to businesses.
- Develop and refresh the business support offer.
- Create a local innovation plan.

# Feedback received from Public Engagement

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## Businesses:

- LEP integration
- Logistics, health and tourism.

## Public sector:

- Partnership working
- More ambition

## VCSE:

- Health and wellbeing
- Inclusive economy
- Environment



# Feedback received from Stakeholder workshops

## Sustainable growth

- Importance for all local authorities to develop a long-term plan.
- Need to deliver more affordable housing.
- Improved Transport – especially in rural areas to alleviate pressures of rural living, social isolation, and access to services/employment.

## Inward Investment

- Must be clear on the type of inward investment Gloucestershire wishes to attract.
- Important to adopt a sector-based approach to this –
  - Cyber – Energy - Agri-tech - Advanced Manufacturing - Tourism & Culture



# Feedback received from Stakeholder workshops

## Skills and employment

- Must focused on upskilling, reskilling, and promoting transferable skills.
- Supporting economically inactive people back into work.
- Development of vocational skills and young people.
- Development of clear pathways from training into employment
- Effective careers advice service.

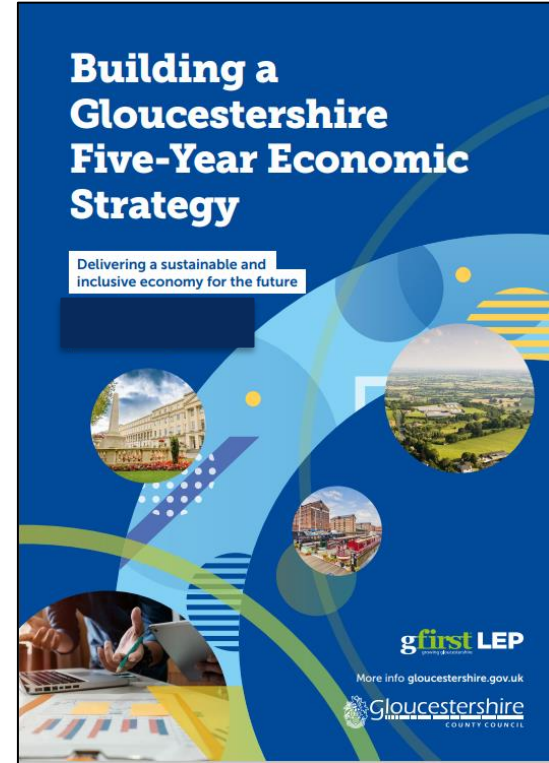
## Supporting business

- Need a clear and comprehensive integrated LEP business support offer.
- Needs to support businesses throughout their life course.
- Must provide an additional role of coordinating and signposting to wider support.



# Next Steps

- The engagement process has been highly successful.
- A first draft is being prepared reflecting the feedback received through the process.
- This will be shared with peers in mid-November.
- A final draft will be prepared by the end of December.
- It will then be considered for approval by the LEP Board and the County Council early in 2024.



# Does anyone have any questions?

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Living our values every day



Accountable



Integrity



Empower



Respect



Excellence

