

Economic Growth Plan 2018-2023

Action Plan 2019/20

Carolyn Carr
Economic Growth Manager
9 May 2019

Presentation Overview

- Purpose of the Select Committee item
- Economic Growth Plan 2018-2023 recap
- 2019/20 Action Plan for the five priority themes:
 - contribution of the Economic Growth Team
 - building on progress since Plan adoption
 - approach to two new areas of work
- Performance framework and benefits.

For Committee

- Consider the overall approach to the achievement of the Economic Growth Plan 2018-2023
- Consider the annual Action Plan for 2019/20, with some focus on the work of the Economic Growth Team
- Consider new activities being progressed to achieve the priorities.

Economic Growth Plan overview

- Economic Growth Plan 2018 – 2023 adopted in June 2018
- Provides the framework for the County Council's activities to support and drive economic growth to support a `prosperous place`
- Five priority themes with high level measures
- Annual Action Plans prioritising activities and resources, with measures of success
- A performance framework for tracking progress, and for reporting successes and impact.

Annual Action Plan

- Reflects where the County Council is best placed to make a difference
- Is cognisant of national, regional and partners' priorities
- Seeks to lever wider opportunities to support priorities including emerging Local Industrial Strategy and external funding
- Indicates contribution of broad range of County Council services and functions
- Highlights the work of the Economic Growth Team primarily on the formerly named Bold Ideas; growth through key business sectors; initiatives for the future workforce; and activities to support businesses to start and grow.

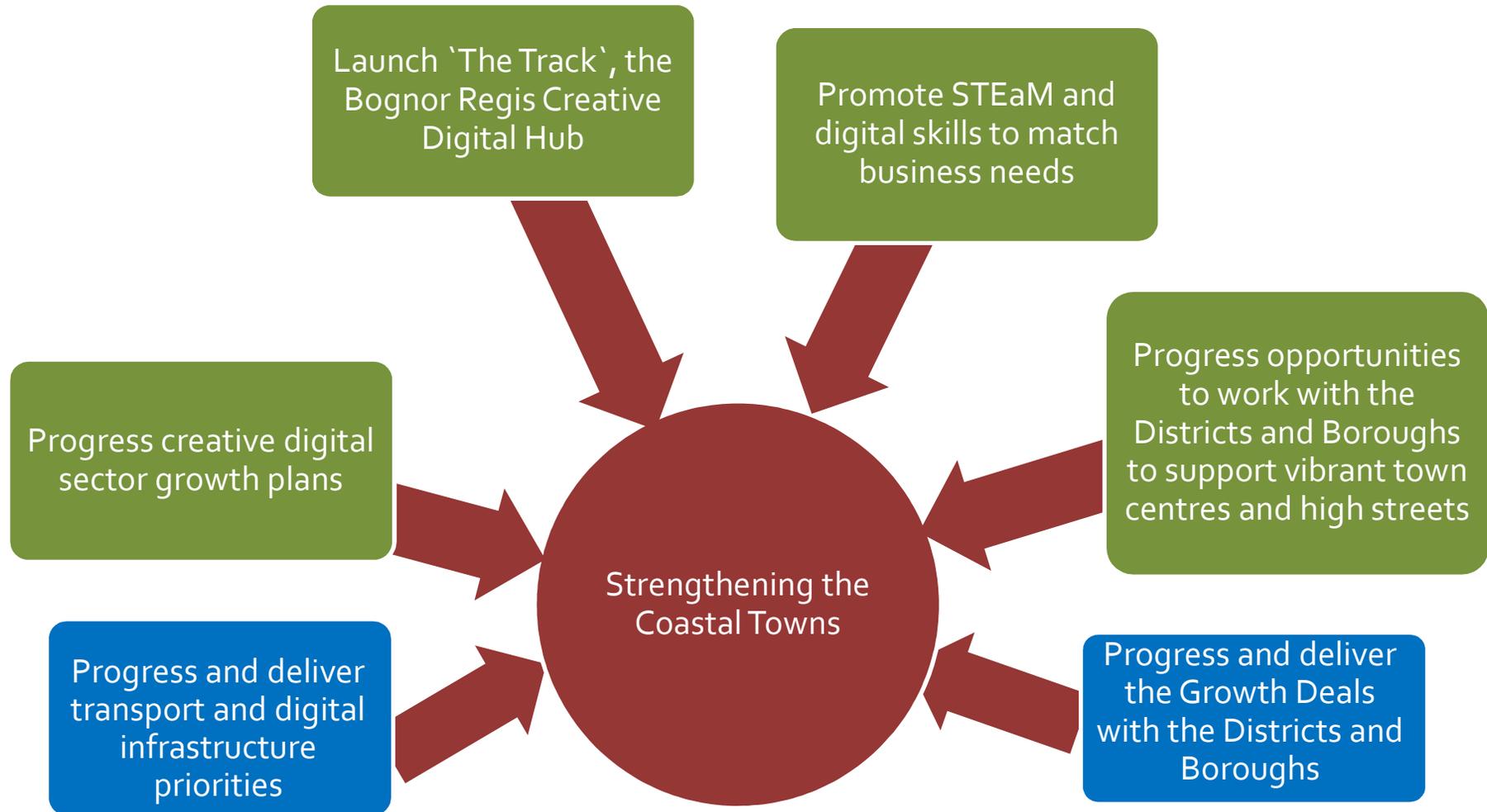
Theme 1: Strengthening the Coastal Towns

Strengthening the vibrancy of the coastal towns, and supporting the emergence of a creative coast

Why act now?

- The county's coastal economy is under-performing
- The productivity gap between the south west and north east of the county is growing
- Business space is not meeting the needs of small and growing businesses
- There are workforce gaps to meet the needs of local businesses
- There are significant strengths and opportunities that are not being fully leveraged.

2019/20 Action Plan Key Priorities



Building on activity since plan adoption

- ✓ Introduced The Track operator to the community, and completed interior design ready for fit-out of spaces at Bognor Regis station
- ✓ Hosted 'Let's talk about our towns' event with leading national experts, and supported District and Borough bids to the Future High Streets Fund
- ✓ Progressed proposition for creative digital sector growth, with partner endorsement for plans
- ✓ Worked in partnership to finalise STEaM Ahead funding bid to help develop the skills our businesses need.

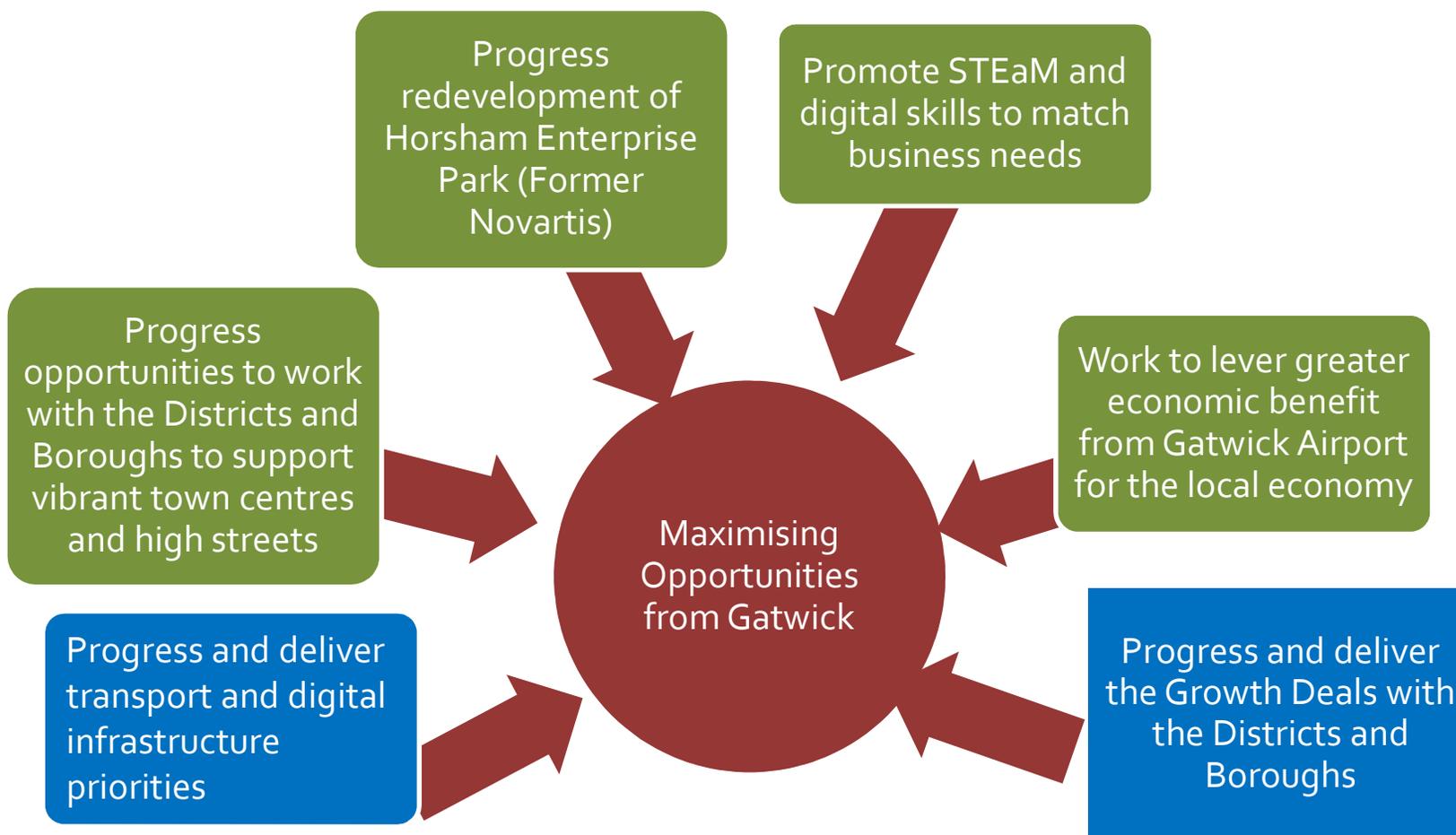
Theme 2: Maximising Opportunities from Gatwick

Creating and supporting higher value employment in a wider zone of opportunity around Gatwick

Why act now?

- West Sussex under-performs compared to the strongest economics in the South East, despite the international connections, access to London and location on the M23 Corridor.
- Higher value, knowledge-based employment is under-represented around Gatwick and GVA per filled around Gatwick is lower in West Sussex than Surrey
- The proposition for locating, investing or growing in the vicinity of the airport is not clear and coordinated
- Many businesses experience workforce and talent gaps.

2019/20 Action Plan Priorities



Building on activity since plan adoption

- ✓ Completed public consultation on master plan for Horsham Enterprise Park, and submitted Outline Planning Application including high quality business space
- ✓ Initiated activities to secure greater economic benefit from the `economic anchor` of Gatwick Airport, initially through the `Gateway Gatwick` tourism initiative.
- ✓ *Plus `Let's talk about our towns` event and STEaM Ahead funding bid as above.*

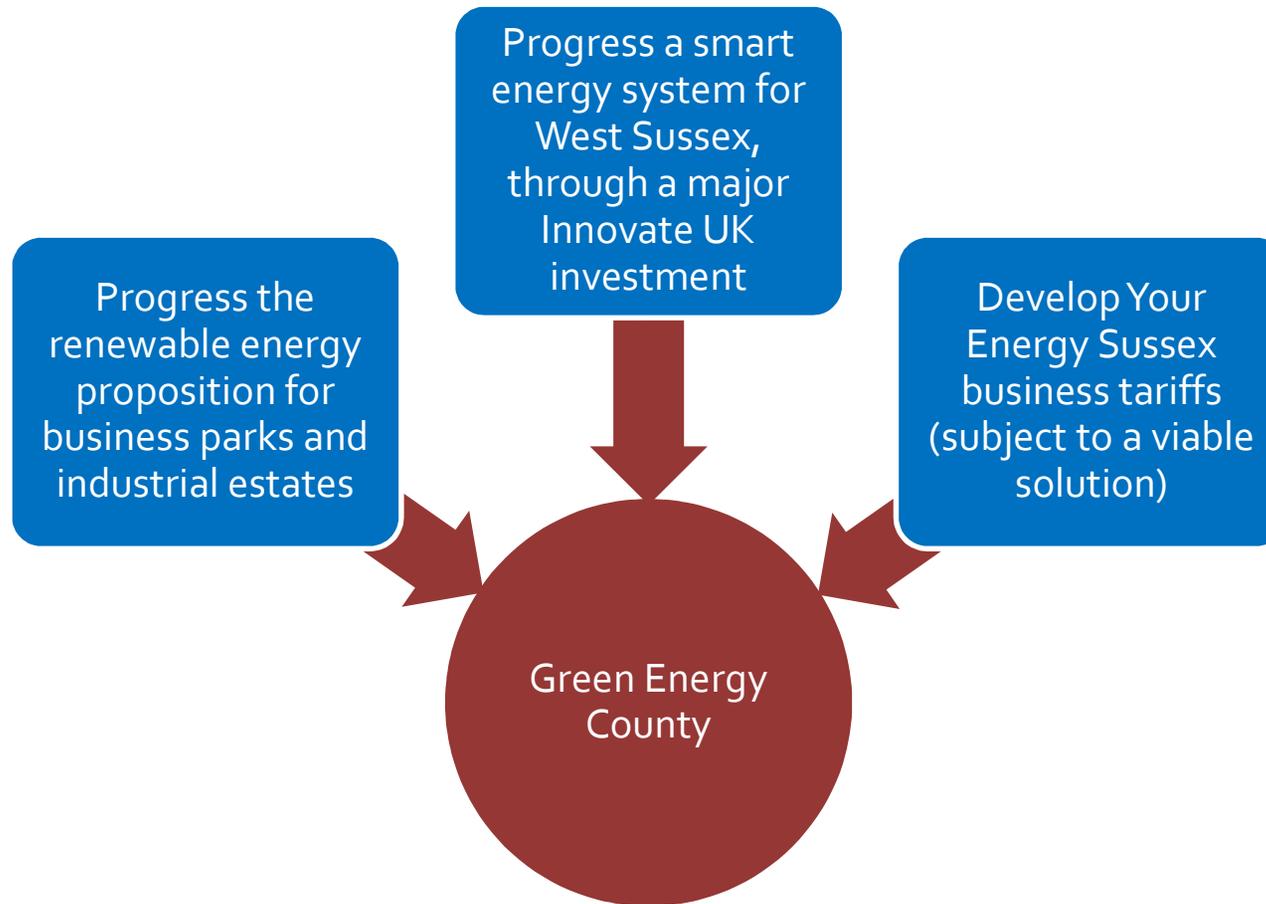
Theme 3: Growing the Green Energy County

Embedding the green energy sector in the county, providing a platform for innovation and a new economic identity for West Sussex

Why act now?

- Direct benefits to the county's businesses – exploring opportunities in local energy generation it will be possible to maintain a secure energy supply which will be a major attractor for businesses.
- Create high value and highly productive employment
- Nationally significant energy challenges, including the need for improved access to the National Grid, potentially through local solutions
- Opportunities to work with partners
- Potential for investments to generate revenue in the future.

2019/20 Action Plan Priorities



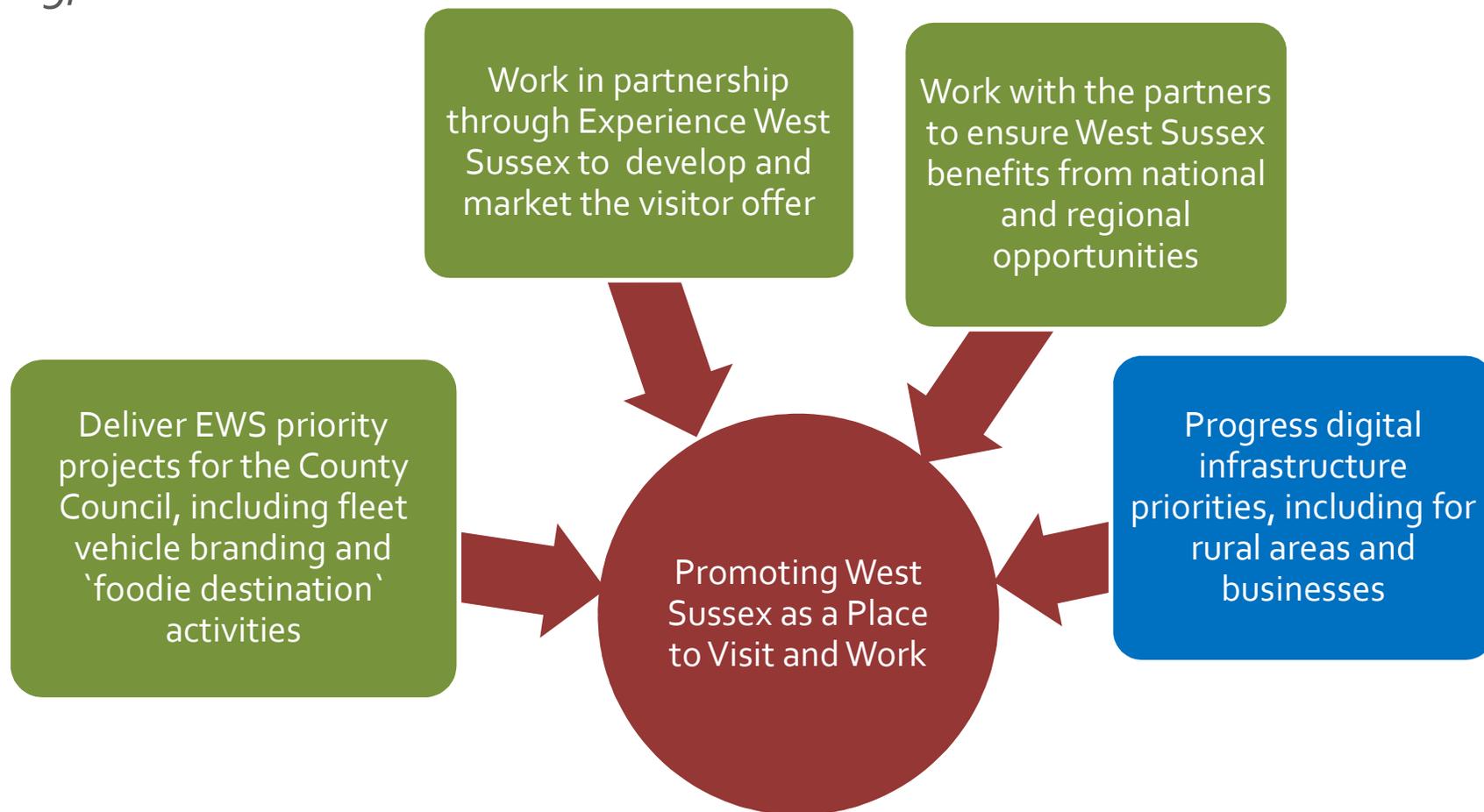
Theme 4: Promoting West Sussex as a Place to Visit and Work

Enhancing and marketing the West Sussex experience, and supporting the vibrancy of the county

Why act now?

- Visitor economy is under-performing compared to neighbours and other county destinations
- Over representation of low spending trips, day visitors, stays associated with travel to and from Gatwick Airport, and peak season visitors
- Missing out on contribution to business survival and growth, economic value, and success and vibrancy of places, including coastal towns and rural areas
- Not leveraging our competitive advantages including proximity to London, London Gatwick Airport, and assets such as the local food and drink sector.

2019/20 Action Plan Priorities



Building on activity since plan adoption

- ✓ Secured funding to launch Experience West Sussex countywide partnership with all Districts and Boroughs
- ✓ Levered benefits and value for West Sussex through participation in Discover England funded destination projects
- ✓ Raised the profile of West Sussex as a 'foodie destination' through a Houses of Parliament showcase with direct business benefits
- ✓ Managed EWS digital marketing campaigns generating £2.4M economic impact, with nearly 300 businesses featured, 8600 clicks to local businesses from website.

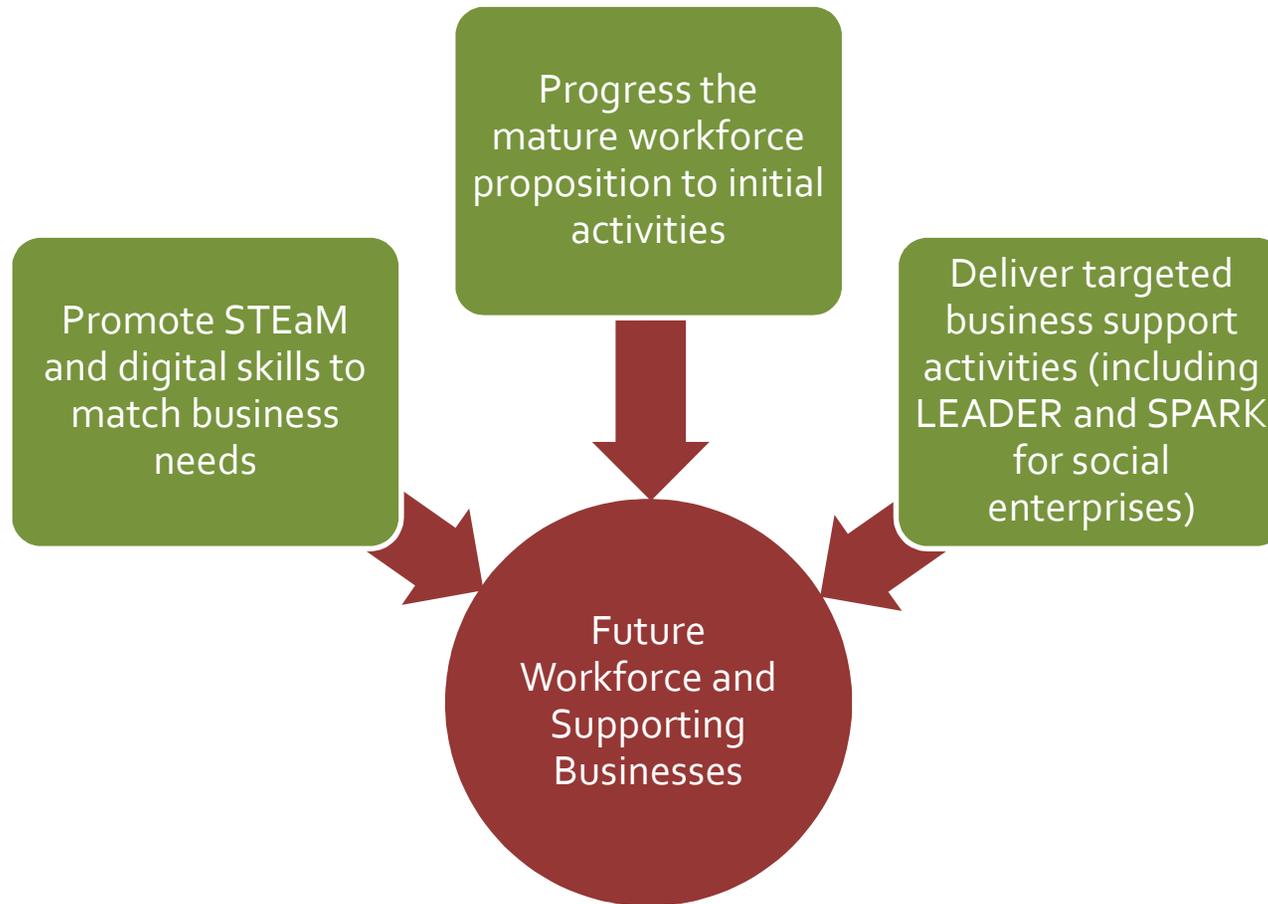
Theme 5: Future Workforce

Enabling a workforce for the future

Why act now?

- A high proportion of younger residents leave the county for jobs in other places
- West Sussex has high levels of out-commuting as residents' access higher paid employment opportunities elsewhere
- Productivity and the knowledge economy are constrained by skills and workforce gaps
- There are significant gaps between residents in Crawley and the coastal District and Boroughs, and the rest of the county
- Potential to better utilise our ageing workforce with a focus on higher value employment and the knowledge economy.

2019/20 Action Plan Priorities



Building on activity since plan adoption

- ✓ Continued to deliver the LEADER Rural Grants Programme to support jobs and business growth in the rural economy
- ✓ Continued to deliver the SPARK Social Enterprise programme, to support and enable social enterprises to innovate
- ✓ Progressed proposition for the mature workforce, with partner endorsement for plans
- ✓ Worked in partnership to finalise STEaM Ahead funding bid to help develop the skills our businesses need.

Propositions to action plans in 2019/20

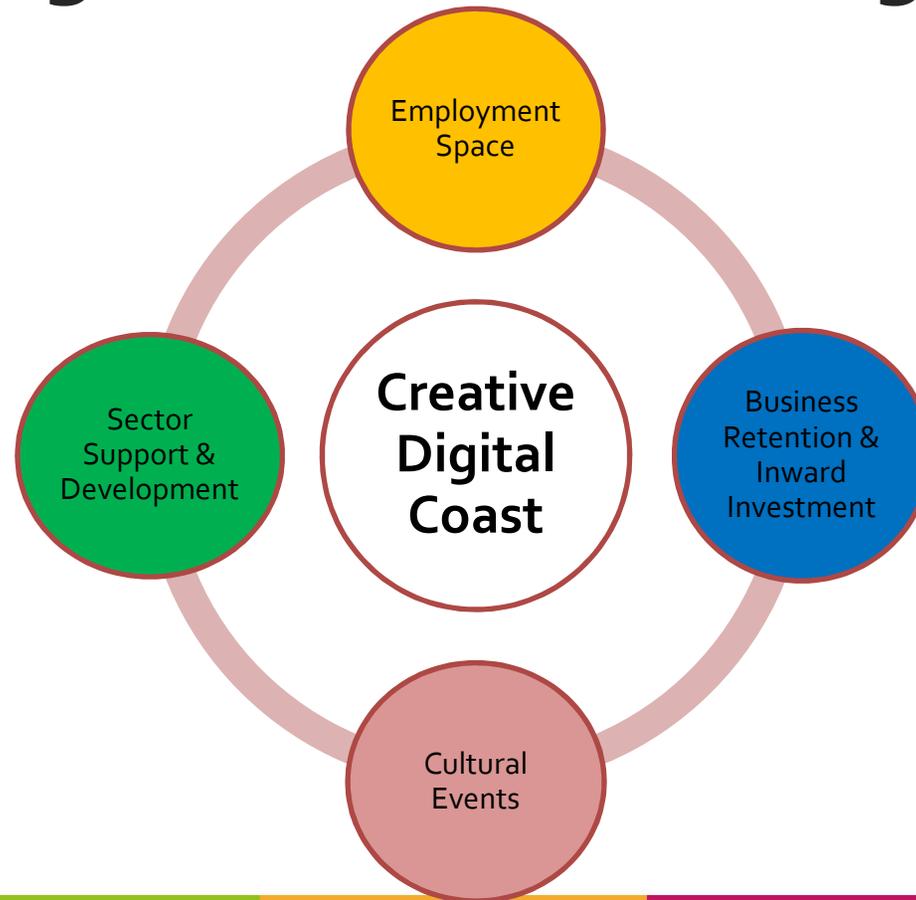
- **Creative Digital Sector Growth**

- Key growth sector
- Significant opportunities for West Sussex to benefit, with some focus on coastal towns

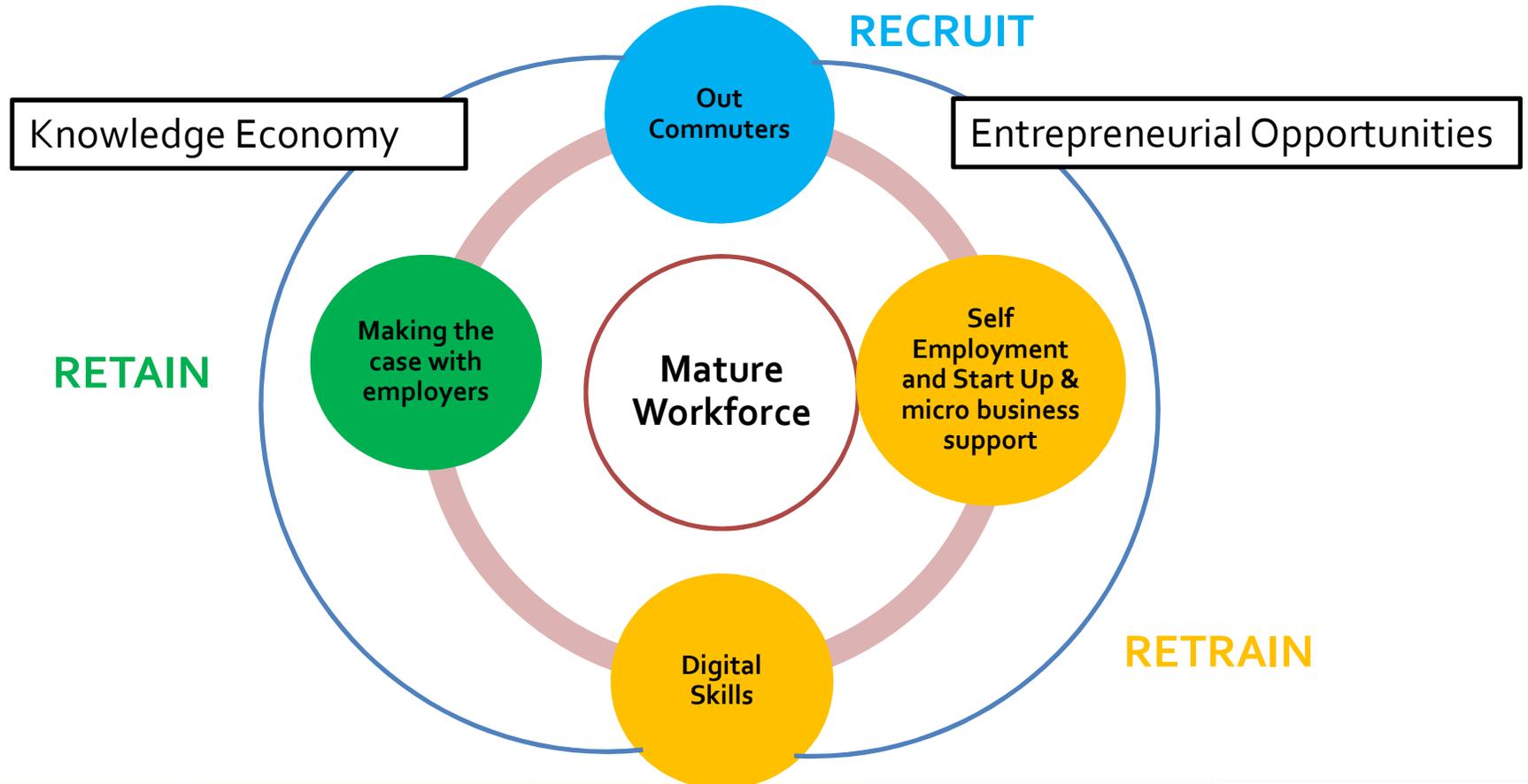
- **Mature and older workforce**

- National focus as demographics change
- Clear case for focus in West Sussex e.g. in 2010 1 in 4 of the working age population were aged 50+, projected to increase to 1 in 3 by 2022.

The building blocks: Creative Digital Sector



The Building Blocks: Mature Workforce



Approach

- Scoping work completed
- Outline plans being progressed into business cases with benefits
- Engagement with partners, experts and sector specialists underway
- Collective effort to lever current and potential opportunities and funding a key driver.

Economic Growth Plan Performance Framework

- High level measures reflecting the West Sussex Performance Dashboard for each priority theme
- Business cases with measures of success and benefits
- Activities contribute to high level measures **AND** have specific measures and indicators of success
- Benefits tracker and annual reporting from end of 2019/20 to monitor and report progress.