

# Head of Economic Development

## (Econ Devt, Regen, Benefits, Housing Markets)

### Person

- Economic Development
- Local Government
- EU funds
- Consultancy
- Private sector

### Role

- Support CAA
  - Ad hoc advice
  - National overview
  - Moderation & QA
  - Inspection support
  - Develop tools and techniques
  - Build capability
- Lead Knowledge Network
- Link to CLG/BIS
- Link to external ED Community

**Recession**

**Recovery**



# EA & CAA

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As an element of CAA, inspectorates will consider the performance of local economies and the effectiveness of local partners' actions in support of sustainable economic growth.

It (CAA) will specifically seek to answer the question 'How strong is the local economy?'

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# How will we treat EA?

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- Economic Assessment is not an outcome
  - Not of itself a Red or Green Flag issue
- A prerequisite for good interventions
  - Necessary, but not, of itself, sufficient
- A source of evidence:
  - Has it been done well?
  - Has it taken account of previous CAA findings?
  - Is it being used to influence policy and action?

# Partnerships for Growth:

A National Framework  
for Regional and Local  
Economic Development



December 2009

# Economic Assessment Duty

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**“Economic development is a core activity for every authority...”**  
**Rosie Winterton, Minister CLG**

# La's Specifically.....

All local authorities should also seek to ensure that there is a supportive business environment. This is likely to require action in the following areas, working within the context of regional and sub-regional strategies:

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1. **Taking a leading role**, working with business and others, in identifying and setting out the current and future economic needs and aspirations of local people, reflecting local economic geographies and potential growth sectors and other opportunities;
  2. **Improving the business environment**, by developing innovative solutions to issues such as regulation, quality of the built environment, and crime;
  3. supporting and enabling business investment, with Local Development Frameworks in place, no unnecessary delay in planning decisions, and clearly articulated development plans supported by infrastructure investment including transport and housing;
  4. **Promoting enterprise, innovation, and opportunities for business growth**, including through procurement opportunities;
  5. **Supporting increases in employment and improvements in education and skills levels**, working with schools, business, higher education, further education and training providers, and using the local authority's own role as an employer;
  6. **Working with neighbouring authorities, for example, through Multi-Area Agreements**, to plan for housing, employment, and infrastructure where markets cross local boundaries; and
  7. **Bringing their knowledge of the local economy to bear on the Regional Strategy** through active participation in, and cooperation with, the regional local authority Leaders' Board.
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# THE TEN COMMANDMENTS FOR ECONOMIC DEVELOPMENT

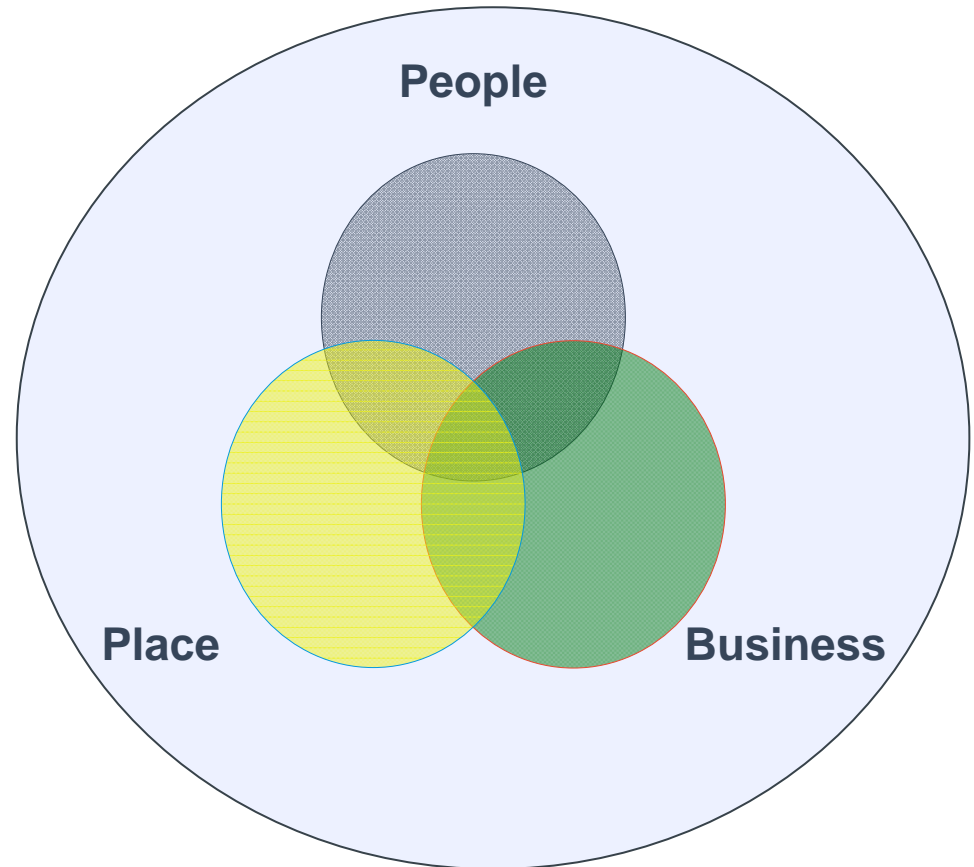




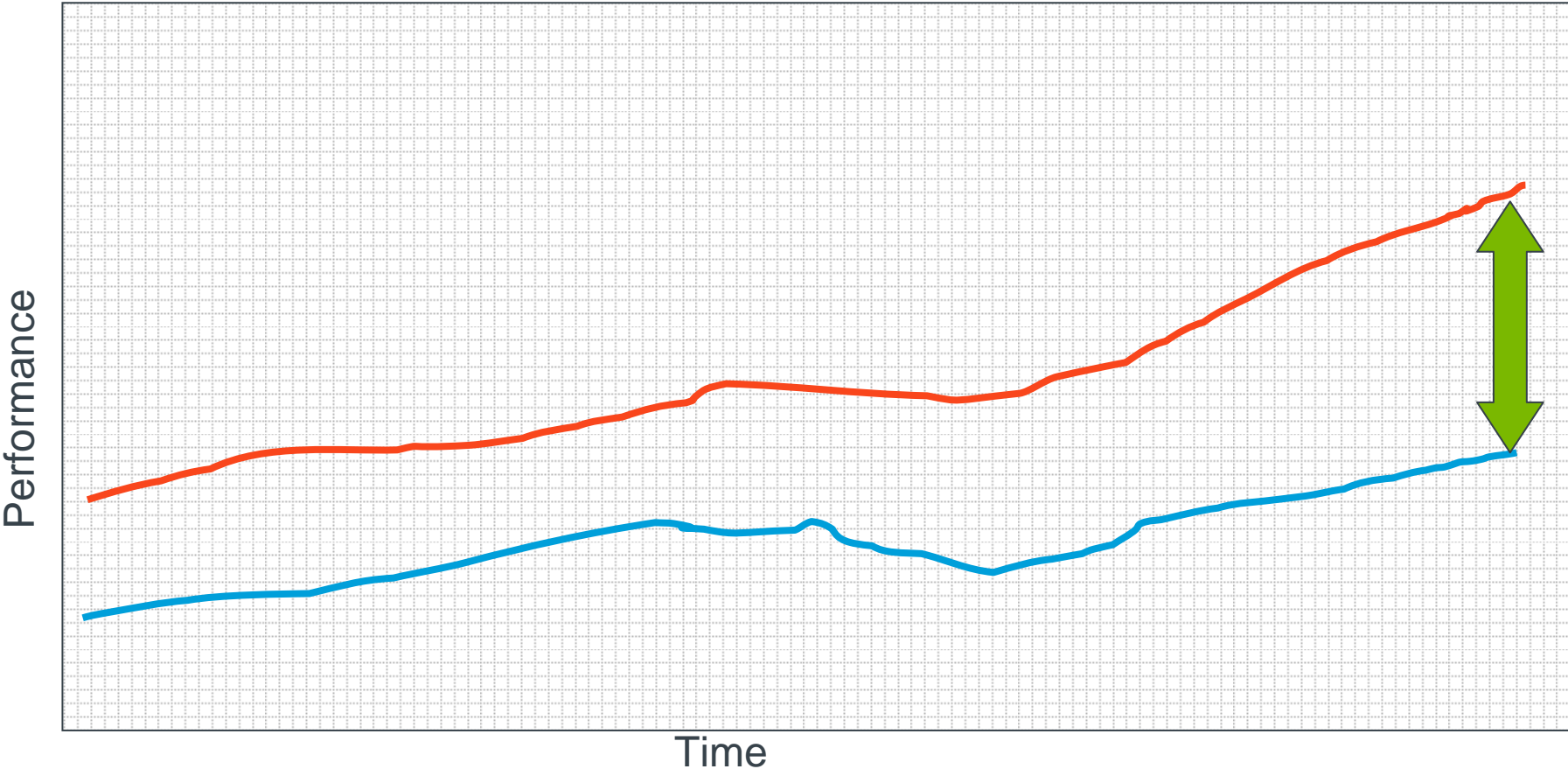


# Components of a good response

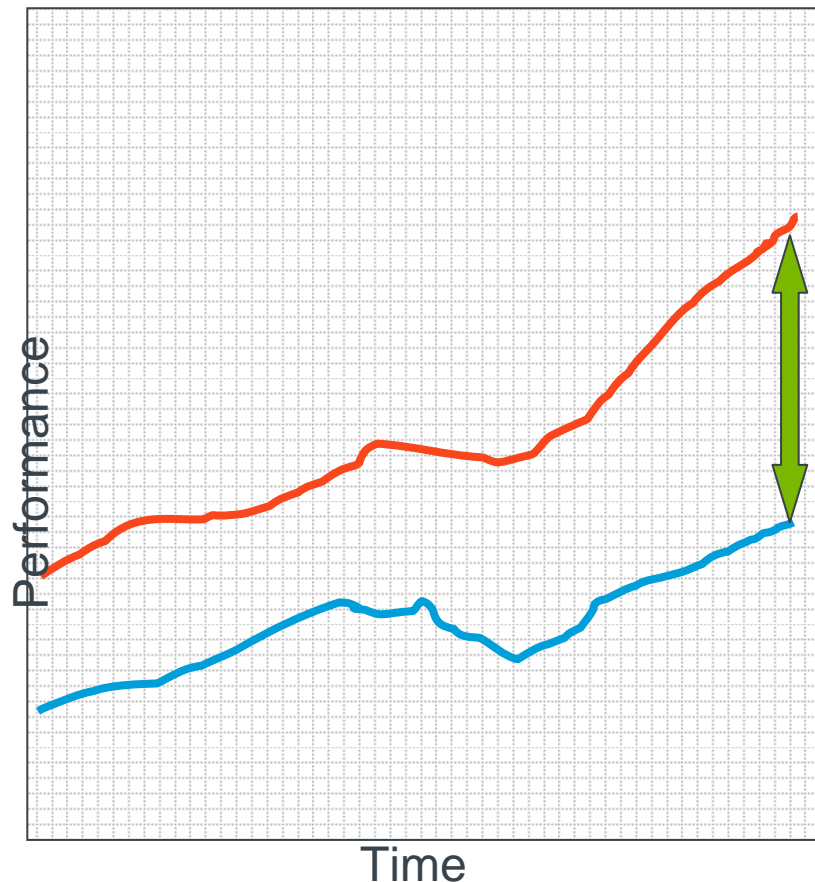
- Good local knowledge and current intelligence (EA)
- Sound strategy, understood by all
- Delivered in partnership
- Targeted, aligned with local priorities, adaptive
- Clear objectives and progress monitoring
- Creatively resourced
- Of appropriate scale



# An approach to assessment



# An approach to assessment



- Do you know of the gap?
  - And is it a priority?
- Do you have a plan to close it?
- Are the proposed actions relevant to the problem?
- What is the likely outcome of the actions?
- How does this relate to the scale of the problem?
- So what are the prospects?

# Economic data tool

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- Set out a consistent framework
- Appreciate the different aspects of local economies
- Allow for context & place in the wider labour market
- Analyse latest position & 5/ 10 year trends
- Set out different places relative positions & trends
- Look across a basket of key indicators

# Data Analysis Elements

## Place

- Function of local area within the sub region
- Levels of in/ out commuting
- Deprivation **IMD**
- Social housing
- Other characteristics e.g. coastal towns, coalfields areas

## Business

- Workplace incomes **NI166**
- Productivity
- Job numbers and types
- Business start-ups & performance **NI171&172**
- Area Competitiveness

## People

- Employment **NI151**
- Worklessness **NI152**
- Skills **NI163-5**
- Resident incomes
- Occupation types
- Working age population

# Data Analysis Tool



# Challenges

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- Getting the right spatial context
- Temptation to do the minimum
- Desire to be different
- Drawing on existing work:
  - LAA & NI set
  - RDA's
  - GO's
  - CLES/IDeA
  - Academia

# Our Plan for 2010

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- Economy will be more important
- Duty of Economic Assessment sharpens focus
- More & earlier input to CAA:
  - Data tool
  - Roadshows
  - ED training
  - Joint sessions with GO's
- Some likely areas of attention:
  - Previous flags
  - Worst hit places
  - Best performers
  - Main areas of LA activity