

# Coast to Capital

**Meeting:** Coast to Capital Board Meeting  
**Date:** Wednesday 29 January 2020  
**Report Title:** Local Industrial Strategy  
**Report by:** Kirsten Trussell  
**Item No:** 3  
**Part:** A

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## Recommendation:

To confirm the substance and strategy for negotiation with Government of a Local Industrial Strategy for the Coast to Capital region.

### 1. Context

It is not yet clear whether the Government will continue the previous process of Local Industrial Strategies – i.e. as joint statements of the challenges and opportunities in our regional economy. We need to be prepared for a more ambitious delivery-focused approach, up to and including the agreement of projects for investment.

Ministers' stated focus on levelling-up the North and Midlands' economies carries a risk for future investment in our area. We need to present a programme which directly addresses the Government's priorities, and demonstrates the level of innovation and business leadership which the Government expects of LEPs. In summary – we need to be able to demonstrate significant benefits which are not solely dependent on public funds.

The work we have done in 2019 allows us to be very confident in the evidence base which supports our narrative, and our engagement of partners across the region.

### 2. Progress so far

Since the last Board meeting, we have completed public consultation on the draft Economic Profile and, with external consultancy support, undertaken a full analysis of the responses, which we have [published](#). In addition, we have published the remaining research reports from our full suite of LIS research on our [website](#). The public consultation ran for six weeks and closed on 31 October with over 80 responses from stakeholders across various sectors. 70% of respondents agreed

that our conclusions were an accurate reflection of the Coast to Capital area and provided key opportunities to help develop our LIS interventions.

Throughout October and November, we delivered an extensive engagement programme on our evidence, facilitating over 20 sessions in this period. This consisted of meetings with senior Local Authority and Area Partnership stakeholders, sessions with key businesses from our growth sectors, youth consultation events, an ambitious Big Debate and an Expert Panel meeting. The Expert Panel was chaired by Adam Tickell and included independent experts from academia and the private sector which scrutinised our evidence base and discussed our emerging LIS interventions. The outcome was positive, with particular support for our commitment to support high growth businesses and our focus on sustainable growth. The panel recommended that we highlight the complexity of our economy and our potential to be a test bed for a transition to a new industrial age.

We have used our consultation and engagement findings to develop a portfolio of draft LIS interventions. These were presented in the form of logic chains, setting out the challenge, the intervention and the outcome, and submitted to the Local Industrial Strategy Analytical (LISA) Panel which met on 13 January. This process is designed to ensure that our propositions are based on robust evidence and that the impact will directly address the challenges we have set out. We hope to have received feedback from this panel immediately prior to the Board meeting.

Jonathan and Kirsten have held bilateral and small-group discussions with all Board members in January to discuss and get feedback on the potential LIS propositions, including our golden thread and proposed interventions. The final LIS proposal will be presented at the Board meeting.

### **3. Priorities for the next phase**

We will make a full presentation to the Board on next steps in delivering this work, based on further intelligence from Government. But it is already clear that the following elements will be essential to our success:

- a) Sponsorship and leadership – the profile and expertise of Board members will be essential to support the development of our proposed interventions.
- b) Partnership with business – we propose a strategy which prioritises projects which will secure long-term business investment in the region, rather than a simple reliance on public capital funding. This will require a further step up of our engagement with regional businesses.
- c) Development of business cases – we propose a deficit budget for next year to unlock resources which will allow us to develop business cases for funding, subject to further scrutiny and approval by the Board.

- d) Politicians and regional leaders – support and advocacy by MPs and local political leaders, alongside major businesses, is essential for success in lobbying Government. We propose development of collateral to support this and the development of an engagement programme in 2020 leading to the development of a full investment prospectus for the region. We are targeting a major summer event with MPs and key stakeholders as a major milestone.
- e) Government officials – we have confirmed a visit on 28 February from Emran Mian, the recently appointed Director General, Decentralisation and Growth for the Ministry of Housing, Communities & Local Government (MHCLG). This will be a significant opportunity to build awareness of our work and ambition.

#### **4. Diversity Statement**

The LIS proposals are fully designed to address diversity across our area, in terms of the private sector and also different levels of socio-economic and environmental indicators.

#### **5. Legal Statement**

There are no legal issues for consideration with this report

#### **Annexes:**

- None