



A flourishing region

Summary

Regional Economic Strategy for the East Midlands 2006-2020

Renewing our regional commitment



DR BRYAN JACKSON OBE, CHAIRMAN,
EAST MIDLANDS DEVELOPMENT AGENCY.

"On behalf of the East Midlands Development Agency (*emda*) and with the endorsement of the East Midlands Regional Assembly, I am delighted to introduce the third Regional Economic Strategy for the East Midlands.

"The region's first two strategies, published in 1999 and 2003, set the ambition for the East Midlands to become a Top 20 region in Europe by 2010. It's a goal that we still hold to and in fact, when last measured in 2005, we had climbed from 35th to 28th place in European rankings... a significant step in the right direction.

"Producing this third strategy has given us all a chance to reflect on progress so far, reassess future challenges and reinvigorate our collective commitment to achieving success. The result is our most robust strategy yet, setting out our new vision for the region: that by 2020 the East Midlands will be *a flourishing region*: where skilled people work in growing and innovative businesses; where we're all part of thriving and safe communities.

"It's now down to all the businesses, organisations and individuals who can make a difference to take ownership of and deliver the region's new strategy. Some difficult decisions and challenging times lie ahead if we are to achieve our shared ambition. But we are also on the threshold of something extremely exciting: the chance to ensure that over the coming years, the East Midlands becomes *a truly flourishing region*."

A handwritten signature in black ink, appearing to read 'Bryan Jackson', written in a cursive style.

Dr Bryan Jackson OBE

Chairman

East Midlands Development Agency (*emda*)



Building a flourishing region

The new Regional Economic Strategy (RES) challenges the East Midlands to mobilise resources and asks every person, business and organisation to work together to make the East Midlands a *flourishing region*. It is the East Midlands' strategy; *emda's* role has been to ensure that everyone who wanted to have their say was given the chance, and to bring together a document that explains how everyone in the region can play their part in the future development of the East Midlands.

The focus of the Strategy is on economic growth - but not at any cost. We need to build on our success, tackle the reasons why individuals or communities feel disengaged, and generate healthy, safe and vibrant communities across the whole of the East Midlands.

A commitment to achieving higher levels of economic success lies at the heart of this strategy as a means to making sure everyone across the region enjoys a quality of life comparable with the best in the world. We must build on our distinctive strengths to ensure our economic growth creates a prosperous, sustainable region where we can all achieve our potential.

Everyone has a role to play - as part of their local community; through business; the public and voluntary sectors; faith groups; education and interest groups - and everyone has the opportunity to benefit from being part of the East Midlands; a *flourishing region*.



The East Midlands

Six counties: Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland.

The third largest region in England covering 15,607 sq km (Office for National Statistics, 2005).

Third most rural region in England (29.5% of total population live in rural areas).

Total population of 4.3 million in 2004 (Office for National Statistics 2005).

There are over 260,000 businesses in the region.



PICTURED: AWARD-WINNING POACHERS HIDEAWAY, LINCOLNSHIRE.

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Achieving success in every corner of the region

4.3 million people, over 260,000 businesses, a superb location in the heart of the United Kingdom with dynamic cities, glorious countryside including a National Park and dramatic coastline. Our region has plenty to offer but it also faces economic challenges in urban, rural and coastal areas that must be addressed.

"A Flourishing Region" is the title of the new Economic Strategy for the East Midlands. This strategy supports the ambitions of our cities and major towns - Derby, Leicester, Lincoln, Nottingham, Northampton - aiming to help them tackle pockets of deprivation and achieve individual and collective success, all of which will drive regional growth. It also recognises the diverse challenges facing more rural and coastal areas and identifies the need for more integration between these and urban areas.

Tackling challenges to maximise our potential

On some levels the regional economy is doing well, with high employment and relatively high economic growth. But our success is not reflected across all parts of the region, nor in all sections of society. Everything we do in support of the strategy needs to strike the balance between addressing need whilst maximising opportunity.

The new strategy identifies some major challenges we need to address including:

- emerging Asian economies;
- rising energy costs;
- impacts of climate change;
- pressures on communities and localities rising from the pace and unevenness of change.

Plus, the East Midlands faces particular challenges of its own:

- the effects of globalisation on an area with a strong manufacturing tradition;
- demographic changes, including an ageing population and migration;
- lower than average skills levels;
- health issues related to levels of obesity that are higher than average, and lower than average levels of physical activity.

Addressing all of these challenges will require concerted action by every stakeholder at a regional, sub-regional and local level.

Our shared vision: the East Midlands - a flourishing region

The East Midlands is in good shape. We already have high levels of employment, we are one of the most desirable places to start and grow a business in the UK and we have a rich cultural and natural heritage. From a position of strength we want the region to commit even more drive and determination to ensure that those already in work can develop even higher level skills, working in or owning, growing and innovative businesses. We also need to overcome the barriers that prevent people from participating in the economy so that we can all be part of healthy, inclusive communities and live in thriving, attractive places. By 2020 the East Midlands will be truly a *flourishing region*.

This is a unique vision which focuses on tackling some particular challenges we face as a region. Most importantly, it will allow us to pursue sustainable economic growth while ensuring we leave a positive legacy for future generations.

The vision is underpinned by three main themes:

**Raising
productivity**

**Ensuring
sustainability**

**Achieving
equality**

The Regional Economic Strategy is ambitious and in order to deliver the Strategy we need to break it down into a series of priorities and actions. Over the next three pages we summarise the three themes; raising productivity, ensuring sustainability and achieving equality. Under each theme is listed a set of strategic priorities; ten in total. It's by focussing and acting on these priorities that we believe everyone in the region will be able to deliver the shared vision of a *flourishing region*. Reflecting the fact that this is a Strategy owned by the region, it will be down to different partners and stakeholders to take responsibility for driving forward the Strategy and taking the necessary steps to deliver against these priorities.

On pages 10 and 11 you will also find a summary of 'transformational actions'. These illustrate the kinds of issues we need to tackle within the ten priorities. The summary also lists some of the key partners and stakeholders that the region will be looking to lead on these actions. If you require further details you can refer to the full Regional Economic Strategy which can be found on the website at: www.emda.org.uk/res

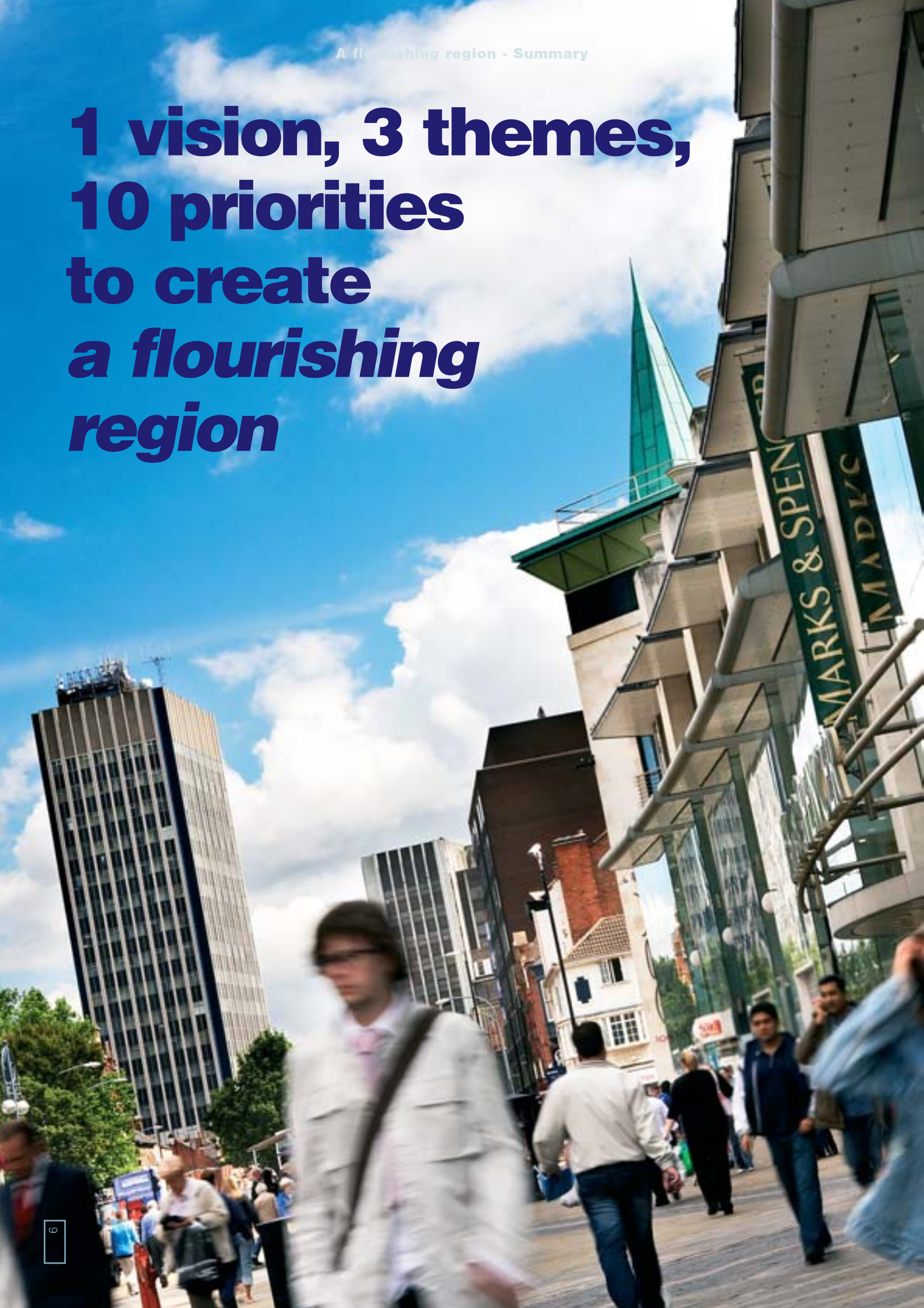
MEASURING PROGRESS

To support our vision, *emda* undertook groundbreaking work to develop a new way of measuring our region's progress. The resulting Regional Index of Sustainable Economic Wellbeing demonstrates that we are serious about growing our economy... and equally serious that the impact and benefits - to the environment and our quality of life - should be closely monitored to ensure our ambitions for economic growth are balanced with our commitment to sustainability.



PICTURED: SILSON LIMITED, NORTHAMPTONSHIRE.

1 vision, 3 themes, 10 priorities to create *a flourishing region*



Raising productivity

The Strategy is primarily about economic growth - with productivity at its heart. So our main focus is on enabling people and businesses to become more competitive and innovative.

Within this theme we have identified three strategic priorities for the region:



Employment, learning and skills

To raise productivity, we must raise the skill levels of our workforce.

We will increase the proportion of adult employees gaining new skills, helping to create more opportunities for more people to move into better jobs by encouraging growing, competitive businesses.



Enterprise and business support

To achieve greater economic success, we must develop as a region of highly productive, globally competitive businesses.

We will support businesses across the region and work hard to raise the profile of enterprise. This will encourage the creation of new businesses and overcome the barriers to small business growth.



Innovation

To compete successfully in the global economy, we must foster a dynamic environment with innovative and creative businesses at its heart.

We will encourage businesses to embrace new technologies and processes, and ensure our universities continue to lead the way in research and development. In particular, we will focus on four sectors - transport equipment, construction, food and drink, and healthcare - that we have identified as offering the greatest potential contribution to the region's economy.

PICTURED FROM TOP: UNIVERSITY OF DERBY, BUXTON, DERBYSHIRE; THE CENTRE FOR TECHNOLOGY EXCELLENCE, NOTTINGHAMSHIRE; SYSTEMS ENGINEERING INNOVATION CENTRE, LEICESTERSHIRE.

To order the complete version of the Strategy containing full details of priority actions and partners that will deliver them, please call 0115 988 8509 or visit: www.emda.org.uk/res

Ensuring sustainability

This Strategy is all about the economic wellbeing of the region, but not at any cost. Ensuring sustainability is the key to achieving lasting success, rather than short-term wins. As such, the region is committed to investing in and protecting our natural resources, the environment and infrastructure.

Within this theme we have identified four strategic priorities:



Transport and logistics

To enable better connectivity within and outside the region (vital to raising productivity) we must improve our infrastructure.

We will make it our priority to: increase investment, improve accessibility, reduce congestion, minimise harmful environmental impacts and realise the economic benefits of airports.



Energy and resources

To reduce impact on climate change and ensure a high quality environment where people want to live and work, we must transform the way we use resources and generate energy.

We will promote renewable technologies and support businesses to exploit resulting new opportunities and save money through more efficient use of resources.



Environmental protection

To ensure our economic growth is sustainable we need to protect and enhance our environment.

We will promote sustainable design best practice and cleaner production processes, as well as actively improving damaged industrial environments.



Land and development

To achieve sustainable growth we need to ensure: an adequate supply of quality development land; and a good balance between competing land uses.

We will work to improve the rate of land re-use and help provide appropriate transport, cultural and community infrastructure, sharing the benefits of development across the region.

PICTURED FROM TOP: NOTTINGHAM TRAMS NETWORK; BROCKS HILL VISITOR CENTRE AND COUNTRY PARK, LEICESTERSHIRE; CONKERS VISITOR CENTRE, LEICESTERSHIRE; PRIDE PARK, DERBY.

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Achieving equality

For businesses across the region to succeed they need access to people with the right skills, commitment and motivation. So for our economy to truly flourish, it is vital that we help everyone in the East Midlands to realise their full potential and that we work effectively together to enrich our lives and strengthen our communities.

Within this theme we have identified three strategic priorities:



Cohesive communities

To create a dynamic society and stronger economy we must support equality and diversity, working hard to increase life chances for all.

We will encourage neighbourhood renewal and develop the capacity of local groups to improve community cohesion. This will remove some of the obstacles to investment, increasing economic and employment opportunities in our more challenging areas.



Economic renewal

To share the benefits of economic growth and a rising quality of life, all people and communities need the chance to create their own sustainable economic futures.

We will assist disadvantaged areas in economic renewal in a number of ways, for instance by providing responsive business support and reducing the impact of crime.



Economic inclusion

To improve the opportunities available to disadvantaged groups we must tackle the barriers to participating in, and benefiting from, the region's economic success.

We will address the barriers and market failures that can prevent people from fully participating in the regional economy, improving skills and enterprise opportunities.

PICTURED FROM TOP: COLSTON BASSETT STORE, NOTTINGHAMSHIRE; TEXTILE BUSINESS IN BELGRAVE ROAD, LEICESTER; THE PRIORY CENTRE, LINCOLNSHIRE.

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Transformational actions

Transformational actions are actions that need to be taken to tackle barriers, ensure the right conditions exist or improve performance if the region is to achieve its vision of becoming *a flourishing region*. The following is a **summary** of some of these actions. For a comprehensive list please refer to a full copy of the Regional Economic Strategy which can be found on www.emda.org.uk/res

Developing adult workforce skills (Pathways for Learning)

To increase the proportion of the adult workforce studying for and gaining new qualifications by developing clear learning pathways for people in work to progress from Skills for Life through to Foundation degrees. This includes improving access to and completion of programmes delivering Skills for Life (Basic Skills) and priority access to opportunities to develop high level skills that are relevant to the economy.

Targeted provision to improve business creation

To create a coordinated long-term campaign to develop enterprise skills, raise the profile of enterprise and help people identify opportunities; focussing on people aged 35-55, particularly women. The 35-55 age group is proven to have the capital, competence and ideas to successfully start a new business.

Increase business survival

To provide best practice support through the Business Link brand, linked to the enterprise campaign, to ensure that all people are offered consistent high quality advice prior to setting up their businesses, irrespective of where they are based in the region, that is tailored to their individual needs; and ongoing business support as their business grows that is targeted at increasing survival rates amongst businesses that are 12 to 36 months old.

Commercialising scientific excellence through facilitated business collaboration

To introduce more effective initiatives to facilitate greater collaboration between businesses and the regional research community, including the universities, with the aim of matching research capability to business needs, leading to increased commercialisation of the region's scientific excellence. In addition, exploiting the benefits associated with wider intellectual property rights in order to develop innovative new products and services and create new market opportunities.

Improve transport connectivity and accessibility

To maximise the contribution that the region's transport infrastructure and services make to the delivery of the RES objectives, a number of actions will be promoted by regional partners to be taken through national agencies, Regional Spatial Strategy and Regional Transport Strategy, Local Transport Plans and Development Frameworks, and transport operators. These actions include: improving inter and intra-regional connectivity by strengthening links between the region's main urban centres and key centres in other regions, including London, Leeds, Birmingham, and Manchester; improving international accessibility by improving surface access to Nottingham East Midlands Airport and other airports serving the region (including Robin Hood Doncaster Sheffield); and strengthening connectivity to mainland Europe by a range of modes, including rail via London.

Development of land and property

To develop land, property and facilities which maximise opportunities for collaborative innovation activities and inward investment by providing quality sites and buildings, which support enterprise development. Proposed developments should be linked to RES priority sectors; maximise clustering benefits; improve links between academic institutions and businesses; be supported by the work of Innovation East Midlands and 'blueprint', a public private regeneration partnership; and encourage sustainable building design.

Energy and waste capacity

To promote the development of a more secure, diverse and sustainable energy and waste infrastructure and innovative approaches to providing energy and waste services within our economy by promoting and investing in: renewable and low carbon energy generation; a diverse and localised energy supply; and diverse and localised waste management. In addition to influencing private sector utilities and regulators concerning the capacity and longevity of existing supply and distribution and waste management infrastructure.

New markets and enterprise opportunities

To stimulate new local markets and enterprise opportunities by unlocking the potential of local procurement by: encouraging local public authorities to adopt procurement approaches which deliver local, social, environmental and community benefits; encouraging large scale businesses into local areas through supply chain and diversity initiatives and maximising the important role that the voluntary and community sectors have to play to develop holistic and integrated solutions to meet the needs of excluded individuals.

Enhance employability of the most disadvantaged

To improve the employability of those without skills and qualifications through the provision of Skills for Life (including English for Speakers of Other Languages - ESOL, vocational and core employability skills) and encouraging the take up of level 2 qualifications.

Develop entrepreneurship skills

To ensure the region consistently generates entrepreneurs from all sections of society by promoting entrepreneurship as a viable career choice through targeted awareness raising activities; integrating entrepreneurship at all levels of the education curriculum (schools, further education and higher education) and creating effective links between education institutions and businesses; and providing business support appropriate to all sections of society.

For a full copy of the Regional Economic Strategy 2006-2020, please visit:
www.emda.org.uk/res where you can download a PDF version,
or call emda on 0115 988 8509

East Midlands Development Agency, Apex Court, City Link, Nottingham NG2 4LA



PICTURED: PEEPUL CENTRE, LEICESTER.

Achieving more together

The new Strategy presents a shared view of the region; its challenges and opportunities. It has also achieved a high level of consensus concerning the priorities and activities we need to focus on to improve our economic performance and quality of life. Now we need to act on it.

Throughout the new Regional Economic Strategy we have identified priority actions and the partners who will deliver them. *emda* will now work with these partners to produce an implementation plan that will map partner contributions, highlighting and identifying any gaps in delivery. And of course, we'll use our groundbreaking Regional Index of Sustainable Economic Wellbeing to help assess our progress every step of the way.

By believing in our vision for the East Midlands and all working together with one purpose in mind, we can achieve incredible things. We can achieve a truly flourishing region.



PICTURED: CRITICAL PHARMACEUTICALS, BIOCITY, NOTTINGHAM.



PICTURED: THE WESTFIELD EAGLE CENTRE DEVELOPMENT, DERBY.

**Working together as a region
Making challenging decisions
Improving all our prospects**



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We would like to thank everyone who participated in the development of the Regional Economic Strategy.



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