

# Economic Strategy Review



Economic  
&  
Community  
Development  
PD&S Panel  
23<sup>rd</sup> January  
2014

# Context for the Review

## Public Services Board

**Living**

**Working**

**Getting  
Around**

Health &  
Wellbeing  
Strategy

Economic  
Strategy

Transport  
Strategy

**Co-ordinated  
Approach**

# Public Services Board : The Vision for B&N

Bath and North East Somerset will be internationally renowned as a *beautifully inventive* and entrepreneurial 21st century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a ‘connected’ area ready to create an extraordinary legacy for future generations





**Put the vision at the heart of our work**



**Compare with the best in the world**

# We're already renowned as one of the most desirable places in the country...

## TOP 5 CITIES TO MOVE TO

1. York (10 per cent)
2. Bath (6 per cent)
3. Brighton and Hove (6 per cent)
4. Edinburgh (6 per cent)
5. Truro (5 per cent)

## MOST BEAUTIFUL CITIES

1. York (17 per cent)
2. Bath (12 per cent)
3. Edinburgh (10 per cent)
4. London (7 per cent)
5. Oxford (5 per cent)

## Best UK city

For some, 13 is an unlucky number. But not for Edinburgh, which dances off into the night again as the top UK city for the 13th year on the trot. It will be interesting to see if London in 19th position can capitalise on its time under the Olympic spotlight this summer and climb up the table or even put in a challenge to Edinburgh's crown next year. But northern cities tend to dominate this category, and it's to the historic charms of York and Durham, and the vibrant arts scene and nightlife of Liverpool and Glasgow that our readers tend to turn for their city breaks.

- 1 Edinburgh
- 2 Bath
- 3 York
- 4 Liverpool
- 5 Cambridge

Guardian Travel 29/09/12

## TOP TEN 'HAPPIEST' PLACES TO LIVE IN THE UK

- |      |                      |
|------|----------------------|
| 1st  | Harrogate            |
| 2nd  | Stockport            |
| 3rd  | Ipswich              |
| 4th  | Exeter               |
| 5th  | St Albans            |
| 6th  | Kingston upon Thames |
| 7th  | Bath                 |
| 8th  | Worcester            |
| 9th  | Bromley              |
| 10th | Truro                |

Daily Telegraph 25/09/13

Live in London? No thanks, I'm happier in Bath  
Born-and-bred Londoner Simon Horsford never imagined he'd enjoy life in the Cotswolds. Big Smoke - but a cottage with a garden in Bath has surpassed all his expectations.

Right move 26/03/13

## Bristol is 'best city to live in the UK'

Bristol is the best city to live in the UK for wealth and happiness, according to survey which ranked London behind Liverpool, Manchester and Leeds for quality of life.

### The 10 best places to live in the UK



1. Solihull
2. North Yorkshire CC
3. Hertfordshire
4. South Nottinghamshire
5. Surrey
6. Warwickshire
7. Gloucestershire
8. Northumberland
9. Berkshire
10. Oxfordshire

Money  
Supermarket  
14/11/13

Independent  
18/10/13

# But not always...

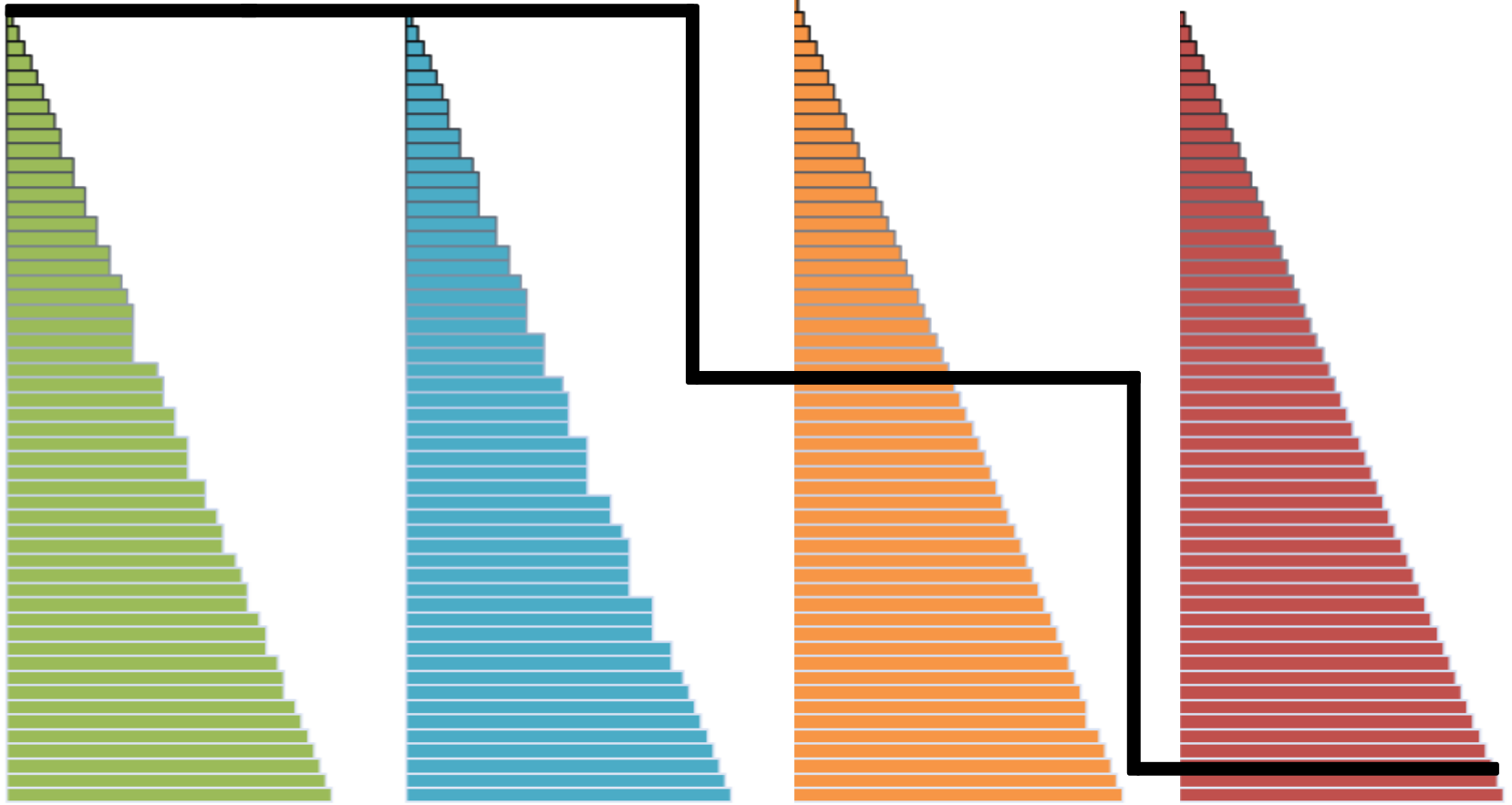
### Here are the top 20 UK cities for young people:

1. Cardiff
2. Coventry
3. Newcastle
4. Liverpool
5. Edinburgh
6. Leicester
7. Brighton
8. Bristol
9. Belfast
10. Leeds
11. Glasgow
12. Sunderland
13. Hull
14. Birmingham
15. London
16. Manchester
17. Bradford
18. Nottingham
19. Sheffield
20. Wakefield

# How do we compare?

Best

Worst



Happiness

Life Expectancy

Workplace Wages

House price to  
residential wages

# Beautifully inventive... for all: An affordability metric?

- Increase wages?
- Reduce costs?
- Learn from excellent places...





# What do we need to do?

Quality  
of work

Ease of  
travel

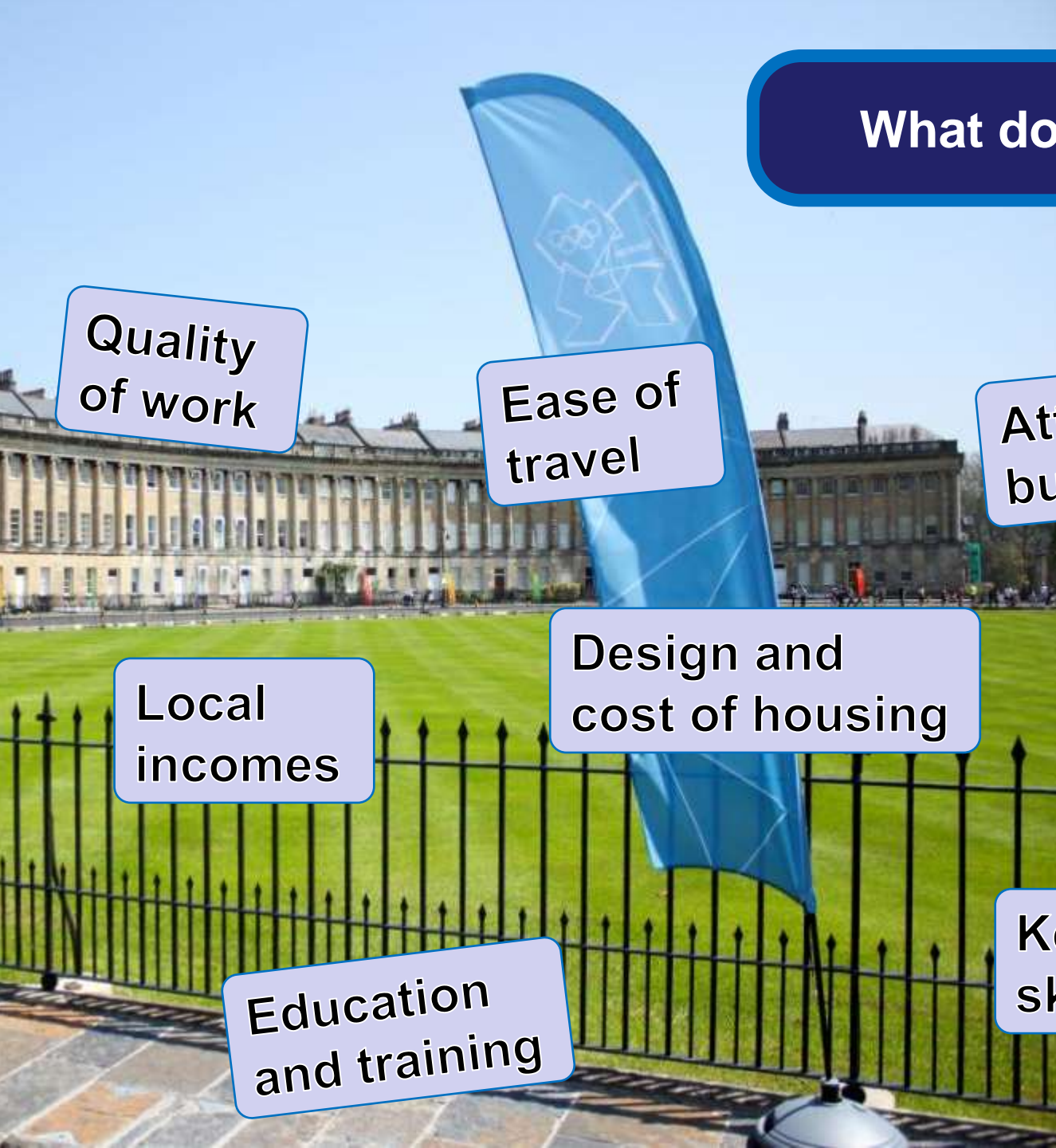
Attracting new  
businesses

Local  
incomes

Design and  
cost of housing

Education  
and training

Keeping  
skilled workers



# Economic Strategy review



# Purpose of the review



**Update Action Plan & Review Success Measures**



**Address new Partnership agenda**



**Address the latest socio-economic situation**



**Take a whole economy approach**

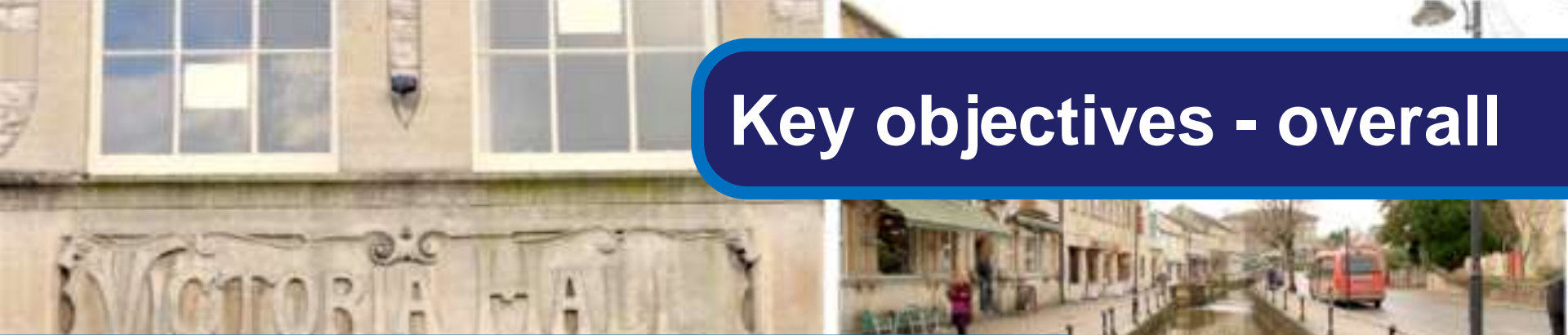
- Embrace the visitor, leisure, cultural & housing need agendas



**Relate to the key themes in the Joint Health & Wellbeing Strategy**

# Key objectives - overall

- **Improve local prosperity & well-being through a more productive , competitive and expanded economy**
- **Increase overall productivity & average wage levels**
- **Build on strengths in ICT / Creative Industries / Financial & Business Services to deliver a higher value added economy**



A blurred background image of an office environment. On the left, a man in a black shirt is standing at a curved wooden desk. In the center and right, there are desks with computers, office chairs, and bookshelves. The scene is brightly lit, suggesting a modern office setting.

## Measures of success – by 2026

- **Grow employment in information & communications and professional scientific & technical services from 13% of the economy to at least 20%**
- **Increase overall productivity in the District by at least 30%**
- **Increase gross average workplace wages to at least the national average**
- **Improve levels of working age residents with at least Level 2 NVQ**
- **Increase job availability in Somer Valley by at least 40%**

# Measures of success – Progress 2013

Key Measure of Success	Target for 2013 Strategy review	Actual
Employment across B&NES	Increase of 1%	Decrease of 3% ( loss of circa 3,000 jobs )
Proportion of employment in SIC Industries J (information and communications) and M (Professional, Scientific and Technical)	Increase from 13% of employment to 14%	Static at 13% (10,400 jobs - 2011)
Gross weekly average earnings Increase to national average	Increase from 94% to 95% of GB average	97% of GB average (2012)
Increase level of working age population with at least NVQ 2+	Increase from 72% to 77%	79% (2012)
Increase overall average productivity in District	Increase of at least 0.5% on benchmark	Reduction of 2.4% on 2008 benchmark
Increase job availability in Somer Valley	Maintain levels	Maintained ( overall 11,000 jobs )



# Health & Wellbeing Strategy Theme

**The Health and Wellbeing Board will work in partnership with the Bath and North East Somerset Economic Partnership, the Bath and North East Somerset Learning Partnership and the West of England Local Enterprise Partnership to build a strong economy supporting the skills development necessary to create more local job opportunities, promote job creation, ensure appropriate jobs are available, improve connections between employers and job seekers, and support the network of apprentices, interns, and undergraduate placement schemes.**

## Creating fairer life chances

### Improve skills, education and employment

Key to creating fairer life chances for all is ensuring that our local communities have access to good quality education and employment opportunities.

**Bath and North  
East Somerset**

Publication Version December 2010

# Draft Core Strategy

**Bath & North East  
Somerset Council**



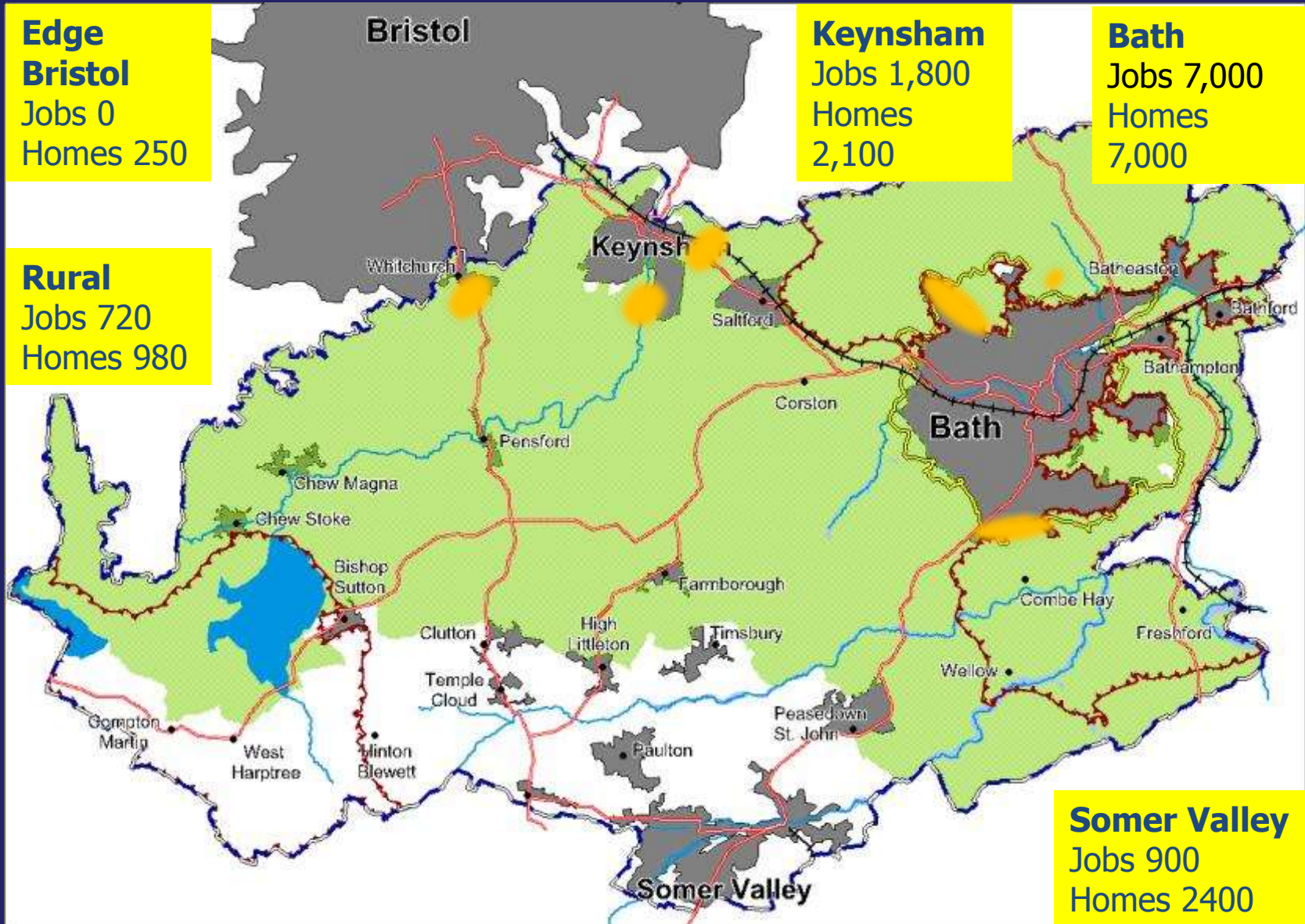
Bath and North East Somerset  
Local Development Framework



# Housing and jobs

<b>HOUSING</b>	
<b>Total Need</b>	<b>8,637</b>
<b>Total Supply</b>	<b>10,700</b>
<b>Boost for Affordable</b>	<b>2,000</b>
<b>Total</b>	<b>12,700</b>
<b>JOBS</b>	
<b>Net employment growth</b>	<b>10,400</b>
<b>Gross jobs needed</b>	<b>15,600</b>

# The strategy



# Economic forecast

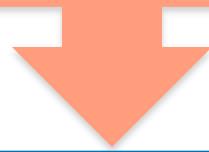
## Overall...

- GVA to grow by £1.6bn to £4.7bn
- Average productivity per job to increase by £12.4K to £50.3K

- Financial & Business Services + 6,700 jobs
- ICT & Creative Industries + 1,900 jobs
- Distribution & Retail + 1,900 jobs
- Tourism & Leisure + 1,400 jobs
- Health Services + 1,000 jobs
- Arts Entertainment & Recreation + 1,000 jobs

...Key  
growth  
areas

Our Vision is Bath and North East Somerset will be internationally renowned as a “beautifully inventive” entrepreneurial 21st century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a ‘connected’ area ready to create an extraordinary legacy for future generations



# Economic Strategy

## People

Employment  
& Skills

Health  
&  
Well-being

Culture Arts  
&  
Events

## Place

Successful  
City

Sustainable  
Rural  
Communities

Vibrant  
Market  
Towns

## Infrastructure & Connectivity

Key  
Sectors

New  
Business  
Space

Business  
Support  
&  
Promotion

Connectivity

Housing

“For B&NES to have an economy with sufficient quality, sustainable jobs at all levels and, for local residents to have the skills to enable them to progress through the labour market and earn incomes, which will enable them to achieve their economic potential and competitiveness”

Business Growth

Social Mobility

Maximising B&NES  
Return On Investment

Support Employment, Business  
Competiveness and Business Start-ups

Increase and improving employability and  
skills

Increase Targeted  
Recruitment and Training  
(TR&T) opportunities

Increase in  
enterprise and  
self  
employment

Increase in  
uptake of  
employer led  
training

Improved  
Apprentice  
Take-up  
& Graduate  
Retention  
Levels

Lower level of  
older  
Claimants

Reduced  
NEETS

Welfare  
to  
Work

TR&T in  
Procurement  
Policy

Embed TR&T in  
S106  
agreements

Sustainable supply of skilled residents to facilitate business growth and improved Health & Wellbeing.

# Timetable

MEETING	Nov	Dec	Jan	Feb	March	April	May
Officer Working Group	Yellow	Yellow	Yellow	Yellow	Yellow		
Senior Management Team			Yellow		Yellow		
Informal Cabinet			Yellow		Yellow		
PD&S Panels			Yellow		Yellow		
Cabinet						Yellow	
Council							Yellow
Strategy Launch							Yellow