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EU Structural Investment Funding (ESIF) Strategy Workshop August 2013

Keeping Buckinghamshire Open For Business

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Welcome & Introduction

Alex Pratt - Chairman

Keeping Buckinghamshire Open For Business

Chiltern District Council
WYCOMBE DISTRICT COUNCIL
BUCKINGHAMSHIRE COUNTY COUNCIL
AVDC
South Bucks District Council

Why?

- Introduce Bucks SWOT Analysis
- Discuss how EU funding might
  - build on economic strengths & opportunities
  - address constraints/gaps
- Identify Priorities

Agenda

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9.30 Welcome

9.45 Bucks Economy: Evidence Base & SWOT

10.10 Workshop 1: What missed?

10.40 Feedback/Discussion

11.05 Potential Local Priorities

11.30 Workshop2: Brainstorming possible solutions

12.00 Feedback/Discussion

12.25 Next Steps & Closing Remarks

New Arrangements

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- New– a single EU SIF Growth Programme
  - ERDF, ESF and EAFRD brought together
  - National priorities-
    - innovation
    - Research and development
    - Support for SMEs
    - Low carbon
    - Skills
    - Employment
    - Social inclusion
  - Majority of funds notionally allocated to LEP areas
  - Each LEP will lead the development EUSIF investment strategy
  - Plan must be **strategic**, supported by **strong evidence base**
  - LEPs must **collaborate** in order to maximise impact
  - LEPs must identify local sources of **match funding**

Position in Buckinghamshire

€m	2014	2015	2016	2017	2018	2019	2020	TOTAL
Basic Allocation	€ 1.70	€ 1.80	€ 1.80	€ 1.80	€ 1.90	€ 1.90	€ 2.00	€ 12.90
Performance reserve						€ 0.50	€ 0.50	€ 1.00
Total allocation	€ 1.70	€ 1.80	€ 1.80	€ 1.80	€ 1.90	€ 2.40	€ 2.50	€ 13.90

- BTVLEP has been awarded **€13.9m** between 2014-2020
- We estimate SEMLEP has been allocated circa **€2.9m** of total Bucks-wide allocation as it also covers AVDC area
- Collaborating with LEPs (GTV6, London, SEMLEP & others)
- Investment decisions will support bid to government for Local Growth Funding, due later in the year

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The Buckinghamshire Economy

Jim Sims – Development Manager

Keeping Buckinghamshire Open For Business

Chiltern District Council · Wycombe District Council · Buckinghamshire County Council · AVDC · South Bucks District Council

Innovation

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Strengths
• **Knowledge Economy** - ranked 6th in the country; • **Patents** – ranked 8th in the country; • **Entrepreneurship** – The most entrepreneurial part of Britain; • **Industrial Structure** - Over-represented in all the 'Plan for Growth' sectors;
Challenges, Barriers, Constraints & Opportunities
• **Low Level of High Growth Start ups** – fewer than some of the neighbouring LEPs; • **Businesses experience difficulties connecting to the National and European innovation support system** – complex landscape, many SMEs struggle to navigate; • **Shortage of higher level workforce skills to support R&D** – shortage of skilled graduates & researchers & postdocs to support firms in our growth sectors; • **High costs of R&D require shared investment** – support for collaborative R&D to commercialise new ideas and stimulate growth; • **Business Networking for Innovation** – businesses want a 'revitalised and refreshed approach to business networking'; • **Shortage of Incubation** – 2nd highest proportion of home based businesses in the UK & 35% of businesses indicated suitable low cost premises was the enabler of business growth; • **Weak use of public procurement as a tool for generating innovations** – potential to generate business opportunities from public sector downsizing & 'demand management' activities;

ICT

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Strengths
• **Strong fixed line NGA broadband coverage across Buckinghamshire by March 2016 -** 90.5% NGA coverage, with ubiquitous access to speeds of at least 2 Mbps (download) • **High number of internet users over the age of 16** - Buckinghamshire, Berkshire and Oxon sub-region possesses the highest number of Internet Users over the age of 16 (at just over 90%)
Challenges, Barriers, Constraints & Opportunities
• **Poor fixed line NGA broadband coverage in rural Buckinghamshire** - Whilst 95% coverage should be achievable, the last 5% continues to look problematic. • **Poor mobile telephony coverage, particularly in rural areas** - Mobile telephone coverage continues to be weak in some areas across the county, particularly rural areas, and this can serve to limit/restrict business growth; • **Poor mobile broadband coverage, particularly in rural areas** - 3G and 4G coverage is presently somewhat patchy across the county; • **State Aid and Market dynamics!**

SME Competitiveness

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Strengths

- **Economic Performance -** The second highest performing NUTS 1 region behind London;
- **Resilient Economy -** The only LEP area to be ranked in the top five for each of the major domains of LEP performance; resilience, business, community, people, and place;
- **Industrial Structure -** , ranking 6th of all LEP areas and 3rd of all county council areas, behind Cambridgeshire and Hampshire;
- **Strong growth outlook -** BTVLEP is forecast to have the second strongest increases in output and employment growth (2013 and 2015), behind neighbouring Thames Valley Berkshire.

Challenges, Barriers, Constraints & Opportunities

- **Low levels of firm growth -** at 12.5%, Buckinghamshire's proportion of small firms to have shown an increase in the number of employees is the lowest of any county council area;
- **Low levels of export & international trade -** Buckinghamshire's export performance is weaker than its attributes would suggest, due to comparatively low level of employment we have in export oriented sectors;
- **Low Level of High Growth Start ups** – fewer than some of the neighbouring LEPs;
- **Businesses experience difficulties in Accessing Finance -** many businesses in Buckinghamshire struggle to secure the finance they need to commercialise new ideas and grow;
- **Supporting for High Value Manufacturing -** the strategic importance of the sector to the UK economy still makes it worthy of continued support and investment;

Employment

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Strengths

- **Near Full Employment –** Employment rate of 76.1%,placing BTVLEP 6th among the 39 LEPs
- **Low Claimant Count -** 3rd lowest claimant count among Local Enterprise Partnerships at 1.7%
- **Low White Collar Claimants -** proportion of claimants usually employed in managerial, professional or technical occupations fallen to it lowest level since records began in 2005
- **Low number of economically inactive people that are looking for a job** - Of the 19% of economically inactive working age residents, 74.4% of them are not looking for a job
- **The small number of wards in which high levels of unemployment manifests itself -** nine wards in Buckinghamshire have a claimant count rate which is at, or above, national averages.

Challenges, Barriers, Constraints & Opportunities

- **A high number of claimants remaining economically inactive despite evidence of demand from employers for the skills they possess -** 53.7% of claimants looking for work in elementary occupations have been claiming over 6 months, ahead of 48.2% among those looking for work in skilled trades and 47.8% for process, plant and machine operatives.
- **The high number of long term claimants now account for 42.7% of all Buckinghamshire's claimants -** This rises to 49% for those aged 50 and over.
- **Significant complexity of the issues which underpin reasons for unemployment** –caring responsibilities; debt/money issues; drug/alcohol dependency; educational attainment; family, parenting/relationship issues; access to flexible/affordable childcare, health problems; homelessness; learning difficulties/disabilities; life skills; offending; & access to transport

Skills

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Strengths

- **Well educated population** - Buckinghamshire has a higher proportion of residents holding qualifications at NVQ levels 2 and 3 or higher than the country as a whole.
- **Strong Schools Performance** - Our school performance is the strongest in the country. In 2012, 88% of 19 year olds in Buckinghamshire were qualified to NVQ level 2 or higher.
- **Low NEET numbers** - Reflecting this strong schools performance, comparatively few of Buckinghamshire's 16-18 year olds are not in employment, education or training.
- **Strong progression routes to HE** - Over a quarter of Buckinghamshire's pupils attend Russell Group universities after key stage 5, the highest proportion of any Local Enterprise Partnership.

Challenges, Barriers, Constraints & Opportunities

- **Poor work readiness skills of young people;**
- **Weaknesses in the delivery of Higher Level Apprenticeships & Advanced Technician Skills;**
- **Weaknesses in the delivery of skills for 'Plan for Growth' sectors.**
- **High levels of Graduate Leakage -** 19 of every 20 Buckinghamshire school leavers that enter higher education studying outside the county;
- **Low volumes of young people progress into employment.** Only 9.7% of Buckinghamshire's pupils enter employment after key stage 5 (or 7.4% when those whose destination is not known are included) with 11.3% going on to further education and 2% starting apprenticeships;
- **High levels of underemployment -** increases in male part-time and female full-time employment as male full-time and female part-time employment has fallen;

Social Inclusion

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Strengths

- **Buckinghamshire has the lowest level of economic deprivation of any LEP** - with 54.7% of the county's 316 super output areas (LLSOA) ranking among the country's least deprived quintile.
- **Buckinghamshire's workers are also among the highest paid** - the county having the 2nd highest workplace based earnings of all county council areas, ahead of the South East median;
- **Buckinghamshire's claimant count is the 3rd lowest among LEPs** - Economic inactivity is comparatively low in Buckinghamshire at 19.0% of working age residents.

Challenges, Barriers, Constraints & Opportunities

- **Increasing levels of deprivation** - From 1999 to 2009 both relative and absolute economic deprivation in Buckinghamshire increased. .
- **Increasing levels of worklessness -** claimant count for the ten wards with the highest levels of worklessness it has risen by 3.4% to 27.1% of all claimants.
- **Increasing gap between the most affluent and the poorest -** pay has polarised;
- **Increasingly ageing population -** The number and proportion of residents aged 65 and over reached new highs in 2011, accounting for 16.8% of all residents.
- **Significant complexity of the issues which underpin deprivation/exclusion** –caring responsibilities; debt/money issues; drug/alcohol dependency; educational attainment; family, parenting/relationship issues; access to flexible/affordable childcare, health problems; homelessness; learning difficulties/disabilities; life skills; offending; & access to transport;

Low Carbon

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Strengths
• **Slightly lower industrial and commercial emissions than the South East average** – largely due to the rural nature of Buckinghamshire;

Challenges, Barriers, Constraints & Opportunities
• **Rising Costs** - Businesses and communities are very exposed to rising fossil fuel prices. Latest government estimates indicate that energy prices will rise by over 30% by 2017. 80% of businesses see utility and energy prices as a negative • **Poor Energy Resilience -** Only 3.2 % of the county's energy needs are met from renewable sources (and the government is committed to achieving 15% by2020). • **Businesses experience difficulties in implementing low carbon initiatives**– complex landscape, many SMEs simply don't possess the technical skills; • **The Supply Chain is highly fragmented** – the low carbon supply chain is incredibly fragmented, creating further complexity and confusion for anyone looking to install; • **Poor delivery of skills for the 'Green Economy'** – we need to improve the skills of installers, energy managers , owner managers etc. • **Opportunities to develop place based 'SMART Grid' infrastructure**– particularly in our main conurbations; • **Public Procurement** – provides opportunities to create local jobs through growth of Low Carbon Sector (Anaerobic Digestion, Energy from Waste etc.)

Climate Change Adaptation

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Strengths
• **Strong commitment from local authorities** - many of whom have signed the Nottingham Declaration, a voluntary pledge to address the issues of climate change • **Strong NGO and third sector partnership** - to support delivery.

Challenges, Barriers, Constraints & Opportunities
• **The importance of Carbon Reduction** - Around 80% of the cause of climate change can be attributed to the damaging emissions that occur when fossil fuels are burned; • **Many businesses experience difficulties in implementing climate change adaptation initiatives**– heavy 'supply side' message, risk rather than opportunity led, complex landscape, many SMEs simply don't possess the technical skills; • **Weak ROI** - Many of the benefits are lagged, or not even felt until after the event; • **Some opportunities may exist to generate eco-Innovations in the growing adaptation goods and services market** - although likely to be niche;; • **Resource efficiency** – opportunities to help businesses reduce costs, through improved resource efficiency (water, waste reduction etc.)

Protecting the Environment

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Strengths
• **Great natural environment.** Diversity, quality and often high sensitivity of green infrastructure assets across the county • **Strong Natural Environment Partnership.** With links to LEP, Health & Wellbeing Board etc.; • **Universal recognition of the importance of the natural environment**. In giving us a source of competitive advantage; • **Significant green and blue assets.** 1/3 of the land designated an Area of Outstanding Natural Beauty and large swathes of the south of the county designated as greenbelt • **Limited number of brownfield sites needing to be brought back into use;** • **Strong public third sector and NGO support structures**, with strong support of residents
Challenges, Barriers, Constraints & Opportunities
• **National Planning Designations influence large parts of county** • **Constraints on development land in some parts of the county.**

Sustainable Transport

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Strengths
• **Strong track record in delivery of Sustainable Transport projects.** LSTF and ERDF track record;
• **Improving Rail Network.** Could have a positive impact;

Challenges, Barriers, Constraints & Opportunities
• **Porous county -** Buckinghamshire has the second lowest proportion of residents living and working within its boundaries of any county council area. Among the districts, the proportion living and working in the same district ranges from 68.3% in Wycombe to 35.7% in South Bucks;
• **Higher than average CO2 emissions from Transport**. The available data clearly shows higher than average emissions (135% of English average) from road transport use within Buckinghamshire.
• **Car use is a major contributor to CO2.** Private car use amounts to 96% of total carbon emissions, reflecting factors including high levels of car ownership and use in the County but also the passage of the M40 through the south of the County).
• **Major Roads are a major contributor to CO2,** Carbon dioxide emissions from major roads make up almost 80% of the total.
• **Dispersed rural nature of the county.** Meaning it can sometimes be more challenging to deliver viable public transport solutions;
• **Still major reliance on fossil fuels.** Limited take up of Biogas, Electric vehicles etc.

Workshop 1

- Any issues which have been missed?
  - Innovation;
  - SME competitiveness & ICT;
  - Developing a low carbon economy;
  - Improving workforce skills;
  - Employability & Social Inclusion
- Nominate someone to feedback
- Discuss for 30 minutes

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Potential Investment Opportunities
(but there will doubtless be more … which will actually need to become fewer)

Jim Sims – Development Manager

Keeping Buckinghamshire Open For Business

Chiltern District Council | Wycombe District Council | Buckinghamshire County Council | AVDC | South Bucks District Council

The Investment 'rules'

- Projects that deliver growth!
- Builds on existing assets/routes to market;
- Goes with the natural grain of the economy;
- Encourages Stronger Partnerships for Growth;
- Invests at the level of place, not organisation;
- Is supported by available Match Funding;
- Strategic investments with neighbouring LEPs;

Limited funds

- Driving us to focus on

<table>
<tr><th rowspan="2">CORE THEMES</th><th colspan="3">Minimum spending levels at national level required by the regulations</th></tr>
<tr><th>Less Developed Regions</th><th>Transition Regions</th><th>More Developed Regions</th></tr>
<tr><td>Innovation</td><td rowspan="4">At least 50% ERDF must be spent on these 4 themes, of which approx 12%? on low carbon (% tbc)</td><td rowspan="4">At least 60% ERDF must be spent on these 4 themes, of which approx 15% on low carbon (% tbc)</td><td rowspan="4">At least 80% ERDF must be spent on these 4 themes, of which at least 20%? on low carbon</td></tr>
<tr><td>SME Competitiveness</td></tr>
<tr><td>Low Carbon</td></tr>
<tr><td>ICT</td></tr>
<tr><td>Climate Change Adaptation</td><td colspan="3"></td></tr>
<tr><td>Environmental Protection</td><td colspan="3"></td></tr>
<tr><td>Sustainable Transport</td><td colspan="3"></td></tr>
<tr><td>Employment</td><td rowspan="4">At least 60% ESF must be spent on up to 4 sub-priorities within these themes</td><td rowspan="4">At least 70% ESF must be spent on up to 4 sub-priorities within these themes</td><td rowspan="4">At least 80% ESF must be spent on up to 4 sub-priorities within these themes</td></tr>
<tr><td>Skills</td></tr>
<tr><td>Social Inclusion
(at least 20% value of ESF)</td></tr>
<tr><td>Institutional Capacity</td></tr>
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Innovation

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Potential 'Horizontal ' Investments

- **High Growth Start up activities –** linked to public & private research establishments, HE and FE;
- **Stimulating increased levels of innovation** in Buckinghamshire firms, through locally based innovation champion(s)/adviser(s) to drive up market interest in innovation & provide easy access to TSB/Horizon 2020 programmes;
- **Grants for Collaborative R&D** – finance to help businesses to commercialise new ideas & grow;

Potential 'Vertical' Investments

- **Social Innovation and Public Procurement**
  - Work with the Public Sector to stimulate new Tele-health & Energy Solutions;
- **Grants for Collaborative R&D in the fields of;**
  - High Performance Engineering/Motorsport (Bucks, SEMLEP, NEP, OLEP &CWLEP?)
  - Micro-electronics & Smart Devices (Bucks, EM3LEP, TVB, London?);
  - ICT/Creative Media/Games Development (Bucks, C2C, Oxford, London?);
  - ICT/Cyber Security (Bucks, TVBLEP, EM3?)
  - Life Sciences (Bucks, London, OLEP, GC&PLEP, HLEP?)
  - Agri-Food (Bucks, SEMLEP, TVB?)
- **Incubation** – Supporting the establishment of incubation centres in the above fields, linked to key public & private sector research assets;
- **Business Networking for Innovation** – supporting the development of collaborative knowledge transfer networks in the above sectors

ICT

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Potential Investments
• Fixed line NGA broadband coverage , particularly in rural areas. • Mobile telephony coverage, particularly in rural areas • 4G/5G coverage particularly in rural areas

SME Competitiveness

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Potential National 'Opt-in' Investments
• **Growth Accelerator Opt-in** – Growth Accelerator outreach, more mentoring sessions for local businesses or local growth networks; • **Manufacturing Advisory Service Opt-in** – MAS outreach, more MAS support or more supply chain development; • **UKTI Opt-in** – one additional dedicated trade advisor + other innovative services (@ £580k pa!)

Potential Local Investments
• **Local Business Growth Coaching Services** – Business want a peer-level 'been there, done that' mentoring support; • **Local international trade services** – integrating into UKTI offer and help businesses with suitable products/services to take steps to open up new markets; • **Support to help businesses become Investment Ready –** support to help businesses develop business plans which are investment ready; • **Access to Finance** – investment in a 'fund of funds', to support businesses to access the finance they need to grow & expand; • **Supply Chain Development in Priority Sectors –** working with key employers locally to strengthen local and national supply chains in advanced manufacturing, life-sciences, creative media/ICT and food and drink; • **Incubation** – Supporting the establishment of incubation centres, linked to key public & private sector research assets;

Employment

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Potential Investments
• **Projects which encourage greater agency cohesion, efficiency and co-ordination between existing employment support services in areas of high unemployment;** • **'In community' work readiness training where clear demonstrable gaps exist** – to reach communities and help people pursue a skills pathway back into employment; • **'In community' enterprise/social enterprise start-up training where clear demonstrable gaps exist** - to reach communities to help people pursue an enterprise pathway back into employment; • **Additional/intensive/flexible/early/tailored support to** support specific barriers experienced by unemployed people (ethic minorities, caring responsibilities; debt and money management; digital inclusion; reducing drug and alcohol dependency; educational attainment; family, parenting and relationship intervention; access to flexible and affordable childcare, health problems; homelessness; learning difficulties and disabilities; life skills; offending; and access to transport), where it can be shown that the current provision is weak and the support provided is likely to have a demonstrable impact on helping beneficiaries back into employment;

Skills

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Potential 'Horizontal ' Investments

- **Elementary Skills development in the following sectors;**
  - 'Green Economy' – Installer Skills, Energy Managers etc.
  - Hospitality & Leisure – particularly adapting and changing to new modes of working;
  - Care – particularly adapting and changing to new modes of working;
- **Technician & Higher level workforce skills development in the following sectors;**
  - ICT (Cloud Computing, Cyber Security, Big Data etc.)
  - Advanced Engineering (Micro-electronics & Smart Devices);
  - ICT/Creative Media (Games Development);
  - Life Sciences (Drug Development & Delivery)
  - Agri-Food (Food Science)
- **Apprenticeships & Higher Level Apprenticeships (in the above technician sectors)**
  - Improvements to the recruitment, assessment and facilities for the delivery of Apprenticeships;
  - Promotion of the use of Higher Level Apprenticeships (especially in manufacturing and industrial strategy priority sectors) by developing a supportive environment for new HLAs.
- **Leadership & Management skills**
  - Programmes which support SMEs to develop internal capabilities and growth potential;
  - The creation of local employer led learning networks in the Hospitality & Leisure, Micro-electronics/Smart Devices, ICT, Creative Media, Life Sciences, Agri-Food or Advanced Engineering Sectors
- **Provision to support employees affected by large scale redundancies**

Social Inclusion

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Potential National 'Opt-in' Investments
• **Big Lottery Fund** – Opt-in to various national programmes or targeted interventions at the level of place (Reaching Communities);

Potential Local Investments
• **Projects which encourage greater agency cohesion, efficiency and co-ordination between existing support services in disadvantaged communities;** • **'In community' work readiness training where clear demonstrable gaps exist** – to reach communities and help people pursue a skills pathway back into employment; • **'In community' enterprise/social enterprise start-up training where clear demonstrable gaps exist** - to reach communities to help people pursue an enterprise pathway back into employment; • **Additional/intensive/flexible/early/tailored support** to overcome specific challenges/barriers experienced by people in disadvantaged communities, where it can be shown that provision is weak and that overcoming the challenge/barrier is likely to have a demonstrable impact on helping beneficiaries back into employment; • **Developing the capacity of social enterprises, community groups and NGO's;** • **Helping to grow the social investment market to address the needs of local communities;** • **Supporting local 'Community Grant' type activity;**

Low Carbon

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Potential 'Horizontal ' Investments
• **Helping businesses to reduce their energy costs** by providing them with sustainability champion(s)/adviser(s) that can help them navigate the market complexities & implement low carbon actions which can also reduce their costs and improve their productivity; • **Grants for energy efficiency in business**– helping businesses to invest in measures which help them improve their energy efficiency; • **Investment in decentralised energy networks, carbon capture and utilisation, energy storage and energy from waste projects** – which help businesses to reduce their energy costs; • **Grants for collaborative R&D in the fields of eco-innovation and sustainable design** (with a range of neighbouring LEPs) • **Projects which help businesses reduce their transport costs**

Workshop 2

Brainstorm possible solutions to 'market failures' in;

- Innovation;
- SME competitiveness & ICT;
- Developing a low carbon economy;
- Improving workforce skills;
- Employability & Social Inclusion

Nominate someone to feedback

Discuss for 30 minutes

Next Steps

- BTVLEP needs to include some specific projects in its investment portfolio
- Please submit the project pro forma – to jim@btvlep.co.uk by 30th August, latest (but preferably earlier);
- We have limited funds, so want to minimise duplication in overheads and use the small amount of funding we have to leverage other funding;

- Comparison with other LEPs (early September);
- Discussion with LEP Partners (early September);
- Draft published for Consultation (mid September)
- Draft goes to BTVLEP Board for discussion (20th September)
- Submission of First draft (7th October)
- Negotiation & Discussion (October – December)

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Any questions?

Thank you for coming

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