

## Appendix Three – Partnership and Consultation

# A STRATEGIC ECONOMIC PLAN FOR THE ENTERPRISE M3 AREA 2018 – 2030

A globally competitive region, unique  
for its knowledge, digital & design  
based economy



# Partnership and Consultation

For the Enterprise M3 LEP our greatest asset is the support of our partners.

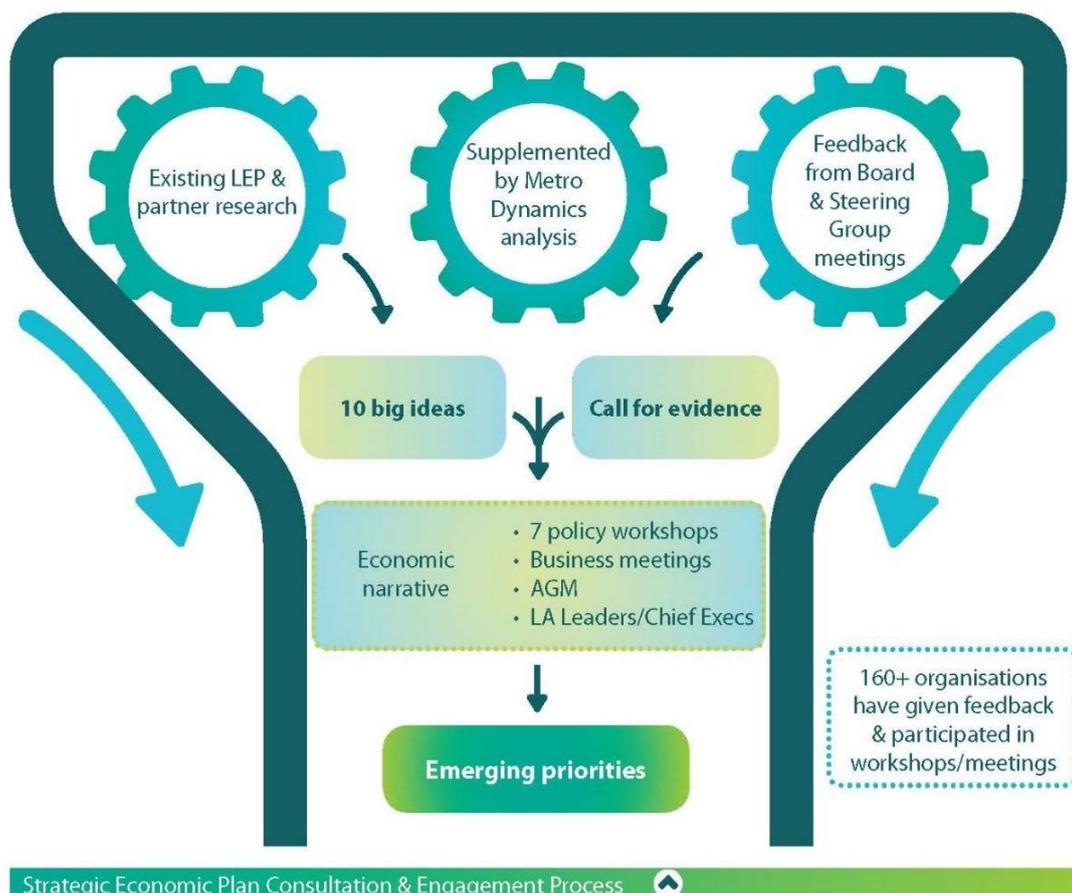
The LEP is governed by a partnership of business, private sector employers, local authorities, universities, colleges, business membership and not-for-profit organisations.

The fusion of these areas of expertise and different perspectives is what gives us the authority to carry out our role providing economic leadership for our area, helping to create and maintain an environment in which our businesses can thrive, influencing decisions, and delivering investment where it will support growth.

Extensive work and consultation with our partners, is the bedrock of this strategic plan, and has driven the identification of the areas of strategic action and intervention which will encourage investment and help the area achieve its 4 per cent growth target.

The process for this extensive consultation is represented in the diagram below (Fig 1) and has been critical to determining the content of this Strategic Economic Plan.

FIG 1



Stakeholders were consulted and responded to as we shaped our Strategic Economic Plan over a period of more than 12 months. Fig 2, below, sets out more details on the consultation journey.

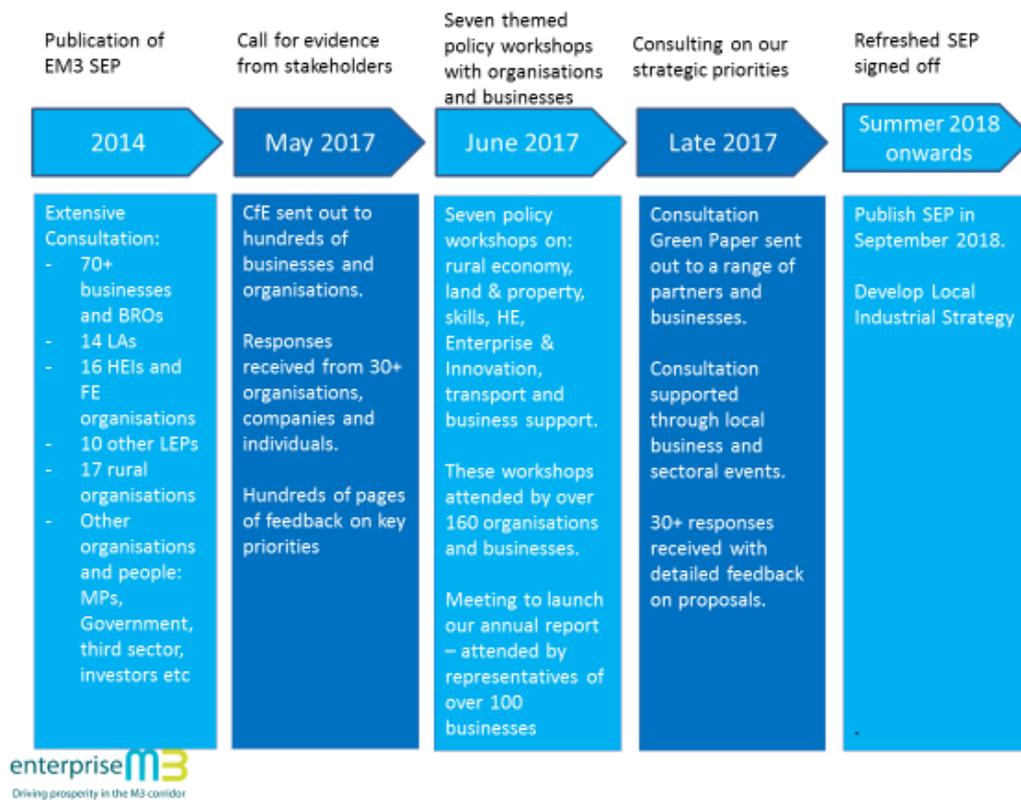


FIG 2

An extensive review of the economic data was carried out by Metro Dynamics during the Summer of 2017. The main findings were:

- Enterprise M3 is a national economic asset that should be competing with other high productivity regions around the world.
- Our economy is strategically connected with London's economy, and there is an opportunity to build on this advantage now that London is overheating - attracting high skilled residents into the area, and investment from companies that value our strategic location proposition.
- We have very strong sectors - especially in the digital economy, defence and aerospace, Gaming, life sciences and professional services. Building on the conclusions of the Science and Innovation Audit, our big opportunities for growth are where these sectors intersect with digital technologies sectors such as 5G, cyber security, AI.
- These sectors face critical challenges in terms of skills gaps, supporting companies to increase productivity, and availability of the right kind of commercial space.
- This is reflected in EM3 growth rates for these sectors which do not match those of some international competitor regions
- Infrastructure is a major challenge for Enterprise M3
- House prices are high; transport is slower than some comparable areas; there is a lack of available higher quality commercial space and broadband/ mobile connectivity is poor in parts of the LEP area,

especially rural. These are barriers to attracting highly skilled people and growing and retaining high productivity businesses.

This was then followed by a series of policy workshops across the region with business, local government and education representatives.

A Consultation Paper was published on 26<sup>th</sup> October 2017 with stakeholders asked to give their views by 11<sup>th</sup> December 2017. They were asked to comment on 5 emerging priorities:

- Supporting the major firms in our critical growth sectors. This is about resilience and opportunity in the post Brexit economy, ensuring that across the region we are in close dialogue with our leading businesses, understanding their issues and opportunities and being able to respond rapidly to their needs. Local Councils are already doing much of this, the role of EM3 LEP should be to co-ordinate, gather intelligence and plug any gaps.
- Focusing support on SMEs in our key growth sectors that have scale-up potential, through continued and further investment in assets such as the 5G Innovation Centre.
- Driving inward investment by promoting a consistent set of messages about the investment opportunities and economic strengths of our area. This means working with Government to encourage FDI, and packaging this with investment in key infrastructure priorities.
- Developing a limited number of major strategic deal propositions for development of the housing and commercial space our economy needs to grow, underpinned by transport investment. These would be focussed on places where there is an appetite for (and ability to achieve) growth at scale.
- Responding to the skills needs of business through providing targeted information to education providers about skill requirements in key growth sectors.

## Feedback from the Consultation

Responses were received from a diversity of organisations, including Borough, District and County Councils and from organisations representing business and environmental interests, higher education, business and an individual.

Overall, respondents welcomed the longer-term approach as far as 2030, and the general strategy proposed by the Enterprise M3 LEP. They supported the priorities as right for addressing the challenges faced in their locality or by their organisation.

## Comments on Low Carbon

An important overarching comment made by several respondents was to highlight a lack of reference to climate change and reducing the UK's carbon emissions.

The respondents emphasised that our area's natural environmental assets provide significant business opportunities and expressed the importance of maximising these, as well as protecting and enhancing our environment.

The Industrial Strategy was referenced as making it clear that decarbonisation and the transition needed to an affordable, low carbon future is enormously challenging, yet offers huge opportunities for UK industry to develop innovative new products and services.

Our stakeholders made a clear recommendation that the priorities were reviewed and the implications of climate change embedded throughout the strategy.

## Comments on Digital

Comments were also made on the role of digital technologies as drivers of growth across multiple sectors and on the advantages of this “cross-fertilisation” between sectors. A number of sectors were given as examples of ones where digital technologies have a transforming role: manufacturing, retail, financial services and agriculture. This list is, of course, not exclusive.

## Our Response to Feedback

This feedback has been valuable and influential, making a fundamental contribution to our approach. As a result, digital technologies and clean growth have been embedded in our strategy as cross-cutting economic drivers which will underpin all our major activities.

## Documents

The consultation documents shared during this process are below.

- Developing an Industrial Strategy for our Area Consultation Paper – Autumn 2017:  
[https://www.enterprisem3.org.uk/sites/default/files/Enterprise%20M3%20SEP%20Consultation%202017\\_0.pdf](https://www.enterprisem3.org.uk/sites/default/files/Enterprise%20M3%20SEP%20Consultation%202017_0.pdf)
- Industrial Strategy Consultation Responses Report – January 2018:  
<https://www.enterprisem3.org.uk/sites/default/files/Consultation%20Summary%20Report%20January%202018.pdf>