Working with businesses to deliver growth

SEMLEP Business Plan 2013-14
Foreword
The South East Midlands Local Enterprise Partnership, (SEMLEP), was set up in May 2011 under the Coalition Government to play a central role in determining local economic priorities and to undertake activities that drive economic growth and the creation of local jobs.

As an economic development partnership and a company limited by guarantee, SEMLEP is operated jointly by private and public sector representatives in the area to promote the South East Midlands as a prime growth location for business investors and visitors.

I was appointed as the independent private sector chair in September 2011. Building on our first Business Plan, Getting Down to Business, which was developed in consultation with over one thousand businesses, this document takes us forward to 2013-14 and details 6 high level objectives for the year ahead.

**A Year in Perspective**

In 2012/13, SEMLEP achieved a great deal with very little resource by working constructively with our private sector and local authority partners. A highlight includes seeing Northampton Waterside Enterprise Zone investments start to take shape with the opening of the new Carlsberg bottling plant and the construction of new student accommodation for the University of Northampton well underway.

Elsewhere, our ‘Growth Conversation’ with central Government resulted in the funding of a key junction on the M1 spur into Luton providing access to business parks and the airport and our £18.7m of Growing Places Fund resources have been allocated to key infrastructure projects including increasing the electricity capacity for the Silverstone circuit, home of the British Grand Prix.

Our Board strategic leads have established thriving groups for the showcase sectors of High Performance Technology, Manufacturing and Technology, Logistics, the Green Economy and the Visitor Economy. We have continued to receive excellent advice and support from our group of residential and commercial property developers.

**The Year Ahead**

This year will be even more exciting as LEPs become the established route for distributing Government Funds, following the review by Lord Heseltine ‘No Stone Unturned in the Pursuit of Growth’ published in November 2012. Like all LEPs, we will receive core funding this year which will enable us to strengthen our team capacity to develop strategic plans and work with our partners to deliver growth.

I am delighted that we have started the year with the appointment of a Chief Executive, Daniel Charles Mouawad, who has already set out his ambition for ‘accelerated growth’ across The South East Midlands. With the establishment of a core team, SEMLEP will focus on engaging with businesses and developing strategic growth plans that will enable the flow of resources from national and European funds.

There is a lot to do and we will need the collective will and energy of our Board, supported by Daniel and his small team of focussed professionals, to achieve the growth and prosperity that we all desire for our communities. I look forward to working with you all over the coming month.

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Dr Ann Limb OBE DL  Chair
South East Midlands Local Enterprise Partnership
SEMLEP is

the economic development company, operated jointly by the private and public sectors in the area, to promote the South East Midlands as a prime growth location for business, investors and visitors.

The company was set up in May 2011. It is one of 39 Local Enterprise Partnerships (LEPs) in England established by the Coalition Government to play a central role in determining local economic priorities and to undertake activities that drive economic growth and the creation of local jobs.

SEMLEP focuses

on private sector-led growth and inward investment; our role is to create the right environment for businesses and social enterprises to grow.

SEMLEP comprises

a board of 15 volunteers - six private and six public sectors directors, a director from the training provider, further and higher education world, a director from the voluntary and community sector and an independent private sector chair.

SEMLEP works

through its Board and is characterised by a strong and transparent unity of purpose shared by all partners.

SEMLEP’s success

will be measured by the positive impact its activities have on businesses, jobs, homes and communities.
SEMLEP’s ambition

By March 2015, the South East Midlands Local Enterprise Partnership aspires to be one of the most innovative, successful and high performing local enterprise partnerships in England, as measured in overall terms, by growth in Gross Value Added per head relative to other LEPs and as demonstrated by the effective collective leadership provided by local authority and private sector partners.

Board operation and Business Plan implementation and monitoring

The Board provides collective strategic leadership overseeing implementation and evaluation of the Business Plan through its showcase sectors groups, advisory groups and strategic enabling activity groups.

SEMLEP Board Strategic Leadership

- Board strategic lead on Advisory Groups
- Board strategic lead on Showcase Sector activities
- Board strategic lead on enabling activities

SEMLEP Business Plan 2013-14
The Board fulfils its **collective strategic leadership role** by focusing on the following actions:

- **giving support** to local authority delivery teams, businesses and other stakeholder groups engaged in implementing the SEMLEP business plan.
- **fulfilling a scrutiny** role in respect of performance management of SEMLEP Business Plan agreed activities.
- **providing stewardship** of funds, programmes and projects agreed in SEMLEP Business Plan e.g. Enterprise Zone, Growing Places Fund, East West Rail.
- **offering skills** and expertise to showcase sector groups, advisory groups and enabling activities.
- **stretching** thinking and challenging ways of working.

**SEMLEP Board Strategic Leadership:**
sectors/advisory groups/enabling activities

**Showcase Sector leaders**
- Advanced Technology & Manufacturing: WG
- Creative Industries: RL
- Green Economy: AG
- High Performance Engineering: RP
- Logistics: MC
- Visitor Economy: W

**Advisory Group leaders**
- Business Engagement: CSm
- Voluntary Community Sector: MN
- Property Development Investment & Infrastructure Delivery: JC

**Enabling Activity leaders**
- Broadband: ME
- Enterprise Zone: DM
- Enterprise Zone: RD
- Enterprise Zone: DH
- Enterprise Zone: LE

**Name Abbreviation Key**
- Councillor Mary Clarke: MC
- Councillor Michael Edmonds: ME
- Councillor Andrew Geary: AG
- Walter Greaves: WG
- Mayor Dave Hodgson: DH
- Rae Levene: RL
- Dr Ann Limb OBE DL: AL
- Councillor David Mackintosh: DM
- Richard Phillips: RP
- Chris Scarrott: CSc
- Cheryl Smart MBE: CSm
- Councillor Sean Timoney: ST
- Tom Wells: TW
**SEMLEP wants to**

- attract new growth to the area
- remove barriers to growth
- deliver growth effectively and speedily
- grow ourselves in a sustainable and cost effective way

**SEMLEP will determine successful impact by measuring achievement of the following outcomes**¹

- number of net new jobs delivered in the South East Midlands
- number of new jobs created through inward investment in SEMLEP’s showcase sectors²
- number of new businesses and social enterprises successfully operating in the South East Midlands
- number of homes completed in the South East Midlands
- successful delivery of key infrastructure projects as agreed in the South East Midlands Local Infrastructure Plan
- extent of the availability of super-fast broadband throughout the South East Midlands
- increase in skills levels in secondary, further and higher education in the South East Midlands
- growth in Gross Value Added (GVA) per head in SEMLEP relative to other LEPs
- effectiveness and reputation of collective leadership provided by local authority and private sector partners of SEMLEP

¹ specific measures for the above will be determined against a baseline for each outcome
² advanced technology & manufacturing, creative industries, green economy, high performance engineering, logistics and visitor economy
1. Single Purpose
2. Key Projects - Enterprise Zone and Inward Investment
3. Enabling Activities
4. Impact Points
5. Innovation Streams
6. Showcase Sectors

SEMLEP in a nutshell
Objective 1. To ensure that the SEMLEP Northampton Waterside Enterprise Zone successfully delivers its initial targets for new jobs and businesses by March 2014

**SEMLEP Board strategic champion** for the SEMLEP Northampton Waterside Enterprise Zone  **Cllr David Mackintosh**

**Targets to be achieved by March 2014**

- deliver 130 construction jobs for station and Innovation Centre, 100 net new jobs in SEMLEP Northampton Waterside Enterprise Zone (St John’s student accommodation)
- create 2 new businesses that are successfully operating in SEMLEP Northampton Waterside Enterprise Zone

**Actions to be undertaken between April 2013-March 2014**

- provide effective leadership to, and high level programme management of, the SEMLEP Northampton Waterside Enterprise Zone project to support Northampton Borough Council and their partners in delivery of the Enterprise Zone Action Plan, building on the financial model and marketing plan
- devise and agree ways that the Enterprise Zone adds value to and helps bring success to all parts of the South East Midlands LEP and to neighbouring LEPs
- scrutinise delivery of the Enterprise Zone implementation plan and give appropriate support to Northampton Borough Council and their partners to take action if delivery falls behind schedule
- act as ambassadors for the SEMLEP Northampton Waterside Enterprise Zone by using our business networks and collective spheres of influence to publicise its existence and aspirations and to advocate its wider benefits to the South East Midlands and the UK as a whole.
Objective 2. To attract new overseas business into the South East Midlands through accelerated delivery of all SEMLEP local authorities inward investment plans

SEMLEP Board strategic champion for inward investment Mayor Dave Hodgson

Targets to be achieved by March 2014

• To engage more pro-actively with UKTI;
• To double the number of successful enquiries for inward investment opportunities received from UKTI, compared with 2012 – 2013

Actions to be undertaken between April 2013-March 2014

• operate and monitor the agreed collective way of working for inward investment enquires, marketing activities and delivery across SEMLEP and where relevant across neighbouring LEPs, to achieve the growth in new businesses locating in the area
Objective 3. To facilitate investment in key new physical infrastructure to unlock short and medium term development across SEMLEP

**SEMLEP Board strategic champion** for physical infrastructure is Daniel Mouawad

**Targets to be achieved by March 2014**

- Produce Strategic Investment Plan for SEMLEP as a basis for bidding for single capital pot from 2015;
- Improve access to all available sources of funding to deliver SEMLEP’s strategic priorities for infrastructure ..

**Actions to be undertaken between April 2013-March 2014**

- Develop a SEMLEP Strategic Investment Plan identifying and prioritising key infrastructure projects whose delivery will accelerate growth in jobs, businesses and homes across the area
- Monitor progress with the investment of £18.7m of Growing Places Fund resources in the selected projects working with the private sector, in particular with the Property Development, Investment and Infrastructure Delivery Group (PDIIDG) encourage maintenance of the ‘open borders’ philosophy and implement a policy of cross boundary cooperation between the Local Transport Bodies, local transport and planning authorities and LEPs to ensure that planning consents, the provision of utilities and other necessary arrangements to accelerate delivery of infrastructure are in place as quickly and efficiently as possible
- Influence national investment in key transport routes of strategic importance for the SE Midlands and provide continuing support for the delivery of East West Rail
Objective 4. To facilitate investment in key digital infrastructure to accelerate development across SEMLEP

SEMLEP Board strategic champion for digital infrastructure Cllr Mike Edmonds

Targets to be achieved by March 2014

- Future discussions will continue to proceed with different operators to identify how to accelerate deployment of NGA across the patch through demand stimulation and other means, with a specific focus on Northampton Waterside Enterprise Zone, business parks and SMEs in rural locations.
- Identify ways in which coverage can be increased, particularly in rural areas and for the benefit of businesses and the digitally excluded.

Actions to be undertaken between April 2013-March 2014

- Lead the delivery of next generation access (NGA) broadband, using the SEMLEP Board strategic champion to shepherd resources and bring together key players to stimulate demand and improve connectivity.
- Explore ways in which greater innovation in working practices can be achieved through wider and quicker access to NGA broadband.
Objective 5. To work with the secondary, further, higher, voluntary and community, and private sector education and training providers across SEMLEP to ensure skills outcomes match business and social enterprise needs

SEMLEP Board strategic champion for skills Professor Nick Petford

Targets to be achieved by March 2014

- Putting together a 2 to 3 year plan;
- Carry out an information gathering exercise across SEMLEP to identify gaps;
- Develop an Apprenticeship Plan for the Northampton Waterside Enterprise Zone;
- Establish links with showcase sector employer groups to lead from the demand side

Actions to be undertaken between April 2013-March 2014

- working with and through the existing further education and private training providers, South East Midlands Universities (SEMU), local authority officers, the Skills Funding Agency (SFA), relevant Sector Skills Councils (SSCs) and other appropriate bodies, SEMLEP will develop a SEMLEP wide 2 to 3 year plan that defines the range of fundable outcomes that match SEMLEP’s business needs and maximises revenue available to providers to raise skills levels across the area
Objective 6. To support all SEMLEP local authorities to deliver their economic development plans and related activities designed to stimulate growth and engagement with business

SEMLEP Board strategic champion for Business Engagement Cheryl Smart
SEMLEP Board strategic champions for showcase sectors
Advanced Manufacturing and Technology Walter Greaves
Creative Industries Rae Levene
Green Economy Cllr Andrew Geary
High Performance Technology Richard Phillips
Visitor Economy Tom Wells
Logistics Cllr Mary Clarke

Targets to be achieved by March 2014

- Work with local authorities to support delivery of Economic Development Strategies and Plans;
- Develop SEMLEP Strategic Investment Plan and EU Investment Strategy;
- Organise a programme of events to engage with businesses focussed on showcase sectors;
- Initiate a large employers group of companies across SEMLEP with networking events in each area throughout the year culminating in an event in the House of Commons in the New Year.

Actions to be undertaken between April 2013-March 2014

- coordinate programmes of work SEMLEP undertakes with local authority elected members, Chief Executives and local authority officers in order to promote and accelerate implementation of their economic development and related activities
- champion examples of good practice of local authority engagement with businesses and encourage these to be shared and adopted more widely across SEMLEP focussing on opportunities in both urban and rural areas
- work with the business community, through the Business Engagement Group (BEG), led by the Board strategic champion for business engagement, to involve businesses actively in private sector-led business growth across the South East Midlands
- organise an annual event to raise the profile of SEMLEP by recognising the many large and nationally significant companies within the area.