



Towards a Local Economic Assessment for Staffordshire 21st May 2008

Contacting me

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Structure of Presentation

- Background to the local economic assessments
- How do we move towards developing the assessment
- The proposed approach to developing the assessment
- Major issues affecting the local economy
- Other considerations to take into account
- Taking things forward
- Questions?



- **Sub National Review of Economic Development and Regeneration – July 2007 (SNR)**
- Underlying principle of greater prosperity and quality of life
- Single Integrated Regional Strategy (SIRS)
- Statutory Function for Economic Development for local authorities
- Narrowing the gap between lower performing and top performing areas
- Potential greater devolution of RDA funding
- **A need to produce an assessment of the local economic circumstances of the area (Local Economic Assessment)**

Moving towards the assessment

- “Prosperous Places” consultation 31st March 2008 – consultation on the SNR and its proposals – will end on 20th June
- Reinforces the roles of local economic assessments and proposes 3 ways in which they may be taken forward
- First LEAs to be produced in 2010/11
- First round of LEAs will inform priorities of 2011/12 local area agreements
- Significant input into the evidence base of proposed integrated regional strategies
- Evidence to help devolved funding and other economic development activities

Staffordshire's proposed approach

- Start developing capacity now before likely statutory duty
- Assessment to involve preparation of 2 overarching areas:
 - Detailed evidence base taking into account the interrelated issues affecting the Staffordshire economy
 - Strategic “issues” paper highlighting the key messages of the local economy, and how they need to be addressed to improve prosperity
- Need to link with Regional Integrated Economic Assessment
- The views and ideas of key stakeholders and partners will be important throughout

Current timetable

April / May 2008

Collection and analysis of evidence base

May / June 2008

Writing up initial evidence base work and develop “issues paper”

July 2008

Meeting with key stakeholders

September 2008

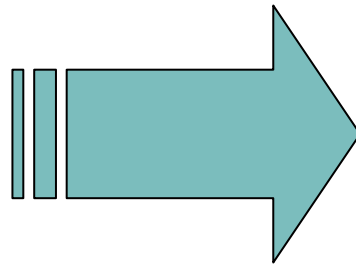
Consultation document produced including workshop event

Autumn 2008

Consider feedback

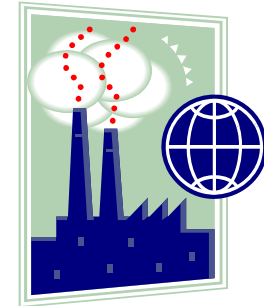
Winter 2008

Developing policy and actions borne out of assessment



Some key factors to consider

- Gross value added (GVA) per head is low
- High share of employment in manufacturing
- Skills performance in some areas is poor
- Need to build on the potential of climate change as well as mitigate against it
- Good connections – but issues of M6 through West Midlands
- Staffordshire needs to establish local, regional, national and global position
- Implications of ageing population and labour force



SWOT analysis

2nd largest total output in region
central location
good levels of economic activity
low worklessness overall

Strengths

low levels of GVA per head
skills base
weaker identity than other areas
aspiration levels can be low

Weaknesses

Opportunities

potential to exploit new links
2 universities and extensive HE offer
awareness of climate change agenda
established base in some clusters

Threats

decline in some sectors
over reliance on some services
lower than average wage levels
recent global economic down turn

Other considerations

- Need to take into account the results of the “Prosperous Places” consultation
- Levels of guidance and statutory duty to be determined following results of consultation
- How will individual LEAs fit into the proposals for wider Integrated Regional Strategies
- Lessons learnt from this trial run can be addressed before formal duty in 2010/11
- Above all – local economic assessment must take into account all issues important to the local economy

Taking things forward

- Steep learning curve
- Good opportunity to prepare ourselves
- Need to ensure that assessments are used properly for real evidence based policy decisions and actions
- Flexibility into the future
- The assessment needs to have a sufficiently distant horizon without disregarding current issues of importance
-It promises to be an interesting future!!



Any Questions?

Over to you.....





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