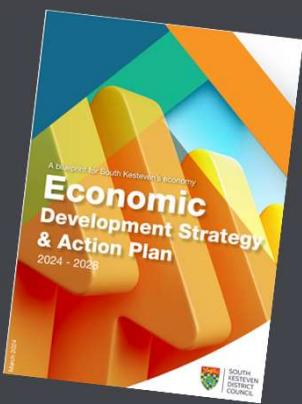


Economic Development Strategy
Member Workshop

Wednesday 17th July

Nick Hibberd, Head of Economic Development



**SOUTH
KESTEVEN
DISTRICT
COUNCIL**

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About the Strategy – Key Areas

The District's economy is growing strongly, increasingly based upon knowledge-intensive services, generating high quality jobs, with productivity levels well above the regional median and wages above the national average.

Five Key Areas:

1. Business, job creation and employment safeguarding
2. Skills development
3. Inclusive growth and regeneration
4. Inward investment
5. Enhancing South Kesteven's tourism and visitor economy offer



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The Consultation – Key Themes

Key themes arising from the Consultation:

1) Connectivity, 2) Commercial Land and Buildings, 3) Identification and Development of Key Sectors, 4) Productivity Drivers, 5) Visitor Economy and Tourism, 6) Monitoring and Evaluation

“The strategy does not set out a vision. It is not ambitious.”

“There is nothing stated on key issues such as; social mobility”

“It would be good to see more recognition of alignment with existing programmes that are led by other organisations such as GLLEP, Lincolnshire CC, Midlands Engine or other district councils (e.g. the GLDSN is a GLLEP product)”



Theme 1: Connectivity

“I disagree connectivity is a strength... inter village and town connectivity barely exists”

“I would like to see how travel planning could be applied to the plan so that those in rural areas do not feel isolated”

“The strategy doesn't however reference the Local Transport Plan”

“The need for infrastructure, particularly highways and transport infrastructure, for major site allocations”

“Introduce a green travel plan”

“Safe off-road cycle paths”



Theme 2: Commercial Land & Buildings

“Exeter Fields site...should be targeted for employment/industry use.”

“I don’t see any new industrial spaces going up anywhere”

“Exeter fields site and St Martin’s Park both need to be developed to increase employment opportunities”

“Monarch Park/Quarry Farm and Stamford North developments will create an unsustainable increase in car movements”

“Nothing stated on public property, estates and corporate property, and the changing nature of the high street and variances in our towns.”



Theme 2: Commercial Land & Buildings

“Would the Council undertake commercial development as done in market Deeping in 2009”

“Support economic development and business expansion is only going to be achieved by the use of Exeter Fields site for Industrial use”

“Why [did SKDC agree to change use of Exeter Fields land] from employment to houses”

“Nothing stated on working with developers on land within the boundary of the new bypass”

“We need the businesses to grow and attract new start ups into the area. this requires investment in infrastructure.”



Theme 3: Identification and Development of Key Sectors

“It would be helpful to understand what SKDC considers its key sectors to be”

“The ONS data on productivity by sector could be matched against sectors in SK to see if it is skills build or attraction of other industry sectors should be the strategy”

“Sector based focus is key and aligns with Government and DBT strategies”

“It would be useful here to understand the sectoral mix of businesses that the council identifies as potentially land here”



Theme 4: Productivity Drivers

“We have a severe lack of skilled workers certainly within Grantham and also an aging work force.”

“SWOT analysis is good, but please try to be more specific on the productivity challenge. Is it skills or is it the lack of major manufacturers in the District”

“Identify skills gaps in local area”

“We need more skilled workers”

“Great that SK have a skills profile in place as well as plans to upskill residents”

“The Local Skills Improvement Plan...could be referenced as a source, as could the Local Skills Report... produced from the DfE which shows the broader skills need”

“The devolution of the adult education budget (AEB) will give new opportunities to reinvest grant into local skills needs”

“There is nothing stated on the changing nature of the high street and variances in our towns.”



Theme 5: Visitor Economy and Tourism

“Importance of digital skills for Visitor Economy businesses... there is need for more training”

“Pleased to see support for the STEAM model locally...fully support the sustainable tourism approach”

“Stamford needs the support of SKDC to enhance its heritage offer to tourists and visitors and needs support to develop sustainable tourism within the town.”

“There is a focus on STEAM data for tourism. However, if you read this and cross reference with ONS data and take out “all retail” from the data set the value of tourism as a percentage is less than 2% of the economy”



Theme 6: Monitoring and Evaluation

“There are no key performance indicators to measure success... Has an evaluation and appraisal been undertaken on the 2016 version?”

“How will the Council know the strategy has been successful in 2028?”

“Can this strategy be changed for the better through consultation or is it approved, and this is simply seeking validation from the community?”

“The action plan is not SMART. It does not state what the intended impacts will be. I.e., the “so what?” question”

“A general comment on all action plans within the strategy [we] recognise these are all very operational plans”

“Actions could align to strategic fit and identify more partner organisations who may be operating within that space.”



Thoughts, questions, suggestions?



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Next Steps

| Activity | Dates: | |
|--|----------------------------|---------------------------------|
| | Previous | Revised |
| Initial consultation feedback presented back to Finance and Economic Overview & Scrutiny Committee. | 27 th June 2024 | 27 th June 2024 |
| Cabinet to receive initial consultation feedback. Cabinet had anticipated to agree the final strategy. | 9 th July 2024 | 9 th July 2024 |
| 2 nd FEOSC Members Workshop | N/A | 17 th July 2024 |
| Revised Strategy presented back to Finance and Economic Overview & Scrutiny Committee. | N/A | 17 th September 2024 |
| Recommendation to Cabinet to approve the final economic development strategy | 9 th July 2024 | 8 th October 2024 |



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