



Coast to Capital Local Enterprise Partnership

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COAST TO CAPITAL

A private sector, private investment
led Local Enterprise Partnership

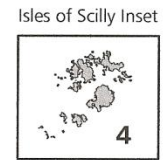
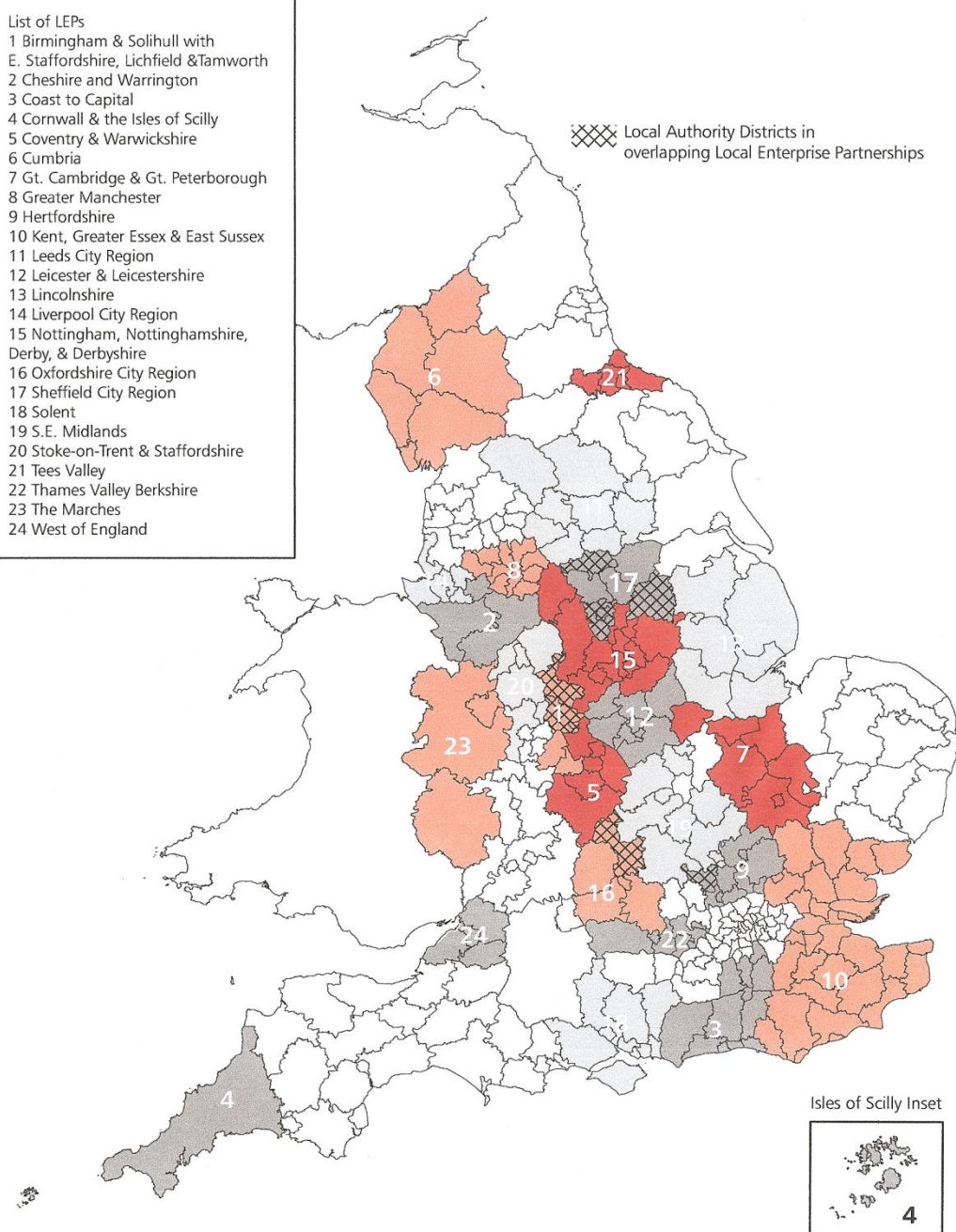
Brighton and Hove
Croydon
Gatwick Diamond
West Sussex

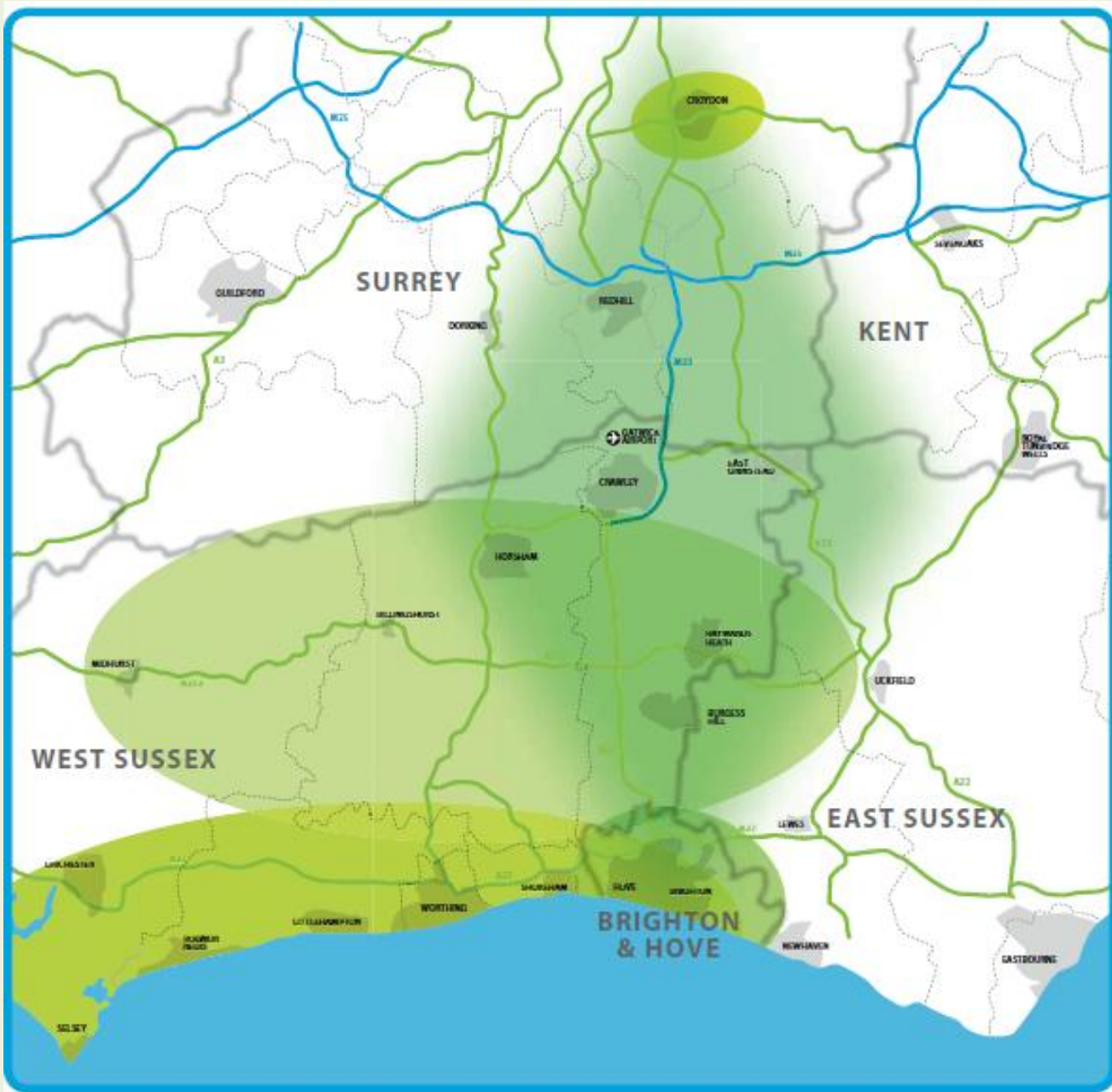




- List of LEPs
- 1 Birmingham & Solihull with E. Staffordshire, Lichfield & Tamworth
 - 2 Cheshire and Warrington
 - 3 Coast to Capital
 - 4 Cornwall & the Isles of Scilly
 - 5 Coventry & Warwickshire
 - 6 Cumbria
 - 7 Gt. Cambridge & Gt. Peterborough
 - 8 Greater Manchester
 - 9 Hertfordshire
 - 10 Kent, Greater Essex & East Sussex
 - 11 Leeds City Region
 - 12 Leicester & Leicestershire
 - 13 Lincolnshire
 - 14 Liverpool City Region
 - 15 Nottingham, Nottinghamshire, Derby, & Derbyshire
 - 16 Oxfordshire City Region
 - 17 Sheffield City Region
 - 18 Solent
 - 19 S.E. Midlands
 - 20 Stoke-on-Trent & Staffordshire
 - 21 Tees Valley
 - 22 Thames Valley Berkshire
 - 23 The Marches
 - 24 West of England

Local Authority Districts in overlapping Local Enterprise Partnerships





- 79,000 businesses
- 113,000 self-employed
- 721,000 jobs
- 1.69m population

Coast to Capital LEP

- Is a genuinely fresh approach
- Has been business-led – but could use more business input
- Recognises that the 5 local partnerships understand their areas better than anyone else
- Is focused on the key transformational priorities
- Does not aim to do everything – we need to manage expectations



Vision

- Focused on international growth and entrepreneurship – the drivers
- Strong private sector growth and less public sector employment and dependency
- Less dependence on locally trading businesses
- Higher rates of new business formation
- It's all about jobs

Issues of concern:

- Maintaining a *sustainable* visitor economy

Challenges for the industry

- Finding or accessing overseas customers
- Language barriers
- Competition
- Cultural differences
- Prices
- Cost of sales and wage percentage
- Location

Keeping a focus- two main drivers

- Increasing the proportion of businesses which are internationalised from the level of 12% regular exporters by 1% per annum over the next 5 years – an additional 3,951 firms
- Increasing the level of entrepreneurship and business start-up rate to above the regional and England average – an additional 900 new businesses per year

**Increasing the
number of
internationally
trading businesses**

**Boosting
entrepreneurship
and business
formation**

The Academy of Export and Enterprise

Internationalisation

- Tourism is included in our LEP definition
- £3.67bn tourism income
- 63,000 employees
- It is the largest single tourism market in the South East
- Internationally exporting sector that generates income through large numbers of corporate and leisure visitors.
- Onsite Insights

Tourism

- New local approach to tourism support
- LEP's will need to work out a relationship to the “Destination Management Organisations”
- Business Support
- We need to work out how we link to neighbouring areas on tourism and other common issues

Tourism

- The 5 area partnerships know their areas and visitor economy well – they all have their own characteristics
- We need to reflect the South Downs National Park
- But we need to approach the sector as a whole if we are to secure the gains and employment growth

Funding and resources

- Running costs – LEPS have to find their own running costs - will be very tight, lean, mean
- Getting things done
- Regional Growth Fund, EU funding, BID style funding, TIF, etc
- Any other government funding – if any???
- 2012

What will Coast to Capital Do?

- Understanding the local economy
- Developing a strategy to create the right environment
- Setting investment priorities
- Raising funding from the private sector and bidding for funding
- Commissioning delivery

We will

- Increase GVA by £1.3Billion or 4% per annum
- Increase exports by £910m or 10% per annum
- Increase private sector jobs by 100,000 over 25years
- Reduce dependence on public sector from 27% to 21%
- Increase tax take by £162 per year (Corp and PAYE)

What next?

- More consultation with business
- Interim team of secondees /Transition
- Appoint the LEP Board
- Communication, communication, communication
- Manage expectations – the LEP will not be doing everything
- First year plan
- Call for Regional Growth Fund Bids – by January 2011