

# Public Document Pack

Supplementary Information for 9<sup>th</sup> September 2008 Scrutiny Board (City Development)

PowerPoint Presentation from Chief Economic Services Officer

This page is intentionally left blank



# Leeds : An Agenda for Improved Economic Performance



# Leeds : An Agenda For Improved Economic Performance

“Scrutiny Board”  
9 September 2008

Paul Stephens  
Chief Economic Services Officer, Leeds City Council

- Review of 1999 Economic Development Strategy
- Not a Strategy
- Not a Masterplan
- 2008 - An “**Agenda**” for Improved Economic Performance

# Who's Involved?

- The Economy and Skills Partnership
  - Steering Group established
- Yorkshire Forward
  - Early discussions
- Other Organisations
  - Briefings/discussion
- Leeds City Council

# Context

- Northern Way
- Regional Economic Strategy
- City Region Development Plan
- Leeds – the Core city at the heart of the City Region
  - Vision for Leeds
  - Leeds Strategic Plan (LAA)

# Leeds Strategic Plan

- **Strategic outcomes include:**
- Increased entrepreneurship and innovation .....
- Increased international competitiveness .....
- Enhanced cultural opportunities .....
- An enhanced workforce
- Increased economic activity through targeting worklessness and poverty
- **3 year improvement priorities**
- More innovation and entrepreneurship and activity
- Delivery of major developments in the city centre
- Increased international profile
- Investment in physical assets
- Improved skills levels
- Reduced worklessness
- Increase financial inclusion



# Purpose

- A shared agenda
- Alignment of resources
- Alignment of related strategies –  
eg. transport, cultural
- Yorkshire Forward Single Pot –  
geographic programmes

# Timescales

- Scoping and Analysis - completed
- Working Groups to develop detailed action/investment plans - underway
- Draft for formal consultation by end 2008
- Approval by Partners – Spring 2009
- Engagement throughout process

# Vision

- An internationally competitive European city at the heart of a prosperous region where everyone can enjoy a high quality of life (Vision for Leeds 2004 to 2020)
- A Growing Economy

# Growing the Economy / Growing Market Share

- More and better businesses, stronger, more sophisticated markets
- Alliances, Linkages, Partnerships
- A Larger Geographic Area
  - Leeds City Region
  - Leeds-Bradford
  - Leeds-Manchester-Sheffield
  - Leeds-London

# Better Performing Assets

- Diversity (Cities are market places and meeting places)
- Connectivity/Infrastructure
- Key Sectors
- Education
- Universities and Innovation
- Culture
- Entrepreneurship (Celebrating Success)
- Image and Profile (economic magnet for the region)

# Risks (and Opportunities)

- Climate Change
- The Economic Downturn and Inflation
- Shortages
- Global competition

# Our Response

- A Resilient Economy
  - Diversity
  - Local “control”
  - Size
  - Alliances and Partnership

# The Leeds Economy 2020

- A “must be there” location for business
- A low carbon economy
- A reputation for enterprise and innovation
- A highly skilled and well paid workforce
- A high employment rate



# Structure (1)

## 3 Themes:

- Competitive business
- Skilled people
- A great place

## Cross-cutting Themes:

Economic inclusion, diversity  
sustainability/resilience,

## Structure (2)

- Action Plans/Investment Plans  
eg. innovation, enterprise, infrastructure,  
city centre, etc.
- Resources and Delivery Mechanisms

# Action Plans/Investment Plans : Leeds Priorities (1)

## Competitive Business

- Innovation (LIZ)
- Entrepreneurship (inc LEGI)
- Trade and Investment
- Land and Property
- Sector support (including tourism)

# Action Plans/Investment Plans : Leeds Priorities (2)

## Skilled People

- Higher Level Skills (City Region)
- Workforce Development
- Access to Employment
- Worklessness
- Leeds Skills Board

# Action Plans/Investment Plans : Leeds Priorities (3a)

## A Great Place

- Transport
- Culture
- Major facilities (eg Arena)
- Image/profile (Marketing Leeds)
- Renaissance Leeds Framework/Partnership

# Action Plans/Investment Plans : Leeds Priorities (3b)

## A Great Place

- City Centre
- The "Rim"
- Aire Valley Leeds
- Holbeck Urban Village
- Leeds-Bradford Corridor
- Sustainable Communities  
(eg Easel, Beeston Hill/Holbeck)

# Action Plan/Investment Plans : Leeds Priorities (4)

## Cross cutting themes

- Inclusion (LEGI, Worklessness, Neighbourhood economic development)
- Sustainability
- Diversity

# The Leeds Economy 2020

- A “must be there” location for business
- A low carbon economy
- A reputation for enterprise and innovation
- A highly skilled and well paid workforce
- A high employment rate