

## TWELVE BIG IDEAS

These act as an action plan to encourage inclusive growth in the city. Our big ideas are focused on supporting people, places and productivity.

1



### PUTTING CHILDREN AT THE HEART OF THE GROWTH STRATEGY

- Strengthening the role of schools developing students to contribute to the economy to their full potential, including getting them ready for the world of work, raising educational attainment, improving careers advice and business engagement in schools
- Extending Early Years provision, linking this to supporting more parents to get into work or to progress into better jobs

3



### BETTER JOBS – TACKLING LOW PAY AND BOOSTING PRODUCTIVITY

- Encouraging employers to pay the Real Living Wage
- Initiatives to support firms and people to improve their skills and progress into better jobs
- Continued investment in small scale productivity gains in SMEs

5



### SUPPORTING PLACES AND COMMUNITIES TO RESPOND TO ECONOMIC CHANGE

- Targeting investment and intervention to tackle poverty in priority neighbourhoods
- Improving housing and quality of place in priority neighbourhoods
- Building more homes
- Transforming the role of town centres as economic and service hubs
- Making assets work to support growth and communities

2



### EMPLOYERS AND PEOPLE AT THE CENTRE OF THE EDUCATION AND SKILLS SYSTEM

- Bringing employers and education providers together to develop and commission education and training to meet employers' needs and economic priorities
- Supporting our current and future workforce to be resilient to economic change
- Tackling the skills gap at all levels

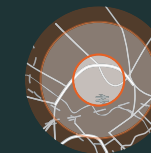
4



### INSTITUTIONS EMBEDDED IN AND WORKING FOR COMMUNITIES AND THE LOCAL ECONOMY

- Developing a strategic approach to corporate responsibility
- Securing better outcomes for the Leeds economy in terms of jobs, skills and supply chains from procurement by the public and private sectors, and through major development and infrastructure projects
- Securing specific commitments from organisations within the city to support inclusive growth and promote the city

6



### DOUBLING THE SIZE OF THE CITY CENTRE

- Delivering new jobs, homes, a new city park and a revitalised waterfront in the South Bank, as one of the most significant regeneration projects in Europe
- Creating an Innovation District around the universities and hospital
- Rebuilding Leeds Station, the busiest transport hub in the north, including HS2 and Northern Powerhouse Rail
- Supporting development and regeneration of Quarry Hill, Eastgate, and the West End
- Connecting people to jobs by improving links between the city centre and surrounding communities

7



### **BUILDING A FEDERAL ECONOMY - CREATING JOBS CLOSE TO COMMUNITIES**

- Strengthening transport links to enable people to access jobs
- Supporting growth and investment in main economic hubs in the north, south, east and west of the city including:
  - Aire Valley Enterprise Zone
  - Thorpe Park
  - Thorp Arch
  - White Rose
  - Capitol Park
  - Kirkstall Forge
  - Leeds Bradford International Airport

9



### **LEEDS AS A DIGITAL CITY**

- Promoting and growing the digital sector
- Making every business a digital business
- Developing a workforce that can be resilient in the context of technological change
- Strengthening digital and data infrastructure (including 5G), promoting Leeds as a smart city and using data to help address challenges
- Increasing digital inclusion, so all people can access services, education and training
- Using digital technology and data to improve health outcomes and tackle health inequalities

11



### **PROMOTING LEEDS AND YORKSHIRE**

- Building on recent progress to increase awareness of Leeds as place to invest, visit and live
- Inward investment, including strengthening links with London
- Tourism
- Attracting and retaining talented people
- Using our ambition to be a compassionate city as a powerful marketing message

8



### **21ST CENTURY INFRASTRUCTURE**

- Coordinating plans and leveraging investment to improve infrastructure including:
- Transport
  - Smart cities
  - Low carbon energy - electricity, hydrogen and water networks
  - Social infrastructure - schools, health services, community centres and sports facilities
  - Flood protection
  - Green infrastructure
  - Housing of the right quality, type and range in the right places

10



### **BACKING INNOVATORS AND ENTREPRENEURS IN BUSINESS AND SOCIAL ENTERPRISES**

- Supporting start-ups and scale-ups
- Boosting innovation throughout the economy, including commercialising knowledge from universities and government, and supporting firms of all sizes in all sectors to improve their products, processes and capabilities
- Promoting social enterprises and innovation in public services

12



### **MAXIMISING THE ECONOMIC BENEFITS OF CULTURE**

- Supporting the city's ambitions to become European Capital of Culture 2023
- Increasing visitors and enhancing the image of Leeds through major cultural and sporting events and attractions
- Growing the cultural and creative sector as well as boosting creativity across the wider economy, education system and communities