

D2N2 LEP BOARD – AGENDA

Tuesday, 19 May 2020 (10.00am – 12 noon)

By dial in via MS Teams (calendar invitation supplied)

1.1	Welcome and Introductions		Verbal	10.00
1.2	Declarations of Interest		Verbal	10.03
1.3	Minutes of meeting 31/3/20 and matters arising		Paper	10.05
2.	Strategic discussion			
2.1	COVID-19 Business and Economic Intelligence Update Report	Sajeeda Rose	Paper	10.10
2.2	Chair's Report, including: a) Local Industrial Strategy Update b) Freeports Consultation c) Advisory Boards Update (Annex A Place map and draft propositions)	Elizabeth Fagan	Paper	10.30
2.3	D2N2 Chief Executives Report, including: a) Delivery Plan 2020/21(App A) b) Annual Performance Review 2019/20 Outcome c) Skills Update d) Growth Hub Update e) Inward investment and Investor Development f) ESIF Update g) Marketing and Communications Update	Sajeeda Rose	Paper	10.50
2.4	Midlands Engine Development Corporation Strategic Business Case update Exempt item under Local Government (Access to Information) Act	Anthony May	Paper	11.15
2.5	Capital programme Performance Update (including ratifications of project approvals) Exempt item under Local Government (Access to Information) Act	Sajeeda Rose	Paper	11.30
3.	Any other business			11.50

4.	Date of next meeting: Wednesday, 8 July, 2020 (10 am – 12 noon) tbc
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Item 1.3: CONFIRMED Key Decision/Action Points from Board

D2N2 LOCAL ENTERPRISE PARTNERSHIP BOARD MEETING

Tuesday, 31 March, 2020

By Zoom Dial-In

Chair Elizabeth Fagan, CBE

Minutes Sally Hallam

1. Present and Apologies

D2N2 Board Members in Attendance

Graham Cartledge	Business Representative
Paul Harris	Business Representative
Jane Howson	VCS Representative
Cllr David Mellen	Leader, Nottm City Council (10.00 – 10.45am)
Prof Kathryn Mitchell	H E Representative
Cllr Chris Poulter	Derby City Council
Emma Rigler	Business Representative (from 10.30am)
Cllr Simon Robinson	Rushcliffe Borough Council
Viv Russell	Business Representative
Karen Smart	Business Representative
Dawn Ward, CBE	F E Representative
David Williams	Business Representative
Melanie Phythian	For Area Lead D2N2, BEIS
Susan Caldwell	LEP Senior sponsor, DIT

Also in attendance

Scott Knowles	CEO, East Midlands Chamber
Nicki Jenkins	rep for Nottingham City Council
Lee Hickin	rep for N E Derbyshire DC
Anthony May	CEO, Nottinghamshire County Council
Greg Jennings	rep for Derby City Council
Mike Ashworth	Director, Derbyshire County Council

Officer Support

Natalie Gasson	Head of Operations, D2N2
Tom Goshawk	Head of Capital Programmes, D2N2
Rob Harding	Head of Communications and Marketing, D2N2
Frank Horsley	Head of Business and Innovation, D2N2
Will Morlidge	Head of Strategy and Policy, D2N2
Rachel Quinn	Head of People and Skills, D2N2
Sajeeda Rose	Chief Executive, D2N2

Apologies

Apologies were received from Board members Cllrs Cutts, Lewis and Thacker. From the supporting officers, apologies were received from Rushcliffe Borough Council's CEO, Kath Marriott.

**D2N2 LOCAL ENTERPRISE PARTNERSHIP
BOARD REPORT**

DATE:	19 May 2020
REPORT LEAD:	Sajeeda Rose
AGENDA ITEM:	2.1

TITLE:	COVID- 19 Business and Economic Intelligence Update Report
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This paper provides an update on D2N2s response to support the economy and an overview on the proposed recovery approach. It also provides an overview of the current understanding of the impact from Covid-19 on D2N2 and wider regional economy.

1. D2N2 RESPONSE

LEP and Partner Activity

The D2N2 response to the crisis has been to focus our resources on supporting partner organisations and ensuring clear, coherent and consistent advice to help our business base.

- We are engaging key business representative organisations, trade unions, the Growth Hub and BEIS through the Covid-19 Coordination Hub. The hub coordinates partnership efforts and feeds intelligence from the local level to Government to shape further policy and support interventions.
- We are liaising every week with local authorities to share intelligence and best practice, map out the local support being provided and receive intelligence on any local gaps in support requiring attention. We are working with partners to identify specific issues being faced by those sectors most vulnerable to the crisis, most notably manufacturing and the tourism, leisure and hospitality sector. Efforts are ongoing to influence and leverage additional support to aid recovery.
- At a national level through the LEP network board, the D2N2 Chair and CEO are highlighting the key impacts on the East Midlands from Covid-19 to influence national government policy and inform recovery planning. This has included roundtable discussions with Ministers and senior officials.

D2N2 Growth Hub

Our Growth Hub continues to offer direct practical support and information for business during the current challenging economic circumstances.

- The Growth Hub acted quickly to maintain operations and manage an upsurge of over 700 enquiries per week in the first 2-3 weeks of lockdown with over 84% of enquiries Covid-19 related. In the last two weeks the volume of enquiries has flattened but still much higher than normal with businesses moving away from 'fire-fighting' towards future-thinking.
- The D2N2 Business Investment Fund (funded through ERDF) has maintained pre-Covid-19 levels of interest and number of applications. This suggests that a good proportion of businesses are still seeking to invest in their business for the future.
- The Growth Hub has restructured its events programme and launched a full webinar programme. This has proved highly successful with 26 webinars delivered during April engaging 733 attendees. A further 31 seminars have been scheduled for delivery in May.

- The Business Resilience Programme which was set up to prepare businesses for the EU exit has now been re-focused to provide 1-2-1 bookable advice sessions and a series of webinars tailored to getting businesses to consider their future Covid-19 resilience.
- The Growth Hub is currently planning how it can support the economic recovery effort through a focused business restart programme including repurposing existing budgets (where possible) and seeking additional match funding from the ESIF national pot.
- The government has earmarked an additional £10 Million in the budget towards the Growth Hubs to support extra capacity. For D2N2 this equates to an additional £270,000 in 2020/21. A revised proposal for the additional funding will be agreed through the Business Growth Advisory Board

D2N2 Redeployment Triage Service

In partnership with D2N2, DWP and Futures, this service puts in place a rapid assessment, redeployment and referral process for individuals out of work as a result of Covid-19.

- The service mitigates the current capacity limitations on DWP/Job Centre Plus to provide a job matching service given the high volumes of claims for Universal Credit.
- The National Careers Service provider for the East Midlands, Futures, manage the service – linking to redeployment opportunities where possible or referring into appropriate ESF skills or employment support.
- To date, the numbers using the service have been low as the rise in Universal Credit claimants appears to be primarily from self-employed individuals seeking to ‘bridge’ until they can recommence trading. Below is a current update on activity:
 - Total number of individual direct enquiries to date = 127
 - Numbers referred, given advice or referred = 104
 - Any employment outcomes = 2*
 - Number of business enquiries for recruitment or redundancy and actions taken = 7
 - Referral rates via usual routes (JCP etc) = 385 of which 231 attended

**Majority of enquires have been self-employed individuals claiming UC*

- We are continuing to raise awareness of the service and build strong relationships between all providers in the D2N2 skills ecosystem, in anticipation of further job losses when the Job Retention Scheme is stopped.

PPE4NHS

D2N2 has been backing and promoting the [PPE4NHS campaign](#).

- To date, the campaign has received donations from 29 organisations across the region. The campaign has now branched out to Lincolnshire, Leicestershire and South Yorkshire.
- Donations are increasingly coming from companies manufacturing and sourcing PPE, rather than those that were holding stocks for their own usage.
- Nearly 90,000 individual items of PPE donations have been received, and they are keen to get more.

2. RECOVERY PLANNING

Recovery Groups

D2N2 has convened two time-limited groups to coordinate and support the region's economic recovery.

- **The Recovery Board** will be chaired Jayne Mayled from the D2N2 Board. It will comprise business, the public sector, education and skills, the TUS and VCS and will steer our work to implement a recovery plan for the region.
- **The Analytical Group** is drawn from the same sectors. It will ensure we base our efforts on the best possible understanding of the changed post-Covid-19 economy and provides strong evidence of what works in recovering from an economic shock.
- The work of both boards will feed into the evidence base to refresh our Local Industrial Strategy and ensure that the short- and medium-term recovery needs are factored into the longer-term ambitions for the region.
- In developing our response, we are working closely with our neighbouring LEPs and with the Midlands Engine to ensure issues are being tackled at the most appropriate geographical level, that we learn from best practice and avoid duplication.
- At a national level, we will continue to work with the LEP network to ensure we share best practice on approaches from other areas and feed in common issues to central government to influence future resources to aid recovery.

Local Resilience Forums (LRFS)

The Derbyshire and Nottinghamshire LRFs have been activated to coordinate recovery planning (including economic recovery) across both counties.

- D2N2 is a member of both forums and will provide support where appropriate and ensure coordination across the region.

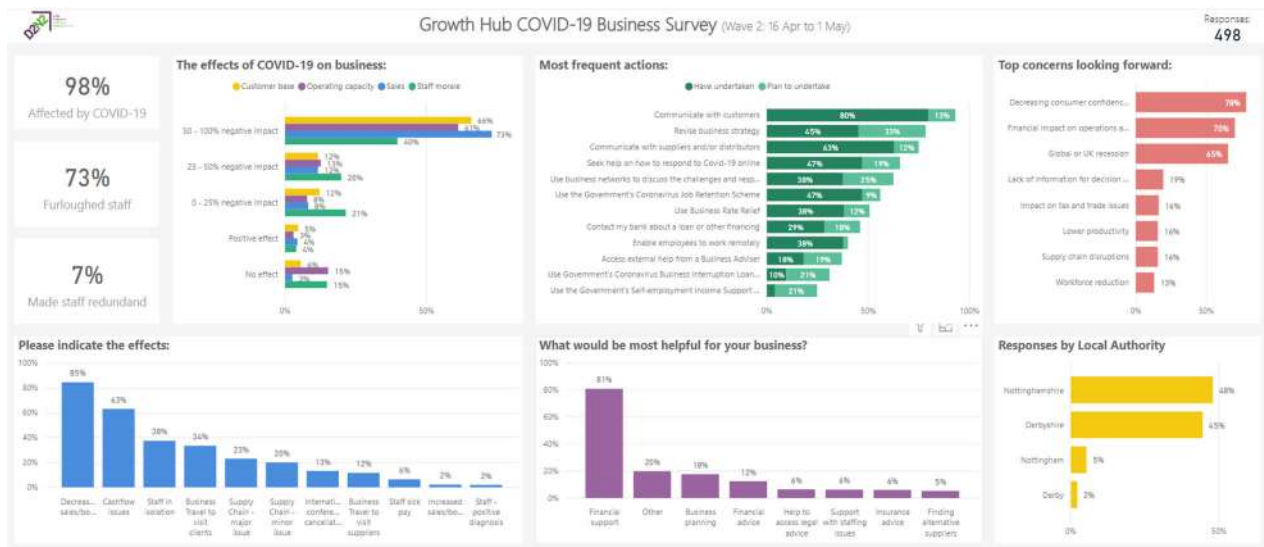
3. COVID-19 INTELLIGENCE AND INSIGHTS

This section brings together a range of intelligence and insights on the current status of the impact on D2N2. Given the unprecedented nature of the pandemic the full picture and scale of the impact will be hard to quantify.

Growth Hub survey¹

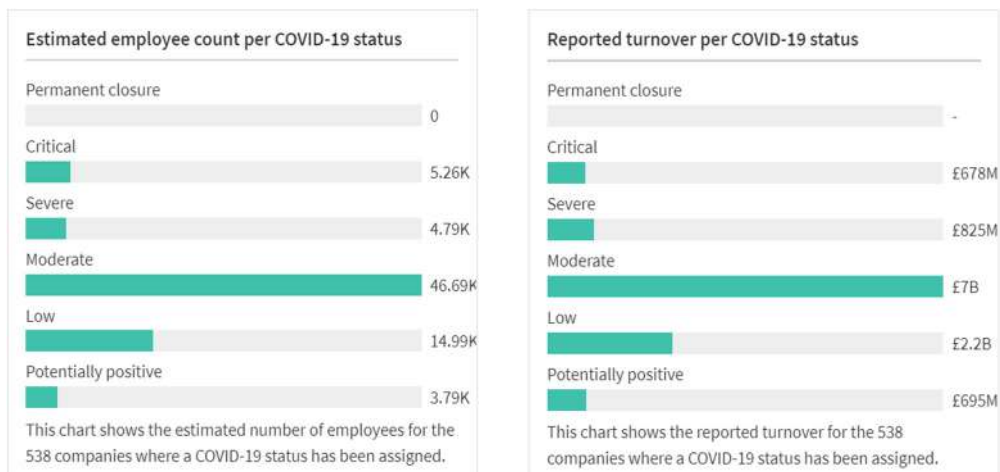
Working alongside business representative organisations and local authorities, a consolidated survey has allowed the collection of standardised business data to inform recovery planning.

- As of 1st of May, 498 businesses responded to the [D2N2 Growth Hub Survey](#). 486 (97.6%) said Covid-19 was affecting their business, the overwhelming majority in a negative way.



Beauhurst business insight

Beauhurst, a searchable database of the UK's high-growth companies, have assessed and tagged² 538 companies in D2N2 based on information published on company websites and social media channels. The tags were grouped into the following categories:



- Most companies (45%) are in the moderate impact group while 20% are in severe or critical category. None of the assessed companies have ceased trading due to Covid-19.

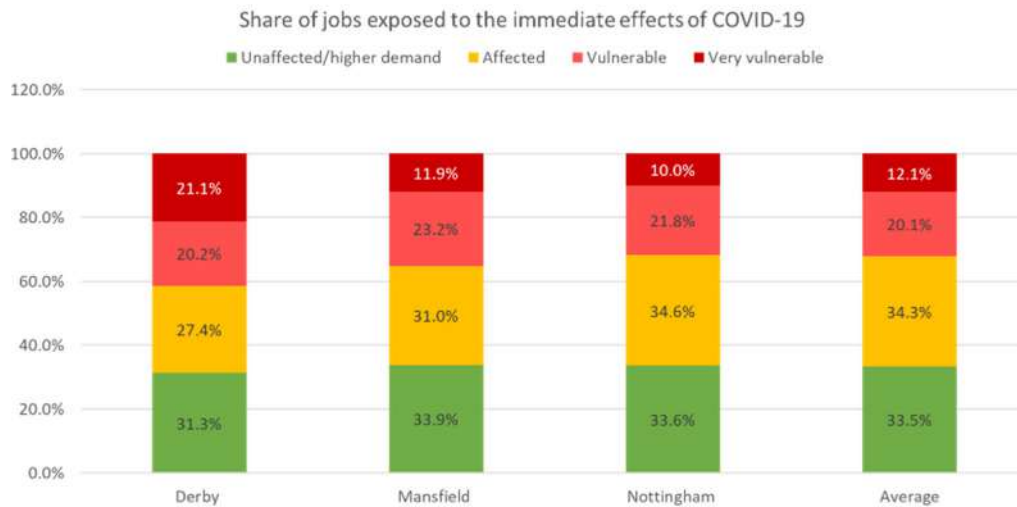
¹ The analysis is also accessible [here](#).

² All companies have been assigned up to 16 of the following "COVID-19 impact tags": Temporary cessation of operations; Closing most or all physical premises; Limiting physical services provided; Restrictions currently prevent provision of product/service; Surge in demand; Creating job opportunities; Offering product for free/reduced cost; Reduced operating hours; Offering online services only; Take-away only; Explicit staffing cuts; Increased lead times; Loss of key customer group; Struggling to cope with demand; Fundamental business model change; Permanent closure of the business

Jobs

The Midlands Engine Observatory have estimated that 17% or 158,640 jobs in D2N2 may be at risk. (This is based on a briefing note published by the Institute for Fiscal Studies)

- The Centre for Cities³ have estimated that some cities, such as Derby and Mansfield, are likely to have a higher proportion of vulnerable jobs.

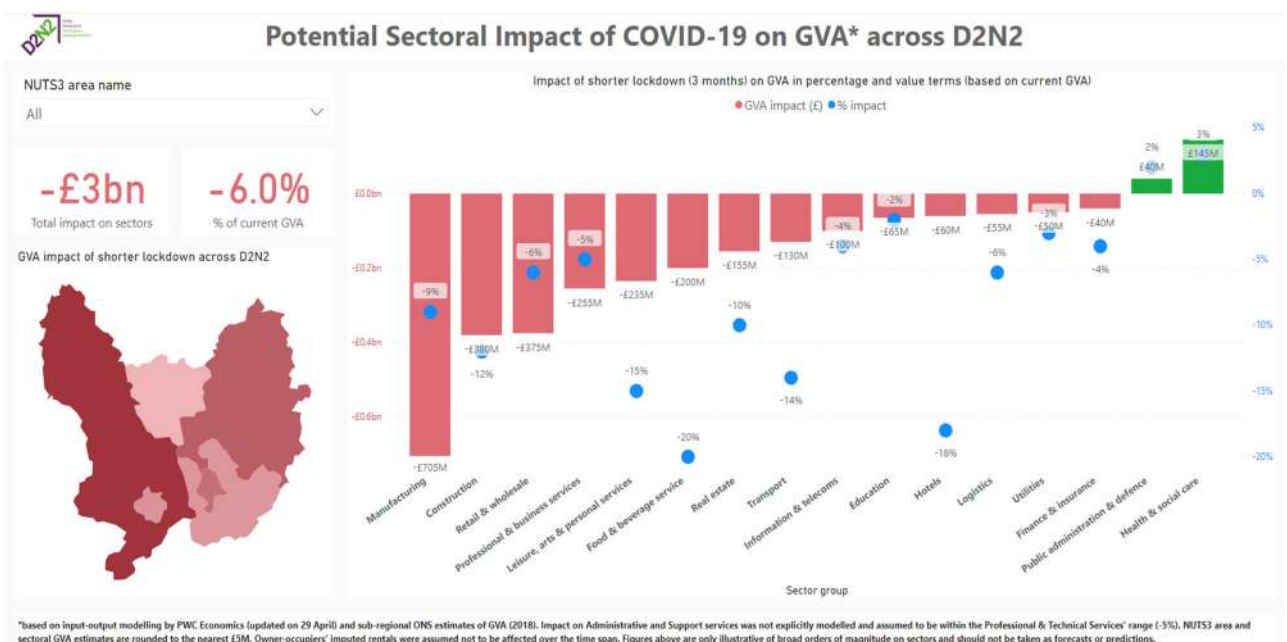


- This research also highlights the importance of accounting for the effects on 'exporting' industries (those that serve regional, national or international markets), in addition to local services businesses. For example, we know that Rolls Royce will be reducing jobs at their Derby site.

Sectoral impact

We are starting to develop a better understanding of the potential impact on sectors, but there is no consensus from national and local analysis.

- PWC Economics has modeled the sectoral economic impact of Covid-19⁴. We have used this model to estimate the potential effects on sectors in our region.



³ <https://www.centreforcities.org/blog/what-does-the-covid-19-crisis-mean-for-the-economies-of-british-cities-and-large-towns/>

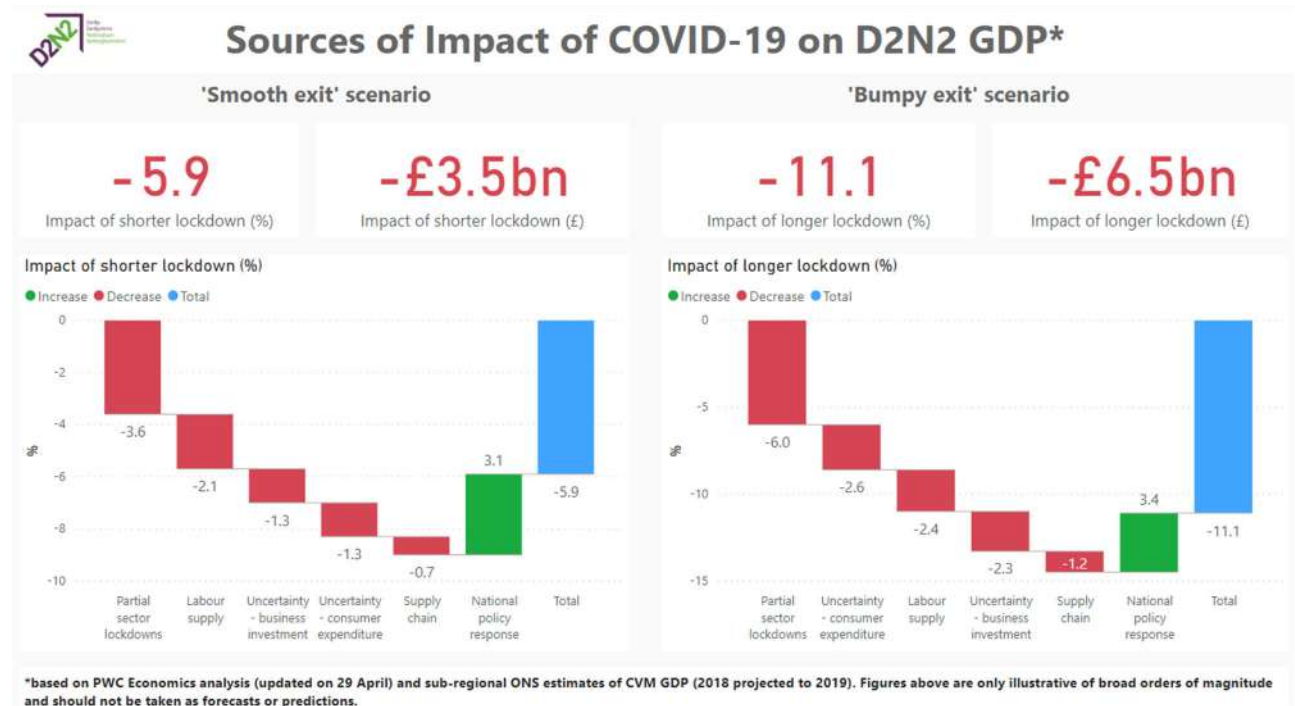
⁴ <https://www.pwc.co.uk/premium/covid-19/uk-economic-update-covid-19.pdf>

- While the analysis assumes that the sectoral impacts will mirror the national impacts (which may not be the case), it highlights that the severe immediate effect on hospitality services (restaurants, bars, hotels) and transport is likely to be followed by a substantial negative effect on manufacturing. This analysis mirrors the expectation by the Centre for Cities that the exporting base is also likely to be affected.

GDP

PWC Economics have also modelled the potential effects on GDP.

- Applying these scenarios to D2N2 GDP, the negative effects may range from 5.9% to 11.1% of GDP after accounting for the fiscal and monetary policy responses.



The application of this analysis using the latest data on local GVA available from ONS can be found [here](#).

4. OVERVIEW FROM THE MIDLANDS ENGINE

Regional Economy

- The speed and scale of this economic shock is unprecedented. Economists are still assessing the potential shape of recovery – from V, U, W, L-shaped scenarios. The Office for Budget Responsibility predicts a three-month lockdown followed by quick recovery. It is likely that there will be strong sectoral/ place/demographic differences on business survival, future growth and employment. Therefore, composition of the Midlands Engine (ME) economy and potential impact is critical in terms of the potential impact. KPMG have produced some GVA forecasts for 2020/21 that show West Midlands, East of England and East Midlands as being the top three regions forecast to be hit hardest.
- KPMG predict that the region that will feel the biggest impact of the pandemic in 2020 could be the West Midlands; they forecast its economy will contract by just over 10 percent. This is because it is home to many automotive manufacturers; they make up nearly six percent of the local economy. This sector faces a severe downturn as a result of supply-chain factors interrupting production and falling demand as consumers cut back spending. According to the Society of Motor Manufacturing and Traders, the number of new car registrations fell by 44 percent in March, compared to one year ago. Lockdown hadn't even been in place for the entire month.
- A number of sectors identified as strongest performing (by the recent Independent Economic Review – IER) in terms of productivity that are concentrated in the Midlands now face serious challenges. Of these, automotive manufacturing would appear to be amongst the most vulnerable, along with construction, tourism especially in rural areas. Other sectors reliant on any form of social consumption are also likely to be highly vulnerable – depending on the duration of lockdown measures.
- The Regional Business activity index measured by a survey of regional purchasing managers saw a sharp fall in the West Midlands (WM) business activity as new orders dropped at the sharpest pace on record with the index down to 36.1 in March from 51.6 in the previous month. The East Midlands (EM) index was down to 37.6 in March from 52.1 in February. Out of the 12 regions the East Midlands came in 7th highest for the sharpest decline in the outputs of goods and services, while the West Midlands was the 4th highest.
- The Institute for Fiscal Studies (IFS) analysis on workers that are likely to be most affected by the lockdown due to sectors that have come to a complete halt – shows that young workers – under 25s of which the WM and EM have a higher proportion than the national average, females and low earners are more likely to be impacted. The vulnerability of the young must raise concerns about potential long-term scarring effects on labour market participation and career progression.
- Analysis based on the Business Register and Employment Survey shows that overall at the Midlands Engine LEP level geography, over 741,000 jobs are in the affected sectors – accounting for 15.8% of employment compared to 18.2% for Great Britain. However, there will be significant variation within the Midlands Engine sector and by location.
- Analysis of the UK Business Count Survey shows an estimated total of 87,080 businesses in the Midlands Engine LEP area are in sectors affected by the lockdown – this accounts for 18.8% compared to a 19.4% national average impacted.
- ONS national survey of businesses – from 5,316 companies that responded 25% have temporarily closed or paused trading. 37.5% report turnover substantially lower than normal with 35% saying turnover has been unaffected.
- In terms of wellbeing 53.1% of adults reported their wellbeing to be adversely affected by Covid-19.

- Red Cross developed a Covid-19 vulnerability index – which measures a range of indicators for people that were classed as vulnerable due to being at risk in demographic factors receiving benefits for health etc, key workers etc. Across the Midlands Engine 25 Local Authorities (39%) were in top two more vulnerable quintiles and 10 on the most vulnerable – [Live interactive sub – LA mapping available here.](#)
- EMSI jobs postings – 1.7m in March 2020 of which 270k were unique postings, were down 4.2% from February.
- Quantitative analysis supplemented with a range of real time local intelligence from local businesses via Growth Hubs, Chambers and Representative Bodies:

Rescue to Resilience: Emerging Policy Themes:

- Access to finance and cashflow
- Skills and Labour Supply (including furloughing)
- New business models including digitisation e.g. Med-tech
- Social distancing and implications for coming out of lock down
- Trade Agreements
- Consumer Behaviour – persistence of changing consumption and mobility patterns
- Supply Chain Readiness and pinch points
- Rural and urban economies e.g. food supply, processing and consumers
- Consequences of reported inflexibilities and gaps in coverage of current HMG business support measures
- Productivity and logistical consequences of large-scale switch to remote working and e-commerce – depending on persistence may have implications for long term land use and transportation policy and planning
- Long term health and wellbeing consequences of enforced isolation (health, education, psychological)
- Vulnerability of the Young to employment effects must raise concerns about potential long term ‘scarring’ impacts on Labour market participation and career progression

**D2N2 LOCAL ENTERPRISE PARTNERSHIP
BOARD REPORT**

DATE:	19 May 2020
REPORT LEAD:	Elizabeth Fagan
AGENDA ITEM:	2.2

TITLE:	Chair's Report
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1. INTRODUCTION

- 1.1 This report updates members on significant developments since the last Board meeting, specifically:
- a. Local Industrial Strategy
 - b. Freeports Consultation
 - c. Advisory Boards Update (including **Annex A** Place Map)
 - d. Board Recruitment Update

2. RECOMMENDATION

Board is asked to **NOTE** the report

3 LOCAL INDUSTRIAL STRATEGY

The Local Industrial Strategy approved by the Board on 31 March, 2020 was submitted to BEIS. Due to Covid-19 no formal date for a Government response has been set.

Instead, BEIS is asking LEPs to review their LISs in the light of the economic impact of Covid-19 to take on the additional role of local economic recovery plans. We are working with the LEP Network at a national level to ensure a coordinated approach to updating the Local Industrial Strategy.

In the first instance the data and insight from the D2N2 COVID-19 recovery groups will help to inform the evidence base and re-shape the LIS to take into account short- and medium-term recovery needs as well as ensure the longer term ambition of the LIS.

4. FREEPORT CONSULTATION

Board members will recall that a Working Group has been established to bring together partners in the East Midlands to co-ordinate a response to the Government's Freeport Consultation, alongside developing a detailed proposal for a Freeport Enterprise Zone in the East Midlands.

The deadline for the response to the consultation has now moved from 20 April, 2020 to the 13 July, 2020. It is still envisaged that there will be a formal call for Freeports by the end of 2020 but clearly in the current climate there is no fixed date.

The working group co-chaired by D2N2 and LLEP is preparing a first draft of the response which it is due to consider at a meeting on 21 May, 2020 with a view to agreeing a final version by the end of June. Given the earlier deadline the board had previously delegated approval to me as Chair, however now that the deadline has been pushed back the response will be brought back to the next board meeting scheduled on 8 July, 2020 for review in advance of the 13 July deadline.

Alongside the consultation response the working group with support from the consultancy team will start to develop the model for a Freeport in the east midlands in preparation for the launch of the anticipated competition by the end of the year. The working group will ensure that there is a strong partnership-driven approach to ensuring a consensus-based model that demonstrates strong complementarity to the region's wider ambitions including the Development Corporation and the Cities within our region.

5 ADVISORY BOARDS

Since we last met as a Board on 31 March, 2020 the Place and People and Skills advisory boards have met and below is an update along with next steps from both of those boards.

In addition to the normal business of the respective boards, both meetings had an initial review of the impact of Covid-19 on the region with a specific discussion on how the future needs of skills and place were to be factored into recovery planning.

Business Growth and Innovation: Since the last Board meeting, discussions have been taking place with the Chairs of both the Business Growth and Innovation Advisory Boards to review effective governance in light of the findings of the task and finish groups, the emerging Local Industrial Strategy and, inevitably, the impact of Covid-19. A proposal is being developed to merge the two Advisory Boards into a single entity and to sharpen the focus on the key interventions we can make as D2N2 to add value either in delivery or a wider convening role.

The intention is that the innovation is not seen as outside the D2N2's business growth agenda but forms a vital part of our productivity ambitions as set out in the LIS focusing on SME adoption of innovative products and processes, maximising the economic benefit of existing assets and increasing innovation funding into the region. Essentially this will build upon the strengths and opportunities highlighted in the D2N2 Science and Innovation Audit.

A paper will be presented to both the Business Growth and Innovative Advisory Boards in June, 2020 outlining proposed terms of reference and areas of focus for future programme activity, with a report back to the July main board on the revised governance model.

The **People and Skills Advisory Board** met on 22 April, 2020 to focus on the impact of Covid-19 on the People and Skills Landscape, and to agree the approach to developing the overall skills strategy to fulfil the skills ambitions of the LIS. The Board agreed to progress the following specific areas:

- Digital Skills – a strategy for D2N2 to increase digital competencies and digital inclusion across D2N2. To include digital user skills, skills to create and build digital applications and products and the skills to build and maintain our digital infrastructure.
- Future Skills Needs - to map future skills needs and work with partners to shape provision through careers, curricula and pathways, which will include the Skills escalator approach and a focus on apprenticeships;
- Addressing Skills Demand: Supply Mismatch in new and emerging sectors – identify skills undersupply and coordinate action to address labour challenges through skills

provision. Focus on an emerging sector that is likely to be a strong future economic driver. Criteria to include:

- Sector growth potential
- Size and strength of local growth cluster
- Contribution to low carbon objectives; and
- Unmet current and projected skills/labour gap

The next steps to progress these 3 areas include identifying a hierarchy of sectors for the skills mismatch approach and presentation of a draft strategy to the next People and Skills Advisory Board.

The **Place Board** met on 28 April, 2020. In addition to the discussion on the impacts of Covid-19 on place and in particular the need to review future priorities to factor changing needs on areas such as infrastructure and the Towns Fund, the board had two key items of discussion.

- The Board discussed the list of 10 transformational place priorities for the region previously identified as the basis for focusing future major investment. Attached is an annex of a **draft** map that plots the key projects along with details of each of the proposals. (**Annex A**) Partners were asked to consider whether these all still remain as priorities as we plan for recovery and continue to develop the details of the proposals including ensuring stakeholder and partner engagement along with political approval where relevant;
- The Board received a presentation on Digital Infrastructure from Stephen Mason of Mason Infotec who recently joined the Place Board. The focus of the presentation was to understand the current digital landscape in region and identify future requirements to maximise the potential for the region including physical infrastructure but also wider links to supporting business adoption and skills.

D2N2 BOARD RECRUITMENT

The D2N2 Board Nominations and Remuneration Committee is overseeing the recruitment of two new private sector board members to fill the current and expected vacancies on the board due to existing terms coming to an end. Following an open recruitment exercise which received a very strong response, 6 candidates have been shortlisted and are currently in the process of being interviewed with a view to be appointed by the time of the next board meeting on 8 July, 2020.

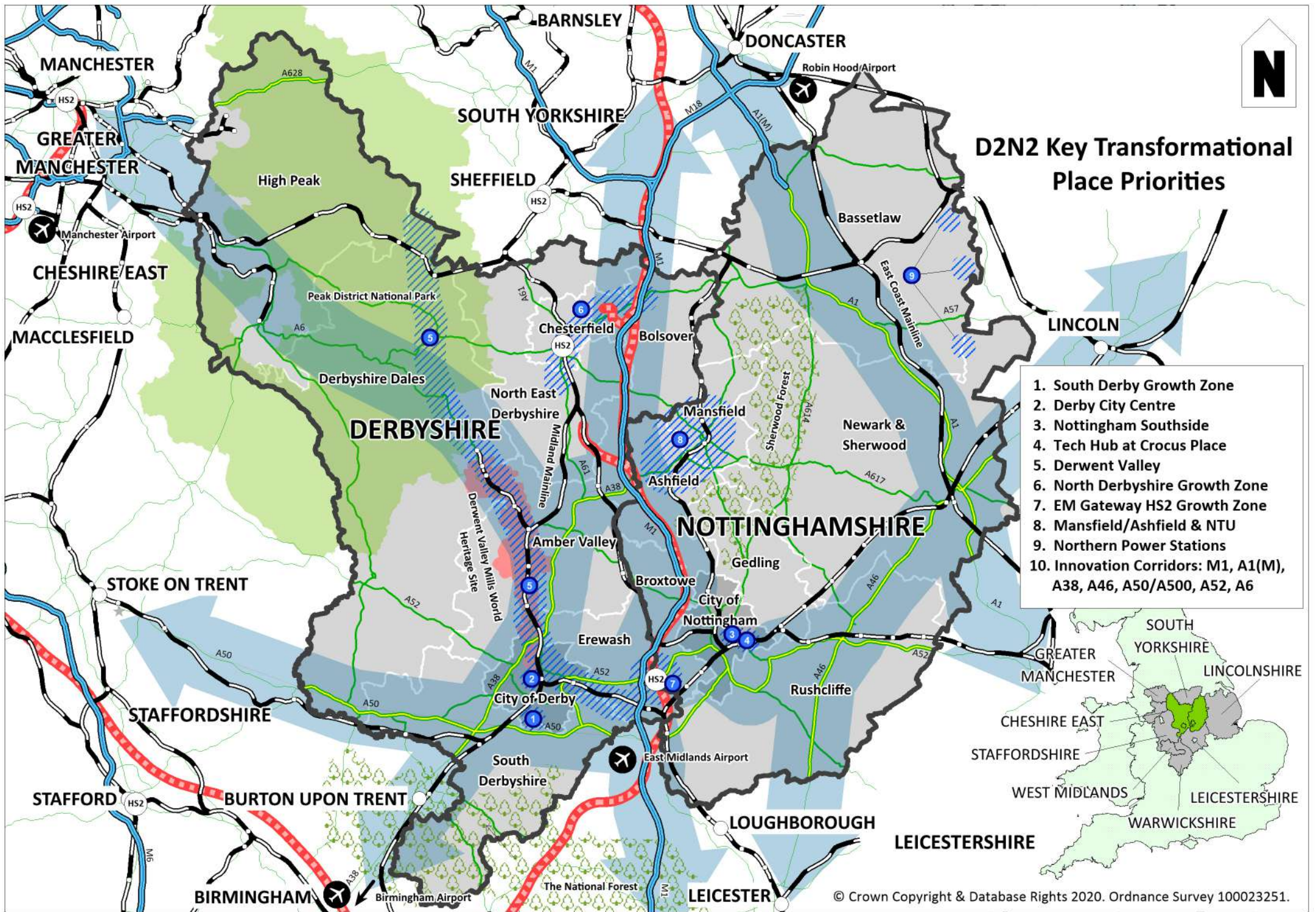
In addition to the private sector board members, the representatives for HE, FE and Inclusion are all also due to come to the end of their terms in July 2020, therefore we will work with our current representatives to confirm new members and ensure a smooth transition.

I would like to take the opportunity to thank all of our board members for their ongoing commitment and contribution to the goals and values of the D2N2 LEP.

Elizabeth Fagan

Chair

19 May, 2020



1. South Derby Growth Zone
2. Derby City Centre
3. Nottingham Southside
4. Tech Hub at Crocus Place
5. Derwent Valley
6. North Derbyshire Growth Zone
7. EM Gateway HS2 Growth Zone
8. Mansfield/Ashfield & NTU
9. Northern Power Stations
10. Innovation Corridors: M1, A1(M), A38, A46, A50/A500, A52, A6

Item 2.2 c)

DRAFT D2N2 PLACE PROPOSITIONS:

Project – name and brief description	Location/area of potential benefit	Proposition – what are the strategic objectives in the context of the D2N2 LIS?	Scope & Impact – what will it achieve in terms of productivity uplift, GVA, Jobs skills, carbon reduction etc.?	Readiness – what stage is the proposition? Concept/feasibility/outline/shovel ready? What are the next steps?	Timeframe for delivery – 1-3 years 3-5 years 5-10 years 10+ years
<p>South Derby Growth Zone (SDGZ)</p> <p>The SDGZ is a new mixed-use growth zone. The SDGZ involves multiple strands of growth including the Infinity Park Enterprise Zone, Infinity Garden Village and Boulton Moor Garden Village. The proposition has a variety of asks including the Advanced Manufacturing Research Centre (AMRC), Skills Escalator and direct access to the A50.</p>	<p>Derby and South Derbyshire</p>	<p>GP1 – Priority 2/3: The AMRC will deliver support to businesses and assist their development in advanced manufacturing. It will be an asset to enable manufacturing excellence in the D2N2 area.</p> <p>GP2 – Priority 2&4: The Garden villages will provide sustainable new innovative housing developments. The new developments will work towards the LEPs Clean Growth priorities, allowing businesses to reduce waste and emissions through green processes.</p> <p>GP3 – Priority 2: The SDGZ links new employment and skills opportunities to the social mobility ‘cold spots’ in the surrounding area.</p>	<p>The collective South Derby Growth Zone has the scope to enable £1.8bn of investment to the D2N2 economy.</p> <p>This will be facilitated through the creation of 9,000 jobs and 5,800 homes to the area.</p>	<p>The proposition has a variety of components which are all at different stages of development.</p> <p>Road infrastructure and plots are available for development should inward investment come forward.</p> <p>Various elements are at the outline phase such as the AMRC/Infinity Garden Village and would be ready to be delivered upon approval of funding.</p> <p>Next Steps: To continue to work up the business cases for each component of the development area.</p>	<p>Ongoing delivery</p> <p>Final completion in 10+ years</p>
<p>Derby City Centre</p> <p>The fundamental aim of the proposition is to forward fund development opportunities to stimulate the market for inward investment into the City. Sites include the Becketwell Regeneration site, Assembly Rooms and Castleward developments. The sites will deliver employment opportunities, leisure uses and housing development to Derby.</p>	<p>Derby</p>	<p>GP2 – Priority 2: The City Centre proposition will look to enable the delivery of new housing stock to the Derby City area and contribute towards the delivery of a strong housing pipeline.</p> <p>GP3 – Priority 3: The development of these sites will contribute towards the growth and strengthening of one of the key urban areas in D2N2. The project will look to stimulate multiple major investments across the City.</p>		<p>The City Centre proposition has various levels of development readiness. Sites such as Becketwell and Castleward being at the delivery ready phase and others working towards feasibility.</p> <p>Next Steps: To continue to work up the business cases for each component of the development area.</p>	<p>First projects are ongoing.</p> <p>10+ years to completion</p>
<p>Nottingham Southside</p> <p>Comprehensive regeneration of the Nottingham Southside area in direct proximity of Nottingham Train Station and the Broadmarsh area. The project includes multiple major investment schemes to redevelop the area for new business uses. It also includes developments to attract new inward</p>	<p>Nottingham</p>	<p>GP3 – Priority 3: The regeneration of Nottingham Southside will help establish the City as one of the key urban areas in our region and improve the quality of place. The proposition will help to transform the City and future proof the centre against future changes and challenges.</p> <p>GP2 – Priority 2 & 4: The regeneration has a commitment to low carbon construction and on-site green energy generation.</p>	<p>The total investment package aims to deliver over £250m worth of Investment to the Nottingham Southside Area.</p>	<p>Project works are ongoing to the former Broadmarsh Car park and the shopping centre redevelopment.</p> <p>Projects on site are due to complete in the next two years with further growth sites like Broadmarsh East currently at the Outline phase of development.</p>	<p>1-3 years for early phases.</p> <p>Final completion 5-10 years</p>

Project – name and brief description	Location/area of potential benefit	Proposition – what are the strategic objectives in the context of the D2N2 LIS?	Scope & Impact – what will it achieve in terms of productivity uplift, GVA, Jobs skills, carbon reduction etc.?	Readiness – what stage is the proposition? Concept/feasibility/outline/shovel ready? What are the next steps?	Timeframe for delivery – 1-3 years 3-5 years 5-10 years 10+ years
investment to that area of the City Centre.				Next Steps: To continue to work up the business cases for each component of the development area.	
<p>Crocus Place – Tech Hub</p> <p>Development of new low carbon Grade A office space in Nottingham City Centre to house over 1,100 new high-value jobs. The project works in partnership with the University of Nottingham.</p>	Nottingham	<p>GP1 – Priority 2: Through the collaborative partnership, specialist business support will be offered to assist local businesses in productivity gains.</p> <p>GP2 – Priority 4: The new facility will provide low carbon office space and will utilise new technologies to make sure the project adheres to Clean Growth priorities.</p> <p>GP3 – Priority 3: The Crocus development will support growth of the economy in a key D2N2 city and provide economic prosperity to through new high-value job opportunities to its residents.</p>	<p>The direct cost of the project will be an investment of £33.2m into the new office space. This will be built as low carbon office space</p> <p>The project will contribute over 1100 new jobs to the D2N2 Area and over £83.1m of GVA.</p>	<p>The project is shovel ready with a final business case being prepared for consideration at the June Investment Board.</p> <p>Next Steps: To finalise the business case for consideration</p>	1-3 years. Work will start on the site in the next year
<p>Derwent Valley</p> <p>A project to preserve, enhance and promote the Derwent Valley and its surrounding area and establish sustainable income streams with a commitment to learning, supporting the arts and sustaining tourism</p>	Derbyshire Dales, Peak District National Park and Amber Valley	<p>GP2 – Priority 3&4: The Derwent Valley project will look to capitalize on the natural assets of the LEP area. The proposition will have Clean Growth is its heart.</p> <p>GP3 – Priority 3: The development will support the growth of the economy in a key corridor of the D2N2 area, bolstering the Visitor Economy.</p>	TBC	Further work is required to scope out all the elements of the project and identify resources that can progress the ambition of the project into outline briefs.	Unknown
<p>North Derbyshire Growth Zone (NDGZ)</p> <p>The North Derbyshire Growth Zone focuses on the development of multiple sites to support economic growth across the area. The sites will utilise the opportunity from HS2 directly stopping in the area and will build upon the manufacturing strength in the area.</p>	Chesterfield, North East Derbyshire and Bolsover	<p>GP1 – Priority 3: The NDGZ will enable excellence in manufacturing to take place across the three district areas and look to build upon the North Midlands Manufacturing Zone commission.</p> <p>GP2 – Priority 4: The project aims to align itself with the D2N2 LIS on low carbon growth.</p> <p>GP3 – Priority 1 & 3: The NDGZ will enable greater inclusive growth across the D2N2 area by creating sites for development in areas of lower social mobility. The works will strengthen a key town in the region and its surrounding areas through the growth of employment sites.</p>	TBC	<p>Some elements of the NDGZ are in the process of delivering already. Work is continuing on these developments.</p> <p>Later developments are currently at the feasibility/outline stage due to their linkages to HS2. These individual projects will likely continue to develop to be delivered in advance of HS2.</p> <p>Next Steps: To continue to work up the business cases for each component of the development area.</p>	<p>1-3 years on first sites</p> <p>10+ years to completion</p>
<p>Locally led urban development corporation (LLUDC) and interim vehicle proposals</p> <p>The establishment of an LLUDC and an interim vehicle encompassing the HS2</p>	Three strategic sites in Broxtowe, Rushcliffe and North West Leicestershire	GP1- Priority 3: The proposition for HS2 Toton includes creating a world-class “innovation campus”, working closely with our region’s leading universities. Our ambition is for a site of international significance, attracting the most innovative businesses and providing an exemplar for R&D. It will offer training and retraining	The three strategic sites will provide a wide range of employment opportunities which will enable inclusive employment and higher skills training and business innovation opportunities to local	There are development opportunities for first phase infrastructure at full business case stage. Toton and Chetwynd are shovel ready.	<p>1-3 years at Toton/HS2 Growth Zone</p> <p>10+ years for completion</p>

Project – name and brief description	Location/area of potential benefit	Proposition – what are the strategic objectives in the context of the D2N2 LIS?	Scope & Impact – what will it achieve in terms of productivity uplift, GVA, Jobs skills, carbon reduction etc.?	Readiness – what stage is the proposition? Concept/feasibility/outline/shovel ready? What are the next steps?	Timeframe for delivery – 1-3 years 3-5 years 5-10 years 10+ years
<p>site at Toton and Chetwynd Barracks, Ratcliffe on Soar power station and East Midlands Airport area. The creation of a development corporation will enable the coordinated and integrated planning of key infrastructure to enable development for employment and housing growth at scale and attract global investment to the region.</p> <p><i>The area is also a potential locality for a Freeport, subject to the outcome of consultations and evolving D2N2 policy through the local industrial strategy.</i></p>	<p>Region-wide benefits</p>	<p>to local people for the next generation of technology and industry.</p> <p>GP2 – Priority 1,2&4: The proposition supports many features of the ambitious carbon turnaround principle. The decommissioning and regeneration of the Ratcliffe-on-Soar site will significantly contribute to the delivery of clean growth. Plans are in development for how the power station can transform into a next generation site of industry and innovation, including through the establishment of a Centre for Integrated Zero Carbon Futures. The government’s “Planning for the Future” paper issued in March 2020 highlighted a commitment to establishing a Net Zero development at Toton.</p> <p>GP3 – Priority 2 &3: Improving connectivity at a local, regional and national level is critical to the programme. The new HS2 station at Toton will offer incredible connectivity for the region. Connecting and developing these sites will be critical before any high-speed trains arrive. The Toton local connectivity commission has already identified key measures to improve connectivity at a local level so residents from neighbouring communities such as Long Eaton, Stapleford, Beeston, Chilwell and Sandiacre can all access and benefit from the new HS2 station.</p>	<p>people in D2N2, in advance of HS2 and in parallel to other clean growth infrastructure.</p> <p>£4.8bn GVA growth per annum 4,500 Homes 84,000 NET additional new jobs across the three sites</p>	<p>Similarly, the Development Corporation has a range of proposals for infrastructure as well as new research and development facilities at Ratcliffe on Soar in outline.</p> <p>Development in and around the East Midlands Airport site is an additional short-term prospect for development from this proposition with infrastructure in place to enable further growth to be carried out.</p> <p>Next Steps Toton and Chetwynd Master planning Programme Timelines:</p> <ul style="list-style-type: none"> • Public engagement exercise on Toton & Chetwynd Supplementary Planning Document (SPD) – Autumn 2020 • Formal public consultation on SPD – Jan-Feb 2021 • Adoption of Toton & Chetwynd SPD by Local Planning Authority – Mar 2021 <p>The government is currently considering our summary business case outlining our proposals for a LLUDC. In the meantime, work continues at pace to explore establishing an interim vehicle.</p> <p>Working groups are also being established to progress work across the following themes:</p> <ul style="list-style-type: none"> • Connectivity • Freeport • Comms and Engagement • Centre for Zero Carbon • Natural Capital Assessment including Blue and Green Infrastructure including • Planning • Governance 	
<p>Northern Power Stations</p> <p>The project supports the development on three former power station sites in Bassetlaw that have either been decommissioned or are due for decommissioning soon. The three sites are Cottam, West Burton and High Marnham. The sites will provide new mixed-use developments with a variety of commercial uses potentially</p>	<p>Bassetlaw</p>	<p>GP2- Priority 1&2: The decommissioning of these sites will play a major contributing factor in the transition from Coal power to Zero Carbon. The three sites will also contribute towards the delivery of a strong housing pipeline for the North Notts and D2N2 area with large scale sites.</p> <p>GP3 – Priority 1: The proposition works to support growth across the D2N2 area offering new opportunities for employment in North Nottinghamshire.</p>	<p>TBC</p>	<p>The proposition varies dependent on which site is being referred to. High Marnham is unoccupied and is at the outline delivery stage with potential uses identified for a specific use on the site.</p> <p>Cottam and West Burton are both at the concept/feasibility stage with options for the potential usages and redevelopment being explored. The extensive decommissioning of these two sites means that delivery is potentially further afield.</p>	<p>High Marnham: 1-3 years.</p> <p>Cottam and West Burton: 5-10/ 10+ years</p>

Project – name and brief description	Location/area of potential benefit	Proposition – what are the strategic objectives in the context of the D2N2 LIS?	Scope & Impact – what will it achieve in terms of productivity uplift, GVA, Jobs skills, carbon reduction etc.?	Readiness – what stage is the proposition? Concept/feasibility/outline/shovel ready? What are the next steps?	Timeframe for delivery – 1-3 years 3-5 years 5-10 years 10+ years
including renewable energy generation.				Next Steps: To continue to work up the business cases for each component of the development area.	
<p>Innovation Corridors (A1; A614; A38; A46; A50; A52; A6)</p> <p>The project aims to support strategic interventions on key transport corridors throughout the D2N2 area. The proposition will deliver connectivity improvements aiding productivity as well as enabling sites for economic development and growth.</p>		<p>GP2 – Priority 4: In addition to improved rail connectivity (in line with Midlands Connect), the innovation corridors will need to be testbeds for SMART and 5G capability. Electric Vehicle charging and cycling infrastructures will promote low carbon travel. They will respond to the emerging digital and demand-responsive needs post COVID -19.</p> <p>GP3 – Priority 3: The innovation corridors will enable new employment and housing spaces to be unlocked. By prioritising these corridors, it will enable the LEP to maximise the potential of development and economic opportunities.</p>	TBC	<p>The position on each scheme varies, but all look to improve conditions, including capacity issues, for users of all modes of transport. This will enable more local housing growth along these corridors and provide new opportunities for employment growth for any businesses needing to utilise these corridors for operational purposes.</p> <p>Next steps: Midlands Connect have submitted a detailed study for the A46 Trans Midlands Trade Corridor which is a key priority in the Connect Strategy. First phase work will include addressing the congestion caused at the A46/A1 junctions around Newark.</p> <p>Midlands Connect have undertaken a similar study along the non-motorized section of the A1, north of Peterborough looking at interventions to improve this corridor to motorway standard.</p> <p>Nottinghamshire County Council has submitted an Outline Business Case to the DfT for improvements along the A614 and is working towards access to the M1 motorway from Mansfield and Ashfield, utilizing the A38, A617 and A611.</p> <p>The Highways England led programme of junction improvements to trunk roads is ongoing, but these corridors experience significant delays on single carriageway sections meaning further capacity will be required in the longer-term.</p>	<p>Ongoing development</p> <p>A614: 3 -5 years A46: 5-10 years Others: 10+ years</p>
<p>Mansfield and Ashfield including the proposed NTU development</p> <p>Building on the Mansfield and Ashfield Future High Streets and Stronger Towns Fund programmes, a programme of activities is in development to address economic, social and environmental challenges. A key pillar of the programme is the proposition to deliver higher education provision in Mansfield and Ashfield via the Vision West Notts College site in partnership with Nottingham Trent University.</p>	Mansfield and Ashfield	<p>GP1 – Priority 1: This proposition will provide training to the communities of Mansfield and Ashfield, as well as supporting ongoing career continuous development. As the area is susceptible to the risks of automation, this project will support people who are at risk and need to re-train.</p> <p>GP3 – Priority 1,2 &3: New higher and further education provision in Mansfield supports the inclusive growth agenda and allows all people access to education and retraining. Through this provision, there will be the extra benefit of economic development to Mansfield and Ashfield.</p>		<p>Some pieces of development are on-site or will be coming through to fruition in the short term. These are expected to deliver within the next three years.</p> <p>Further developments that are likely to take place in Mansfield Town Centre will conclude within the 5+ years' timescale.</p>	<p>1-3 years for start</p> <p>5+ years for completion</p>

Project – name and brief description	Location/area of potential benefit	Proposition – what are the strategic objectives in the context of the D2N2 LIS?	Scope & Impact – what will it achieve in terms of productivity uplift, GVA, Jobs skills, carbon reduction etc.?	Readiness – what stage is the proposition? Concept/feasibility/outline/shovel ready? What are the next steps?	Timeframe for delivery – 1-3 years 3-5 years 5-10 years 10+ years
The infrastructure works taking place will provide new learning facilities as well as student accommodation offers within the town. This will provide additional benefits to the local economy.				Next Steps: To continue to progress the overall ambition and develop and bring forward specific business cases.	

LOCAL INDUSTRIAL STRATEGY GUIDING PRINCIPLES*

**Subject to amendments to the Local Industrial Strategy in light of COVID-19*

Guiding Principles	Proposition
Guiding Principle 1 – A bold new way to strengthen the capacity and capability of our people and businesses to prosper and innovate	Proposition 1 – Focus on Skills for Life to achieve an inclusive, skilled and productive workforce able to access high quality employment.
	Proposition 2 – Assist firms across our region to reach their potential through account-management led business development programmes to facilitate more productive jobs.
	Proposition 3 – Build on our existing regional innovation assets such as our world class anchor institutions and manufacturing excellence that drive our competitive advantages
Guiding Principle 2 – Lead the most ambitious carbon turn-around in the country	Proposition 1 – Develop our existing fossil-fuel based power generation sites as a next generation example of zero carbon powering, inventing and upskilling – a pioneer and global leader in clean growth
	Proposition 2 – From concept to end-user: developing a clean, strong and innovative construction and housing supply chain with test beds at locations including Mansfield and Toton
	Proposition 3 – Utilise our natural assets including Sherwood Forest and the Peak District National Park to achieve our clean, inclusive and productive growth ambitions and promoting them as key visitor destinations
	Proposition 4 – Ensure clean growth is the golden thread running through all work across D2N2
Guiding Principle 3 – Improving connectivity to make D2N2 the best place in the UK to start and grow a business.	Proposition 1 – Support inclusive growth across the whole region; with a focus on improving social mobility and health and wellbeing
	Proposition 2 – Promote and integrated systems approach to ensure people can access skills and employment locally, and across the region from rural locations such as the Derbyshire Dales through to towns including Chesterfield and our cities of Nottingham and Derby
	Proposition 3 – Support the growth of our cities, towns and economic corridors to improve quality of place and economic prosperity in the wider region. Ensure that housing and employment development opportunities are unlocked, and the visitor economy bolstered, to enable wider place-making and productivity objectives.

**D2N2 LOCAL ENTERPRISE PARTNERSHIP
BOARD REPORT**

DATE:	19 th May 2020
REPORT LEAD:	Sajeeda Rose
AGENDA ITEM:	2.3

TITLE:	D2N2 Chief Executive's Report
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1. INTRODUCTION

1.1 This report updates Board on the following:

- Delivery Plan 2020/21 (**Appendix A**)
- Annual Performance Review 2019/20 Outcome
- Skills Update
- Growth Hub Update
- Inward Investment and Investor Development
- ESIF Update
- Marketing and Communications Update

2. RECOMMENDATIONS

2.1 **Board is invited to**

- a. **NOTE the report**
- b. **Consider and approve the 2020/21 Delivery Plan**

3. DELIVERY PLAN 2020/21

Attached in the board pack as Appendix A is a proposed business plan for this financial year that identifies key actions and milestones against each of our areas of activity and focus.

We have a requirement to formally submit the delivery plan to Government by the end of May 2020, which will form the basis of monitoring our activity and performance as a LEP.

The plan is structured around the core areas of activity of LEPs focusing on our Strategy and Convening role, Governance and Delivery activities. It sets clear and measurable outcomes and performance indicators to track performance through the year.

Given the current circumstances we will continue to review the plan and revise areas of activity that are affected by the impact of covid-19.

Board members are invited to comment on the proposed 2020/21 Delivery Plan and endorse its approval.

4. ANNUAL PERFORMANCE REVIEW 2019/20 OUTCOME

Following our annual performance review by government in January, 2020, we have had formal notification of our overall scores.

All LEPs were scored against Delivery and Governance out of 4 potential scores (Exceptional, Good, Requires Improvement and Inadequate), and assessed on Strategy capability (either requirement met or not met).

Our scores were '**GOOD**' on both Delivery and Governance and '**REQUIREMENT MET**' on Strategy. In terms of comparison to last year's performance we have improved on Delivery from requiring improvement to GOOD and remained the same on Governance. In terms of Strategy the scoring has changed this year to a pass or fail whereas last year it was still scored on the same basis and we scored as Good.

Therefore I am pleased to confirm that overall our progress has improved in particular on delivery given that we had significant challenges on the delivery of our capital programme.

5. SKILLS DELIVERY

In order to progress the delivery of the Skills priorities within the LIS the following areas are currently being progressed:

D2N2 Apprenticeship Growth Plan – in conjunction with partners we undertook an extensive campaign aligned to National Apprenticeship week focused on myth-busting perceptions of apprenticeships. The data tool (below) is informing further targeting of activity including mitigating the loss and impact of Level 2 Business Administration as a pathway to business development, targeting use of existing levy transfer opportunities and identifying gaps in training provision locally.

Reduce Skills Mismatch – A review of the vacancy data tool identified a number of persistent vacancies within the region that may be limiting economic outcomes. The People and Skills Advisory Board agreed that three of those most prevalent role would be the first for detailed supply and demand analysis, these were: 1) Programmers and Software Developers 2) care workers and 3) nursery and pre-school teachers. The analysis would be presented back to the People and Skills Board to review the findings and agree an action plan to address the challenges.

Contractual Delivery: Our work with Schools, in collaboration with the Careers and Enterprise Company (CEC), is continuing despite significant challenges to delivery. A 3-month continuity plan is now in place with the focus shifting to development and promotion of online material, training and peer learning for Careers Leaders and exploration of virtual reality models to replace careers fairs.

Following further eligibility clarification from DfE, we are now working closely with partnerships that expressed interest in delivery of an [Institute for Technology](#) in D2N2. The aim is to narrow proposals either to a strong single model or to two different proposals each meeting a clear and

distinct local economic and skills need. No date has been announced for launch of the next bidding round.

6. GROWTH HUB

Closely related to the proposed changes to the Business Growth and Innovation Advisory Board Governance and, in recognition of the additional core funding released as part of the Budget, it is proposed that a full review of the Growth Hub is initiated to include the mid-term evaluation originally scheduled for Quarter 3. The review will be set against delivery of the objectives of the LIS and to develop a sustainable delivery model post-ERDF funding in 2023.

MHCLG have also indicated that a proportion of the ERDF national reserve will be ringfenced to support Covid-19 recovery, providing the opportunity for the Growth Hub to match against the new core budget allocation and provide an effective business support response to aid recovery.

Discussions have commenced with colleagues across the East Midlands LEPs and Growth Hubs to consider how this may be delivered most effectively at the regional level and building upon the findings of the East Midlands Business Resilience Programme originally set up to support business through exiting the EU.

An outline of the proposed review was endorsed by the Growth Hub Executive Board on 6 May, 2020 with a full proposal to be presented to the Business Growth Advisory Board for approval on 2 June, 2020.

7. INWARD INVESTMENT AND INTERNATIONAL DEVELOPMENT

As previously reported, the Department of International Trade (DIT) have allocated funding to all the LEPs across the Midland Engine to establish and implement strategic key account management capability across the Midlands to new and existing Foreign Direct Investment (FDI) companies. Despite delays due to the Covid-19 crisis, we continue to work with consultants in identifying the initial cohort of FDI businesses.

A business case has now been submitted to DIT for a further twelve months funding to enable the setting up of the new service which will include the appointment of a dedicated Key Account Manager who will work with local partners to ensure FDIs continue to invest in jobs and new capital projects across the D2N2 region.

Complementary to a more coherent approach to investor development, D2N2 will work with our Investment Promotion Agencies and relevant local authority partners to deliver a D2N2 Inward Investment Strategy and raise the profile of the region within the context of the Midlands Engine and amplify the ambitions set out in the LIS notably the East Midlands Freeport Enterprise Zone proposal. The strategy will look to build upon the collaborative approach that has developed through the "Invest in D2N2" ERDF project. Work on the strategy will commence in June.

8. ESIF SUMMARY UPDATE

European Funding: Covid 19 - Impact on ERDF and ESF programmes

Support for providers

ESIF provision has been seriously affected by C-19 with face to face business and individual support not currently possible, most providers having now moved to online provision. The Managing Authorities (MAs) are focused on developing measures to support existing projects

survive the lockdown period. MAs are prioritising provider claims and payments and urgent project change requests that are essential to financial stability and delivery. Financial penalties will not be applied for reduced output levels that are agreed by MA's and flexibilities have been introduced regarding claims deadlines.

Support for businesses

MAs have introduced flexibilities which allows providers to re-purpose their project to better support businesses in the current economic crisis where activity remains in line with the Operational Programme and associated eligibility rules. Such repurposing includes the reprioritisation of non-financial support such as the provision of advice, business support and guidance to manage the Covid 19 situation and allows SME's that are experiencing financial difficulties as a result of the Coronavirus outbreak to receive ESIF-funded support.

Support for individuals

Providers are encouraged to continue support to individuals using online delivery as much as possible.

ERDF

Nine outline applications were selected to go forward to full application and MHCLG and the D2N2 TA service are working with applicants to support the application process.

Nottingham SUD

The final call for applications for the Nottingham SUD programme closed on 10 March, 2020. The amount of ERDF available was £8.5m across PAs 2,3 and 4.

A total of 8 eligible applications were received under this final call totalling a request of £8,635,421 with applications to PA3 significantly oversubscribed by £1m. We aim to bring forward 7 of the 8 to final application. This is dependent upon D2N2 ESIF subcommittee approval to swap unallocated funding under PA3 with unallocated PA4 SUD allocation.

ESF

DWP open calls

The following programmes have now moved to funding agreement and will commence delivery shortly by DBC Training:

- (IP 2.1) Digital skills for the employed
- (IP 1.1) Digital skills for the unemployed

ESIF subcommittee have approved the strategic fit for the Skills Access Hub which will allow them to move to grant funding award. DWP assessors and the D2N2 TA service are now working with applicants to the remaining 10 calls to secure contracts.

ESF and ERDF Reserve Funds

MAs have deferred the ERDF & ESF Reserve Fund calls that were due to launch earlier this year to refocus in line with emerging economic priorities linked to Covid19.

In D2N2 negotiations with key stakeholders would suggest this refocus for programmes procured under the reserve funds would include:

- Refocusing business support provision away from ‘innovation and growth’ to ‘survival and recovery’. Realigning support to help SMEs adapt to the existing Covid-19 crisis e.g. exploring new business models, businesses crisis management, remote HR and workforce development and redeployment, effective homeworking, building ICT capacity in SME’s (both infrastructure and skills), cyber security, diversifying in terms of products, services, supply chain resilience etc.
- Refocusing current sector approaches addressing survival and recovery programmes for SME’s in sectors adversely affected by CV19 (hospitality, catering, non-food retail etc) with a differentiated approach to those in CV19 ‘growth’ sectors (distribution and logistics, social care, some manufacturing (food & medical, ICT) where demand has increased significantly.
- Ensuring ESF reserve fund has capacity to address high levels of unemployment anticipated post CV19 lockdown. Provision to focus on job-search support, training and careers guidance etc to minimise the level, duration, and impact of unemployment (including NEET young people). Explore flexibilities to develop Future Job Fund / Young Persons Guarantee arrangements to support SME’s future recruitment challenges.
- Refocusing ESF to be used to support local jobs brokerage teams or plug gaps in existing provision to support short term labour market demands.
- Refocusing ESF to rebuild Apprenticeship programme to be able to work with larger employers to release levy for SME’s recruitment and encourage more SME’s to use the Digital Apprenticeship Service.

EAFRD Reserve Fund and Covid 19

The EAFRD Growth Programme National Reserve Fund (NRF) closed on 16 February, 2020. The RPA believe over 70 rural businesses within D2N2 have applied for grant funding across the 3 funding strands of Business Development, Tourism and Food Processing. Covid-19 could impact on applicant’s ability to deliver projects within the current completion deadline of 30 September 2021. RPA will work with applicants to discuss flexibilities around project timelines and agree variations to claim schedules, project milestones etc.

9. MARKETING AND COMMUNICATIONS

SUMMARY

We have adapted our communications and our content to be sensitive to the current situation. We have increased our leverage of digital and social media and established a clear set of COVID-19 communications principles. These are:

- Timely communications
- Build trust in all that we do
- Deliver refresh and relevant content
- Leverage social media

A key priority has been to provide trusted information to cut through the myriad of information sources. We have been receiving updates about the coronavirus daily and have sought to reassure and provide timely information to build confidence in us and our brand.

This activity has been done in conjunction with key partners including BEIS, Local Authorities, the LEP Network sector groups, business representative organisations, including East Midlands Chamber, FSB, the CBI and other delivery partners.

KEY UPDATES

Digital Campaign

While we have adapted effectively and delivered some impressive results, we need a step-change in our approach. With a wealth of information being supplied by both public and private sector providers, we need to be able to cut through the noise and command more attention.

A paid digital campaign will allow us to laser-focus in who we want to reach and cut through the noise. This is new territory for the LEP and the Growth Hub. Neither party has ever run a significant digital paid advertising campaign due to budget and an assumption that our organic channels would deliver enough relevant traffic/interest.

The new paid search and social campaign will increase our profile and to create cut-through with businesses across the region. This will be a pilot campaign to test the viability of our approach. It will run for 4-6 weeks with the intention then to run a monthly campaign after that.

The proposed requirements for the campaign are as follows:

- Deliver an effective paid search campaign to generate maximum impact and return on investment. The campaign would focus on the key search terms associated with user needs, geography and services.
- Deliver an effective paid campaign across LinkedIn to generate maximum impact and return on investment as it offers a higher level of targeting of key decision-makers within a business. The campaign would target a business decision-maker (MD, director, head of HR etc) in the Nottinghamshire and Derbyshire area.

Success will be measured by an increase in visitors and unique visitor traffic to the Growth Hub website, Increase in contact form submissions and telephone enquiries.

If the pilot is successful, then a more permanent long-term campaign will be implemented.

D2N2 and the D2N2 Growth Hub are actively engaging with agencies for quotes, with a target date of w/c 25 May, 2020 for the campaign to begin.

Press and Media

Between March and April, 2020 D2N2 Communications issued nine press releases, mostly on Covid-19- related topics. These releases included those connected to our PPE4NHS campaign and Redeployment Triage Scheme (RTS).

Those press releases generated 207 media mentions including 21 across broadcast media and 47 in print media. The total audience D2N2 successfully reached via our media activities during this period is calculated to be 1,058,000 people.

The Earned media value of this exposure - that is the amount D2N2 would have to spend to reach the equivalent number of people through advertising - is calculated at £111,314.

All figures have been produced by our Vuelio media monitoring software package.

Website

Work on the development and implementation of a new website to replace the LEP, TA, and Schools platforms is ongoing. There has been a slight delay due to coronavirus, however, we

remain in regular contact with the supplier. A fully working 'demo' website is expected w/c 8 May, which will allow us to fine-tune and minimise any snags before we officially launch.

Sajeeda Rose
19 May, 2020



D2N2 LEP

2020/21 DELIVERY PLAN

Proud partner of



European Union

European Structural
and Investment Funds

D2N2 LOCAL ENTERPRISE PARTNERSHIP 2020/21 DELIVERY PLAN

1. FOREWORD

I am delighted to be able to share the 2020/21 plans for the D2N2 Local Enterprise Partnership.

We are proud to be at the heart of England, and the champion for our places, our people and our growth. Our vision is of a more prosperous, better connected, and increasingly resilient and competitive economy.

We recognise the rapid pace of change in our economy because of the Covid-19 crisis, and the challenge to achieving our vision will be significant. It's therefore important we remain flexible and ready to respond to support business activity and the economy. As we respond to these new challenges our priority areas may change as we support the medium-term economic recovery and focus on longer term growth.

We will continue to build on the strong foundations we have put in place over the last year and work in partnership so that we can deliver a 'step change' in our approach to address the complex challenges that face the UK economy.

Our 2020/21 delivery plan sets out the key milestone targets that we intend to focus on within the financial year. Our approach is intended to be transformative and with a shared ambition to drive greater prosperity across our region, for everyone. We will continue to keep this plan and the milestones set within it under constant review over the coming weeks and months ahead to ensure it adapts to the circumstances as they evolve.

We will continue to focus on the effective delivery of the public funding we receive, maximising benefits within the local economy. This will be underpinned by our continuing work to implement all aspects of the LEP review and strengthen our governance within a sound strategic framework.

Our ongoing commitment to collaboration and partnership working will be crucial as we look to develop our plans. As the year progresses, we will keep this Delivery Plan under review with our partners to ensure that the resources to be focused on the most pressing areas.

I look forward to continuing our work together as we look to ensure our economy recovers and grow to improve the long-term future of our people and that of our environment.

Elizabeth Fagan CBE
Chair, D2N2 Local Enterprise Partnership

2. ECONOMIC CONTEXT

D2N2 covers a large and diverse area; encompassing outstanding natural assets, serving culturally and environmentally rich rural hinterlands. With a population of over 2 million we are the 5th largest LEP in the country.

Despite its size D2N2 benefits from a highly functional economic geography that is advantageously located at the heart of the country.

The D2N2 economy is the 4th largest outside London and the South East. It contributes £48.4bn in GVA to the UK economy; with 16% growth since 2012. We are world leaders in transport equipment manufacturing, home to many large and global aerospace, automotive and rail manufacturers and engineers. The strength of these companies, such as Toyota, Rolls Royce, Bombardier, and their significant local supply chains, is based on strong innovation and manufacturing expertise clustered around Derby.

We are also proud of our growing life sciences cluster anchored by Boots, MediCity and BioCity in Nottingham, the third largest in the UK¹, and our emerging digital tech cluster focused around Nottingham's 'Creative Quarter' (12.6% growth between 2012 and 2017²). Our strong science and innovation ecosystem is underpinned by D2N2's three universities, (Nottingham, Nottingham Trent and Derby), six science parks and fifteen innovation centres/ incubators)

In addition to our two major cities, D2N2's districts generate almost two thirds of the region's GVA and over a third of its employment takes place in predominantly rural local authority areas³. These networks of towns and villages are also home to much of the region's workforce too.

However, there are significant differences in the socio-economic conditions experienced across D2N2's communities, a polarised productivity problem and a legacy of carbon-intensive industries.

The impact on the economy from Covid-19 is likely to have a significant impact on our region, and we will need to adapt to recover and restore economic growth across the whole of D2N2.

¹ <http://www.d2n2lep.org/key-sectors/life-sciences>

² D2N2 LIS Evidence Base, v1.7:

http://www.d2n2lep.org/write/Documents/D2N2_LIS_Evidence_base_v1.7.pdf, based on NOMIS, BRES 2017.

³ <http://www.d2n2lep.org/write/Vision2030.pdf>

OUTSTANDING STRENGTHS

- D2N2 has one of the most functional economic geographies in the country – 92% of D2N2 workers live in the D2N2 area and 87% of D2N2 residents work in the D2N2 area;
- Manufacturing generates £8bn in GVA across D2N2, ranking 2nd outside London and the South East;
- Research strengths in Environmental Sciences and Renewable Energy, Sustainability and the Environment;
- D2N2 is one of the UK's most accessible locations – 9 million people reside within 20 miles of its boundary and 80% of the country's population within 4 hours drive;
- D2N2 attracts around 3 million visitors and £475 million in visitor spending per year, which is 70% higher than the Midlands Engine averages

CHALLENGES TO ADDRESS

- The labour productivity gap is persisting, with GVA per hour worked 14% below the UK average. This gap has widened over the past 5 years;
- 54,000 jobs are at high risk of automation with a further 413,000 likely to experience various forms of automation;
- 12/17 local authorities within the D2N2 area are identified as 'social mobility cold spots';
- 28% higher emissions per capita than the UK average due to concentration of energy-intensive industries;
- Poor regional rail connectivity, with many slow lines lacking electrification, and many rural areas are bypassed altogether;
- High proportion of low skilled and low earning jobs, and long-term unemployment.

3. OUR PRIORITIES

We are determined together to close the productivity gap with the rest of the UK. This presents challenges but also opportunities, but we stand ready to deliver more through greater collaboration and connectivity.

In 2019, D2N2 refreshed its Strategic Economic Plan (SEP) 'Vision 2030'. The SEP sets out an overarching plan on how we move D2N2's economy to the next level outlining the priorities to enable economic growth and bring prosperity for our region.

Building on this approach, we are now developing our Local Industrial Strategy (LIS) that works with the SEP. Our LLIS will showcase our differentiating economic assets and industry strengths, which we can develop to boost productivity in the region.

We are currently reshaping our LIS to reflect the impact of the current COVID-19 crisis and reviewing all emerging evidence including a specific focus on skills to inform the future economic strategy for the region. We are also supporting partners across the region to re-evaluate their approach to initiatives such as the Towns Fund that are likely to be significantly impacted by the pandemic.

Our focus is underpinned by the clear and specific commitments we make and the actions we take to achieve zero carbon, and the environmentally led approach to truly green growth across D2N2.

As the fastest growing economy outside London, our vision for D2N2 is a region of continued high economic growth. By 2030, D2N2 will have a transformed high-value economy; which is prosperous, healthy and inclusive, and one of the most productive in Europe.

To achieve this our priorities for 2020/21 are to:

- Develop a robust, evidence based local industrial strategy that addresses both long term ambitions and recovery from COVID-19 that has stakeholder buy-in and is agreed with government
- Continue to develop a high performing and diverse LEP that is at the leading edge of governance, including transparent and accountable decision-making
- Ensure we are continuing to make good progress towards delivering our programmes and that spend is evaluated and tracked
- Increase our collaboration and influencing powers to bring about change and enable joint working on activity that drives growth in the region

4. STRATEGY AND COLLABORATION

D2N2 work's with government and local stakeholders to provide regional leadership on several important economic, social and environmental agendas. We continue to identify barriers and solutions to growth and work with our partners to improve their business environment.

There are several key priorities which will be worked on and progressed in 2020/21, highlights include:

4.1. D2N2 Local Industrial Strategy (LIS)

Our draft emerging LIS sets out clear priorities to drive long-term growth in our regional economy. We are focusing on initiatives that unleash the potential of our people and drive a step-change in our economy to unlock more equitable and inclusive growth and take a lead in the transformation towards a carbon free future. In the light of the Covid-19 pandemic, we will refresh our LIS evidence base to ensure we are working from the new baseline of economic performance and addressing the needs of the economy to adapt, recover and grow. We will work with partners across the area to find innovative solutions to these problems as part of our approach to recovery

4.2. D2N2 Energy Strategy

A key deliverable for 20/21 will be refreshing the D2N2 energy strategy, which is an important first step in addressing current energy constraints and identifying actions to support cleaner growth in our region. Throughout 20/21, D2N2 aims to work closely with local stakeholders, BEIS and our energy strategy group towards the development of our energy strategy, with a revised strategy scheduled for November 2020

4.3. Skills Strategy

D2N2's priority for 20/21 is the development of an ambitious skills strategy, aligned to our Local Industrial Strategy with clear measurable outcomes. This will build on the flagship projects already delivering change across the region. Ongoing consultation will outline the needs in our region and identify the transformational actions needed to deliver a step change in delivering improved outcomes for our people and businesses through improved skills delivery With consensus from partners, a vision and set of principles and priorities will be agreed to help inform our work and structure action planning going forward.

4.4. East Midlands Freeport Enterprise Area

In response to the Governments call for Ten new Freeports to be established, a combination of public and private sector partners have come together to form a proposal for a new East Midlands Freeport Enterprise Zone.

The partners include D2N2 and LLEP, local authorities and the key private sector businesses including EMA and major local landowners who have agreed to collaborate to develop a potential proposition for a dual site Freeport to be established in the East Midlands. The proposition will involve development sites on the East Midlands Airport and surrounding area and the current Ratcliffe-on-Soar power station site which is set to be decommissioned by 2025.

In the first instance through the established working group we will co-ordinate a response to the Governments consultation on Freeports due by the 13th of July 2020. Alongside this the working group will lead the co-ordination of a compelling bid for the region ready for the launch of the formal competition at the end of the year.

4.5. Stakeholder Engagement Strategy

D2N2's priority for 20/21 is to continue to enhance its existing strong partnership work with the public and private sectors at the local, regional and national levels. The LEP is working on a new stakeholder engagement plan to support effective engagement and to harness the power of our stakeholder network to drive our ambitions. The LEP will strengthen its communications routes and continue to collaborate both formally through the established governance arrangements and informally. This includes a greater focus on engagement with businesses, parliamentary activity and developing stronger links with Government and local MPs through briefings, visits and face to face meetings.

4.6. Midlands Engine

We will continue to actively work with partners across the Midlands Engine area to support the collective vision for supporting the growth of the Midlands economy. Together we are committed to capitalising on the many opportunities ahead including the Midlands Engine Development Corporation to enable the Midlands to capitalise on transformational economic opportunities linked to HS2 investment, and actively support other key government priorities such as net zero, innovation, research and incubation centres and housing delivery. We will also support Midlands Connect in driving forward an integrated portfolio of partner-prioritised transport initiatives – as enablers for regional growth.

4.7. Strategy and Collaboration Delivery Milestones for 2020/21

- Finalisation and co-production of the LIS (Quarter 1)
- Develop LIS implementation strategy (Quarter 3)
- Develop new skills strategy; aligned to Local Industrial Strategy and incorporating a strong cross-cutting focus on digital needs for the economy
- Strategically convene HE, FE and business partners to develop a strong Institute for Technology bid for D2N2
- Confirm and outline next steps for the D2N2 the Energy Strategy
- Develop draft frameworks for sustainable development, social inclusion and rural proofing
- Evaluate Local Growth Fund (LGF) to inform future programme design to implement LIS
- Finalise and formally submit our East Midlands Freeport Enterprise Zone bid
- Develop a first draft inward investment strategy for D2N2

5. GOVERNANCE

We have made significant changes over the last year to strengthen our overall governance and remain committed to seeking opportunities for continuous improvement across all areas of our work. We have established a new stronger model of governance that clearly sets out roles and responsibilities of the different boards and their members.

Our refreshed private sector board membership has resulted in the LEP being ahead of the Government's gender balance target, which we will continue to factor in as we undertake the recruitment of new private sector members and refreshing the representation from our HE, FE and inclusion board members.

All boards, including our main and Advisory Boards, have clear terms of reference which are publicly available.

The membership of the boards ensures the LEP's commitment to collaboration with all areas of the D2N2 economy and engagement with a breadth of external stakeholders to lead on strategic development and thought leadership for the region. Further work is planned to review the business growth and innovation agenda to ensure a key focus on productivity and is fully supported by our delivery interventions notably the Growth Hub.

We now have a single accountable body in place who oversees the governance of the LEP, as part of this they have supported the LEP to put in place an independent scrutiny committee with elected representatives from across the region.

5.1. D2N2 Assurance Framework

Our 2019 published Assurance Framework remains at the core of our governance, we will continue to take the actions required to remain compliant with the Government's advice. D2N2 LEP will review policies throughout 2020/21, remaining committed to continuous improvement, high standards of transparency and effective governance. D2N2's Assurance Framework and other documents relating to our governance are available on D2N2 website

5.1.1. Governance Milestones for 2020/21

- Recruit to private sector board vacancies by end of Quarter 1;
- Refresh board membership as terms for HE, FE and Inclusion Representation come to an end in July 2020;
- Ongoing review of the Advisory Boards to ensure they remain fit for purpose;
- Each Advisory Board to have a clear work programme in place by end of Quarter 1

5.2. Strategic Advisory Boards

We have four strategic advisory boards that bring together private sector experts and leaders from business and the public sector to advise our LEP Board and drive progress forward across our key areas of work and help to influence collaborative working in support of the vision for a stronger region.

During the first quarter of 2020/21 we will review the form and function of all boards to ensure they remain fit for purpose. As part of that we will also ensure that there is

a consistent approach towards a clear and measurable work programme across all the boards.

5.2.1. Key Advisory Board Delivery Milestones

Business Growth

- Development of a local productivity performance indicator to measure both strategic and project impact and a “what works” function to evaluate activity and highlight best practice
- Support the delivery of the Growth Hub and oversee the mid-term evaluation and review future areas of delivery in light of the impact of Covid-19
- Develop D2N2 Key Account Management service for Foreign Direct Investments
- Oversee the development of a D2N2 wide Inward Investment Strategy

Innovation

- Review the role and remit of the Innovation Board and consider merger with Business Growth into a single Board
- Review perceived barriers to innovation in order to improve engagement and take up by SMEs including a proposed “Innovation Week”
- Maintain a strong focus on research and innovation investment across the region as a key driver for improving productivity

Place

- Refinement of the transformational priorities across Place
- Continue to develop the D2N2 wide infrastructure co-ordination plan, with a particular focus on digital infrastructure and sustainable connectivity
- Co-ordination of the Towns Fund across the region to ensure alignment to the LIS

Skills

- Development of a skills strategy, aligned to Local Industrial Strategy with clear measurable outcomes
- Increasing basic and higher digital skills across the labour market
- Ensure that the Skills Advisory Panel fulfils its role in providing key local data to inform skills priorities; including publication of a D2N2 Local Skills Report

6. DELIVERY

This section provides a summary of our activities for delivery. These include Local Growth Fund, European Structural Investment Fund (ESIF), Business Growth and Skills and Marketing and Communications.

6.1. Local Growth Fund (LGF)

The Local Growth Fund has allowed D2N2 to invest in projects that benefit the local area and economy. The Government has awarded a total of £257.5 million to the D2N2 area from 2015 to 2021 for capital projects to support growth. D2N2 continues to work with stakeholder to support proposals and improve the quality of applications. As we enter

the last year of the programme, we will continue to monitor all projects closely reviewing their milestones regularly and take into account impacts from Covid-19 on delivery timescales.

To date the programme has spent £210.62 Million with the balance of £42.35 Million left to be delivered during 2020/21.

Our Local Growth Fund Programme will consider 13 new projects within the next year, including:

Pipeline Projects pending approval:	Live Projects in 2020/21:
Top Wighay Farm	Ashbourne Airfield
Crocus Place	HS2 Strategic Sites Project
Woodville to Swadlincote Regeneration Route	NTU Medical Technological Innovation Facility
Chesterfield Station Masterplan	Becketwell
Mushroom Farm	Riverside Business Park
OMICs Research Facility	N2 Town Centres
Castleward	Nottingham City Hub
A46 Corridor Phase 3	Silk Mill World Heritage Site
Heathcoat Immersive Incubator	Buxton Crescent
NTU Smarter Connected Campus	Southern Gateway
Tollbar House	
NTU Allied Nursing and Health Provision in Mansfield	
Revitalising the Heart of Chesterfield	

6.1.1. Local Growth Fund 20/21 KPIs:

Jobs Created	Homes Created	Learners Supported	Funding Target
1,793	355	841	£42,35m

6.1.2. Local Growth Fund Delivery Milestones for 2020/21

- Agree risk position and contingency planning for final year of LGF – March 2020/21
- Full delivery of all Local Growth Fund (LGF) programmes - March 2021

6.2. Growing Places Fund

Following the external review of the Growing Places Fund, D2N2 will continue to work with partners to identify the next steps to utilise the unallocated funding. An initial consultation process has taken place and the LEP will continue to build on this to utilise the money with a new, refreshed product to the market taking into account any new and emerging issues as a result of the impact of Covid-19.

The LEP continues to work with existing loans and partners and will continue to ensure that all loans are recouped for recycling and future use.

6.2.1. Growing Places Fund Delivery Milestones for 2020/21

- Redesigned GPF Programme commissioned

6.3. Enterprise Zone

D2N2 will continue to work with the Enterprise Zone landowners to further develop the sites and attract inward investment through the next year. The LEP has allocated funding towards two new developments on the Infinity Park site which are due to deliver business cases for final funding approvals within the financial year.

The opening of the New Elizabeth Garrett Anderson Building will create new available floorspace for new jobs and business growth on the Nottingham Science Park site. The second phase of Nottingham Trent University's Medical Technology Innovation Facility is due to open in the autumn on the Boots Enterprise Zone site creating specialised facilities for Med-tech businesses. Progress continues to be made at the Beeston Business Park site and the LEP will continue to monitor the uptake of new units that have been developed at the site.

6.3.1. Enterprise Zone Delivery Milestones for 2020/21

- Enterprise Zone review implementation to maximise delivery of sites especially at Infinity Park

6.4. European Structural Investment Funds (ESIF)

D2N2's ESIF Sub-Committee will continue to oversee the delivery of a significant portfolio of ERDF funded projects. At the time of producing this Delivery Plan ESIF provisions are still being confirmed for both ERDF and ESF in 2020/ 21. For ESF we will be contracting the following new programmes in 2020/21:

- Careers and Employability Hub
- The Skills Access Hub
- Supporting Progression into the Food and Drink Manufacturing Sector
- Active Inclusion – Multiple and Complex Needs
- Youth Employment Initiative
- Technical and Construction Skills for Unemployed People Intensive Support for Young People with Additional Needs who are not in Education, Employment or Training
- Health and Social Care Workforce Development Programme
- STEM Skills in D2N2
- Leadership and Management Training for SMEs
- Healthy Work

6.4.1. ESIF Delivery Milestones for 2020/21

- Promote ESIF calls launched by government in line with their programme timeframe
- Maximise delivery of ESIF within the region including co-ordinating regional response to both reserve fund

6.5. People and Skills

The LEP will continue to play an important leadership role in the skills system; developing the Skills Analysis, engaging with the education and skills sector and expanding the work of Enterprise Coordinators.

6.5.1. Skills Advisory Panel

Skills Advisory Panels aim to bring together local employers and skills providers to pool knowledge on skills and labour market needs, and to work together to understand and address key local challenges. A Local Skills Report will be produced during 20/21; this analysis will underpin the 'skills' element of our Local Industrial Strategy.

6.5.2. Enterprise Advisor Programme

The Enterprise Advisor Programme funded by the Careers and Enterprise Company work will continue into 2020/21 with a target to ensure full coverage across the D2N2 region. Throughout the 2020/21 academic year the focus will shift to facilitating transition towards and more strategic, lighter touch series of 'hub' models across D2N2 alongside of conventional delivery against targets and milestones. Key targets for the Enterprise Adviser Network contract, which commences September 2020, are still under negotiation but are outlined as:

Target	Anticipated Target
Total number of schools engaged	150
% Schools matched to an Enterprise Adviser	100%
% Schools fully meeting Gatsby Benchmark 1	100%
% Schools fully meeting Gatsby Benchmark 5	60%
% Schools fully meeting Gatsby Benchmark 6	50%
100% Engaged schools using COMPASS+	100%

6.5.3. People and Skills Delivery Milestones for 2020/21

- Development of a skills strategy, aligned to Local Industrial Strategy with clear measurable outcomes Publish 'Local Skills Report' as part of the ongoing work of the Skills Advisory Panel

- Ensure that the Skills Advisory Panel fulfils its role in providing key local data to inform skills priorities; including publication of a D2N2 Local Skills Report.
- Expansion of the Derbyshire Careers Hub to extend benefits across High Peak and Derbyshire Dales

6.6. Business Growth

We recognise the huge contribution that businesses large and small make to the local economy. We want our region to be a growth-orientated, dynamic and productive environment where businesses start up, invest, grow and thrive. Improving productivity and resilience through boosting investment, supporting business development, , promoting innovation and enabling access to finance are key drivers for economic growth.

6.6.1. Inward investment

A key focus for D2N2 this year is to attract new foreign direct investment into our region capitalising upon our unique opportunities and ensuring these companies remain and grow through pro-active support. The first step of this process will be the development of key account management service that builds relationships with investors, supports their growth and encourages reinvestment in the future. This will initially be focused at Foreign Direct Investments to enable a deeper understanding which could serve as the attractor for new entrants. This will lay the foundation for a new inward investment strategy to accelerate economic growth in our region.

6.6.2. Growth Hub

Funded by BEIS, ERDF (European Regional Development Fund) and local partners and working through a region-wide team of Business Advisors, our Growth Hub delivers information, diagnostic and brokerage (IDB) to support firms in improving business performance, upskill their workforce and boost growth and productivity.

Working with our partners and through the D2N2 Growth Hub, we will continue to provide the help, advice and resources required to embrace business change, enable ready access to finance, improve management skills and open up new markets. We will work with our business leaders, so they are inspired and supported to achieve their goals through strengthened leadership, partnerships, innovation and trade.

6.6.3. Innovation

Innovation is a vital component of any thriving economy and is important for business growth from start up through to maturity. Building upon the findings of the D2N2 Science and Innovation Audit, our focus will be on helping business overcome barriers and embrace new product and processes to drive productivity. A key focus will be on promoting adoption amongst SMEs by forging links with our Universities and larger businesses and OEMs; making the most effective use of our innovation assets and increasing investment in R&D across the region.

6.6.4. Business Growth Delivery Milestones for 2020/21

- Development of an inward investment strategy for D2N2

- Review mid-term evaluation of the Growth Hub
- Development of an Innovation campaign including potential “Innovation Week”
- Continue to work towards the Growth Hub’s ERDF three-year funding targets.

6.7. Marketing and communications

Through 2019-20, the LEP will revise its marketing and communications approach to strengthen our digital profile through social media and the launch of a new website. We will continue to strengthen our brand and creative design so that it can adapt to the needs of the LEP and promote and support the delivery of our work more effectively. This includes an update to our brand guidelines providing the necessary components for a consistent brand identity to be delivered across all our platforms.

6.7.1. Branding

As part of our commitment to improve communications, we will refresh our brand and creative design so that it can better adapt to the needs of the LEP and promote and support the delivery of our work more effectively. This includes an update to our brand guidelines providing the necessary components for a consistent brand identity to be delivered across all our platforms.

6.7.2. Multi-channel communications

We will continue our focus on direct, regular and multi-channel communications to strengthen and actively promote the work and impact of our LEP. Social media, particularly Twitter, will stay in sharp focus in 2020/21. LinkedIn will also be a priority during 2020/21 with an increase in engaging, branded and themed content.

6.7.3. Website

Work is currently ongoing for a new fully refreshed website, ensuring co-ordinated content, clarity of messages and consistency across our platforms. And as we develop an updated ‘narrative’ for the region, work will be ongoing to highlight a range of stories, highlighting successes to showcase the D2N2 region and our partner achievements

6.7.4. Marketing and Communications Delivery Milestones for 2020/21

- Launch of new D2N2 website by Q2
- Review the D2N2 brand by Q2
- Develop a database of stakeholders and businesses, to support effective and increased engagement by Q3
- Develop stakeholder engagement plan by Q3
- Deliver LIS communication and engagement plan (TBC)
- Develop marketing and communications strategy by Q3

7. Resources

To meet the needs of a strengthened LEP and fully implement our revised governance model, a new team structure was implemented in 2019/20.

The new structure provides greater support to the board and our advisory groups and supports the enhanced role of the LEP, while remaining affordable and within budget. The new structure is designed to bring more focus and improve the delivery of our strategic and policy goals, our business and innovation growth, and our consultation and engagement.

The D2N2 Executive Team is primarily funded from government core funding, which is locally matched by the four upper tier authorities with additional funding through programme funding contributions.

7.1. Budget summary

Income	2020/21	2019/20
Central Government Basic Funding	£500,000	£500,000
Local Authority Funding*	£250,000	£250,000
Additional LEP review funding from Central Government		£200,000
Income from grants		£152,810
Local Growth Fund	£85,000	
Growth Hub	£25,000	
Growing Places Fund	£4,500	
Balance brought forward from previous years	£723,554	£ 425,655
TOTAL INCOME	£1,588,054	£1,528,465

*£62500 each for Derbyshire County Council. Derby City Council, Nottinghamshire County Council and Nottingham City Council

Expenditure	2020/21	2019/20
LEP Core Staff	794,320	665,501
Other expenditure	361,213	336,316
TOTAL EXENDITURE	1,155,533	1,001,817

Monitoring and Evaluation

The D2N2 LEP is involved in a range of monitoring and evaluation activity, relating to its key project, programmes and investments.

Each Funding/Growth Programme has developed its own monitoring and evaluation processes, helping to record specific activities and successes as well as identifying potential risks and any lessons learnt. These will be factored into the design of future programmes and used to influence future policy development.