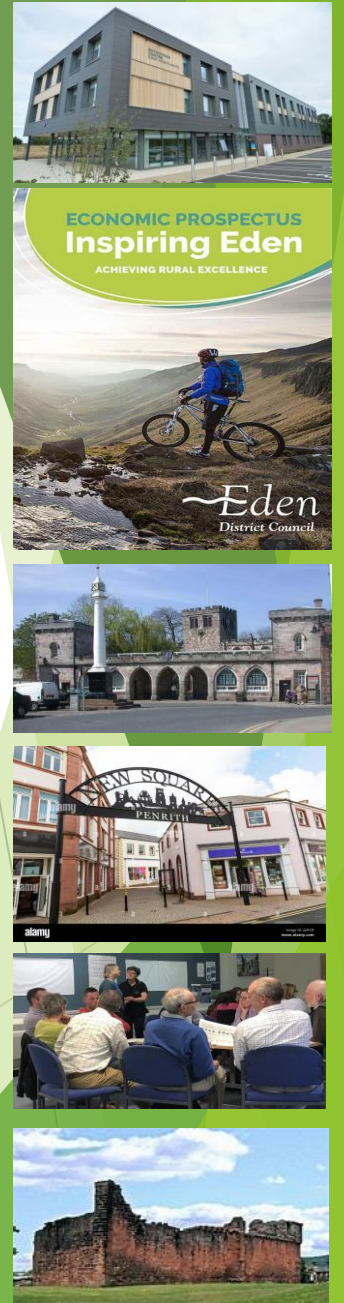


It's all about Delivery...

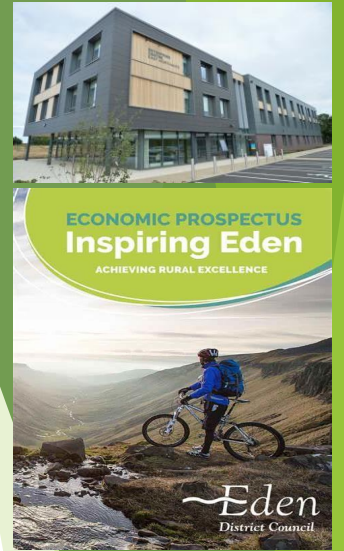
Key Ingredients for successful economic development strategies...

Greg Macdonald
25 January 2024



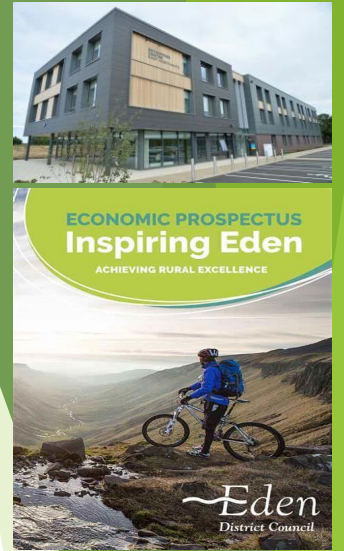
Overview

- Drivers of change
- Why Economic Development
- Inspiring Eden
- Reflections
- What next



Drivers of change

- COVID
 - Climate Emergency
 - Pressures on public finances
 - Levelling Up Agenda
 - Volatile political landscape
 - Local Government Reorganisation
 - Global conflicts
 - Technology
- ▶ **Increasing Uncertainty**
 - ▶ **Agile Strategies**



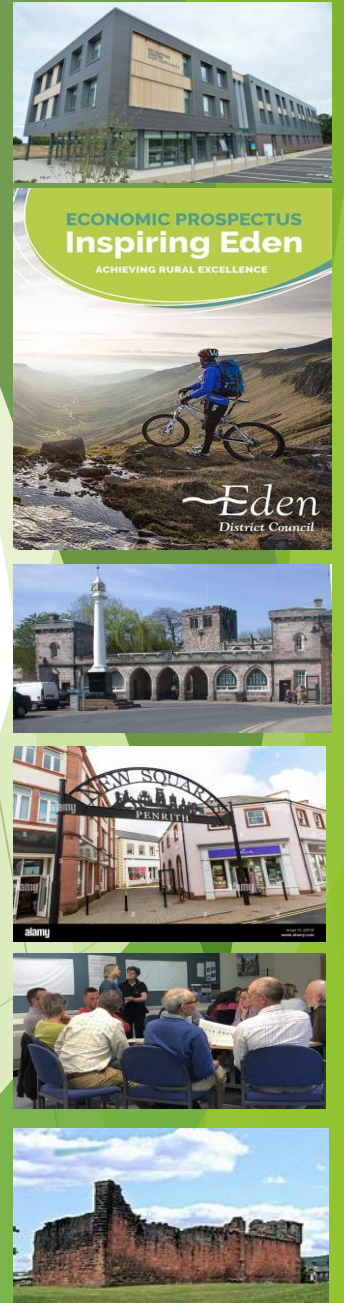
Why Economic Development?

► Philosophy

Employment and job creation as central driver of quality of life

► Balancing an Intelligence lead approach

Data Analysis v Political Views v Policy



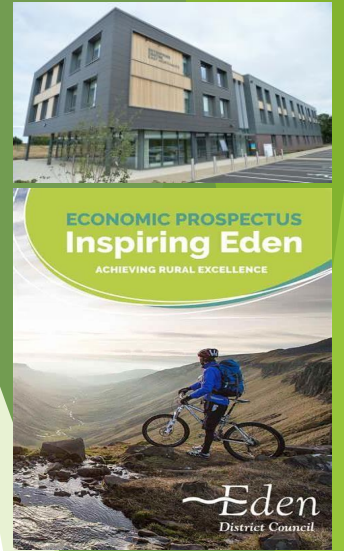
Why Economic Development?

► Core themes

- Business support and development
- Inward investment
- Skills and employability

► Cross cutting themes

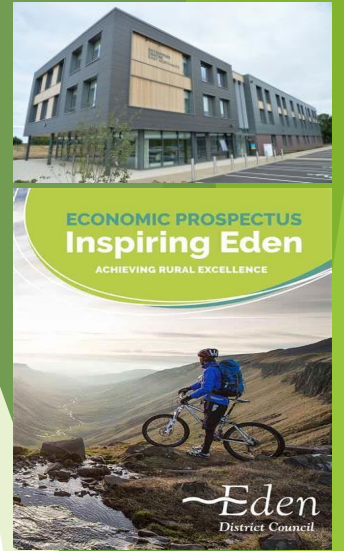
- Sector focus
- Place focus - town centres, rural and neighbourhoods, new communities
- Culture and Heritage



Why Economic Development?

► Collaboration is key

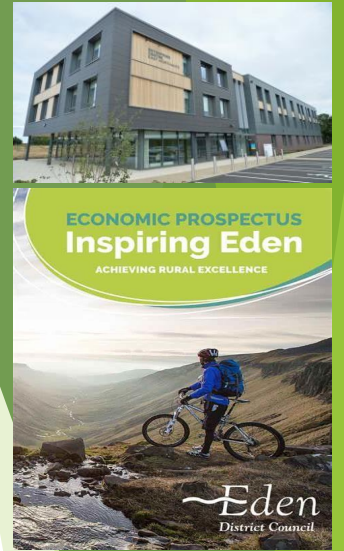
- Cross sector
- Local / strategic
- Officers / members
- Professional



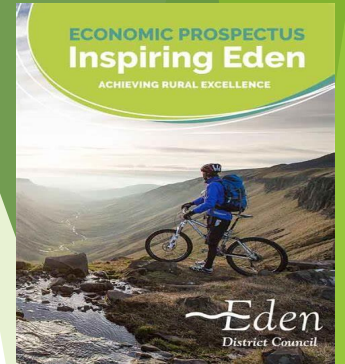
Inspiring Eden

Key elements

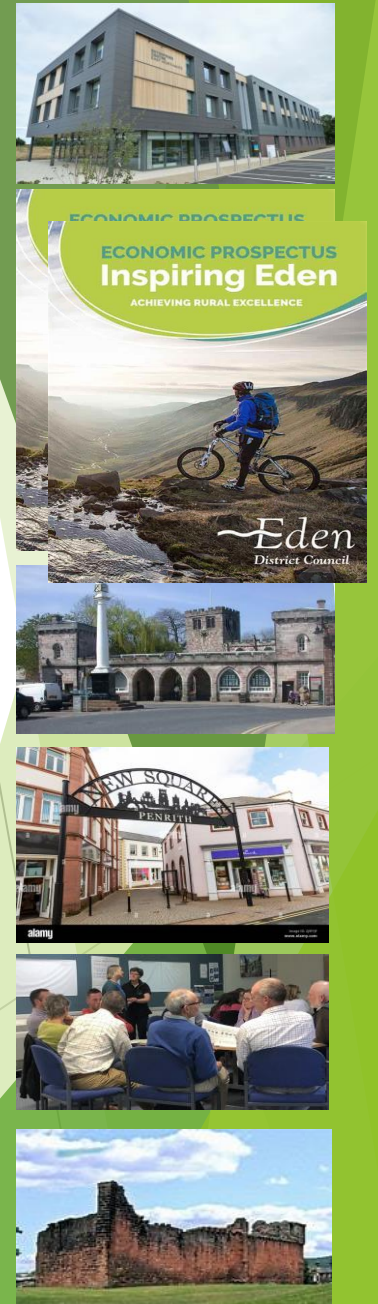
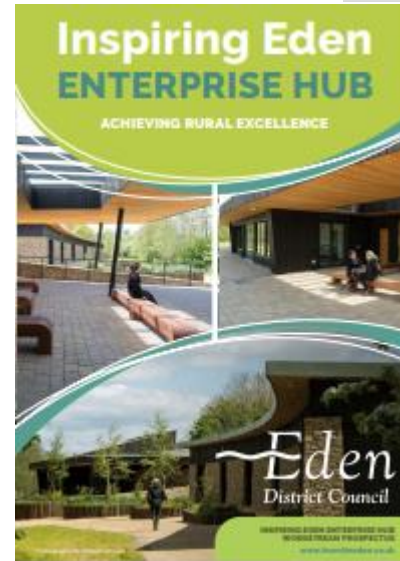
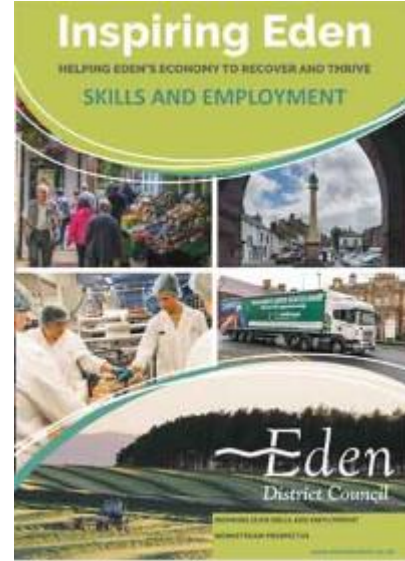
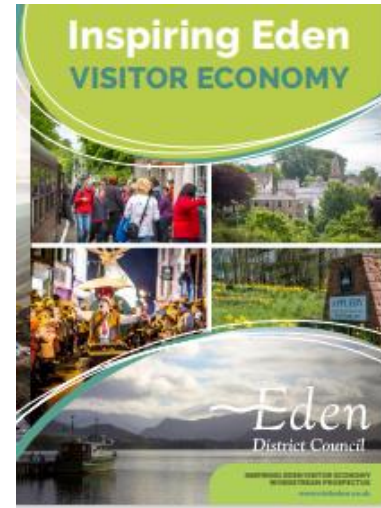
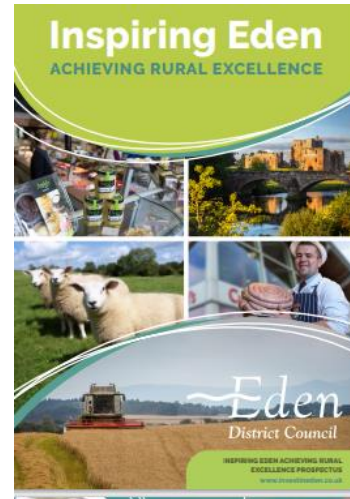
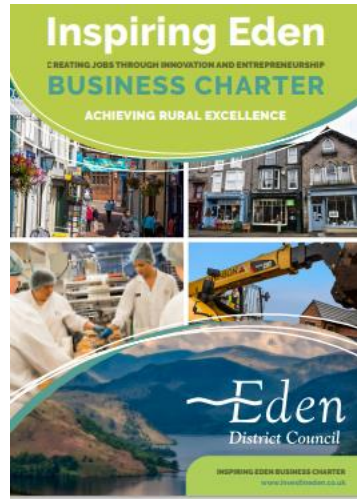
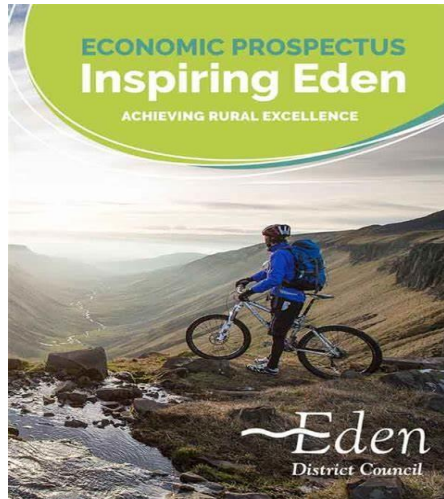
- ▶ 3 Months from concept to approval / publication
- ▶ Supported £1m investment and delivery of UKSPF and Levelling Up bid
- ▶ Family of documents
- ▶ Inspiring brand
- ▶ Ongoing stakeholder engagement
- ▶ Shaped and drove Local Government Review
- ▶ Focused decision making and delivery team



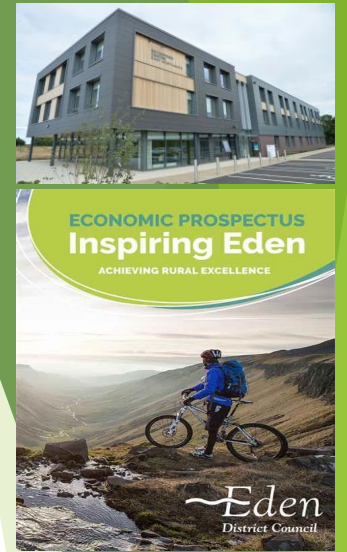
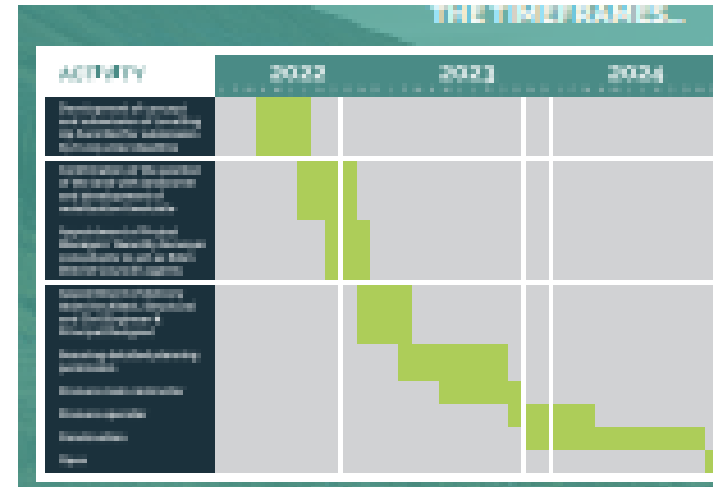
Inspiring Eden – confirm address



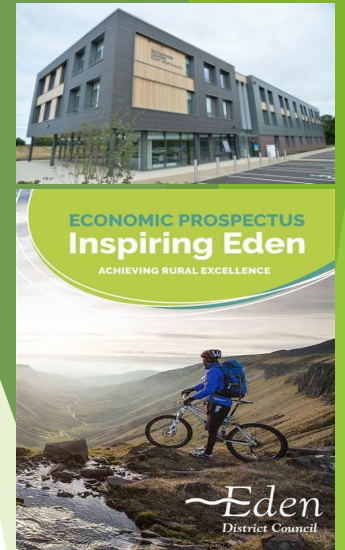
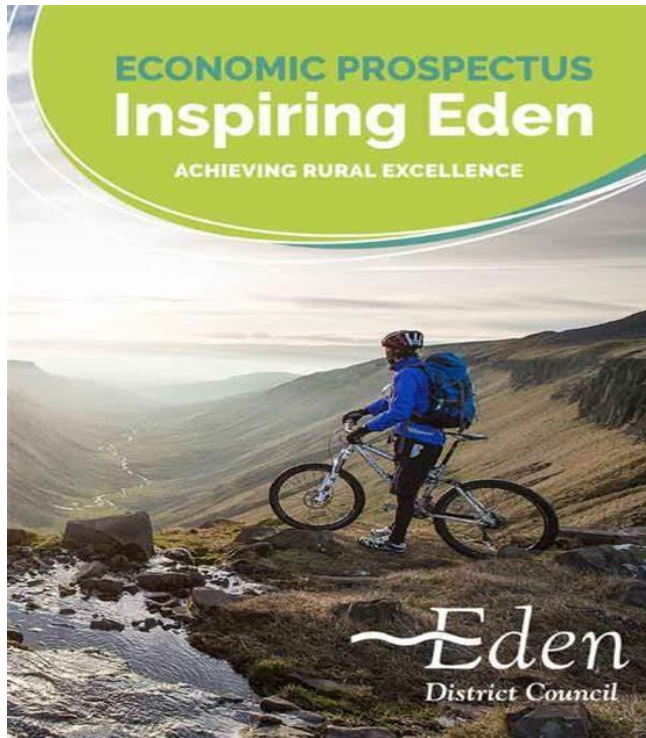
Inspiring Eden – agile approach



Inspiring Eden – Focus on workspace

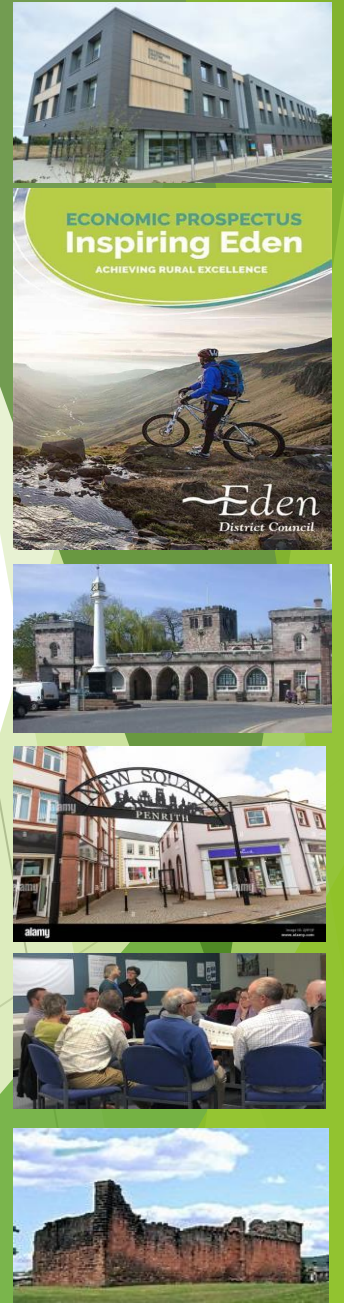


Inspiring Eden – imaginary is key



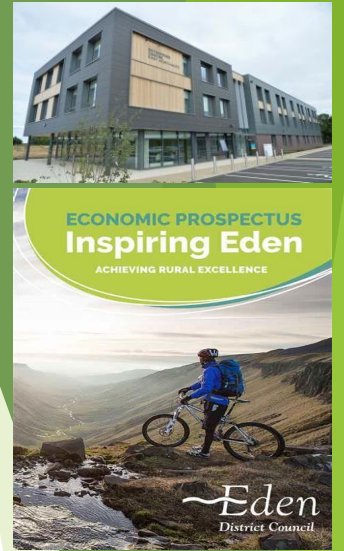
Reflections

- Size of councils
 - Focus of senior leadership
 - Branding – need to engage at emotional level
 - Stakeholder management
 - Pace v procrastination
 - Positioning of skills
- **Plan Led v Scenario Planning - Trends v Ambitions**



What next?

- ▶ Agile Framework v Comprehensive strategies
- ▶ Longer term planning and funding – **Central role for local plans as statutory instruments**
- ▶ Rapid Development Management decisions to fit with funding and delivery requirements - **key role for Planning**
- ▶ Direct delivery - Pivotal role for Councils
- ▶ Strategic refocus on some key agendas e.g. Connectivity, Early Years and communities (PR)
- ▶ Rethink of skills within delivery process – **what role for planning?**



Thank you for listening

Useful links:

https://investineden.co.uk/files/Inspiring_EdenEconomic_Prospectus.pdf

[Enterprising East Northants | North Northamptonshire Council - East Northamptonshire Area \(east-northamptonshire.gov.uk\)](http://east-northamptonshire.gov.uk)

[Opportunity Haringey - our new Inclusive Economy Plan | Haringey Council](#)

[Inspiring Eden Enterprise Hub | Invest in Eden](#)

