

**REPORT TO: WECA OVERVIEW AND SCRUTINY COMMITTEE**

**DATE: 28 NOVEMBER 2018**

**REPORT TITLE: UPDATE ON LOCAL INDUSTRIAL STRATEGY**

**DIRECTOR: JESSICA LEE HEAD OF STRATEGY AND POLICY**

### **Purpose of Report**

- 1 This report provides an update on progress on work to develop a Local Industrial Strategy for the West of England.

### **Background / Issues for Consideration**

- 2 The focus of the work on the Local Industrial Strategy so far has been on the development of the evidence base. This reflects the emphasis the Government have put on ensuring claims about the region are based on robust evidence. We have also been working to ensure that we are engaging the business community across the region as this work develops.
- 3 Our approach to developing the evidence base is in three parts:
  - Overarching analysis of strengths and challenges
  - Grand challenges: opportunities for the region
  - Creative collisions hypothesis
4. To underpin the overarching analysis of the strengths and challenges in the region we have undertaken a SWOT analysis for the region. This builds on the regional strategy development work undertaken in 2017 and other publicly available data sources. This has identified a number of areas where further analysis is necessary to develop a full picture. The project team is working through these areas of further work to develop a full picture.
5. The Government's Grand Challenges and the associated missions present a different approach to considering the region's strengths and opportunities. We have begun a series of workshops focusing on these Challenges which will allow us to understand the range of activity and opinion across the region in each of these areas. The Grand Challenges and associated missions are:
  - AI and Big Data - Use data, Artificial Intelligence and innovation to transform the prevention, early diagnosis and treatment of chronic diseases by 2030

- Clean Growth - At least halve the energy use of new buildings by 2030
  - Future of Mobility - Put the UK at the forefront of the design and manufacturing of zero emission vehicles, with all new cars and vans effectively zero emission by 2040
  - Ageing population - Ensure that people can enjoy at least 5 extra healthy, independent years of life by 2035, while narrowing the gap between the experience of the richest and poorest
6. The Clean Growth Workshop was held on 15<sup>th</sup> October, we are developing a work programme based on the outputs of that session and will engage further with the stakeholder group as thinking develops. An Ageing Society workshop will be held on 23<sup>rd</sup> November, Future of Mobility on 27<sup>th</sup> November and AI & Big Data in early December.
  7. The third strand of the evidence gathering work focuses on the '**creative collisions**' hypothesis. This is the idea that there is something about the diverse economic base, the size of the region and the presence of the four universities that leads to collaboration between sectors. The activity that comes from the interface between traditional industries and creative, digital and tech industries drives innovation.
  8. We are undertaking a series of 'deep dives' into the areas we think exemplify this hypothesis to understand what the activity is, how it impacts on the broader economy of the region, how much value it represents and crucially whether there is anything that has either helped or hindered its development. We have appointed a series of leads for each of these areas, predominantly from the business community. Taken together, this suite of deep dives will provide us with the evidence to develop a policy approach to enabling more of this activity and ensuring its benefits are felt across the wider economy of the West of England.

## Governance and Engagement

9. Alongside the development of the evidence base we have also been working to engage stakeholders across the region. The launch event held in Keynsham in September brought together around 120 stakeholders from across the region including around 60 business leaders. The use of online channels to publicise the event meant we had a broad range of representation many of whom have not been involved in Combined Authority activity before.
10. We have sought to maintain the interest created by the launch event through regular communication and use of the website to engage stakeholders with specific questions in the run up to the workshops and by sharing the outcomes of those workshops for feedback. We will continue to engage in this way as the work develops.

## **Next Steps**

- 11. The project team would be very happy to hold an informal discussion of this work as it develops with members of the Committee if that would be of interest.**

### **West of England Combined Authority Contact:**

Any person seeking background information relating to this item should seek the assistance of the contact officer for the meeting who is Ian Hird / Tim Milgate on 0117 332 1486; or by writing to West of England Combined Authority, 3 Rivergate, Temple Way, Bristol BS1 6ER; email: [democratic.services@westofengland-ca.gov.uk](mailto:democratic.services@westofengland-ca.gov.uk)