

**From:** Mike Whiting, Cabinet Member for Economic Development  
Barbara Cooper, Corporate Director of Growth, Environment and Transport

**To:** Growth, Economic Development and Communities Cabinet Committee  
– 28 November 2019

**Subject:** 2050 Vision for Kent and Medway Enterprise and Productivity strategy & SELEP Local Industrial Strategy

**Classification:** Unrestricted

### **Summary**

This paper provides members with an update on the development of a Kent and Medway 2050 Enterprise and Productivity Strategy and seeks views on a draft vision. It also explains the relationship to and progress with the South East Local Enterprise Partnership's emerging Local Industrial Strategy.

### **Recommendation**

The Growth, Economic Development and Communities Cabinet Committee is asked to note progress made to date with both strategies and the draft vision for the Kent and Medway Enterprise and Productivity Strategy.

### **Introduction**

1. Our Kent and Medway Enterprise and Productivity strategy continues to take its lead from the Government's National Industrial Strategy. Whilst we await confirmation of a new Government, their domestic policy agenda, and whether and under what circumstances we leave the European Union, it is prudent that we locally have a coherent view, backed by all local authorities, business and other public sector partners on a long term ambition, priorities, and response to those. The narrative and evidence we prepare through this strategy should form the building blocks of any future discussion with Government over funding and support. Our strategy will also nestle under and inform the LEP's Local Industrial Strategy, complementing the high-level framework set out over that much larger geography.

### **Progress Update**

2. The consultants (Arup) that we appointed to support the delivery of an evidence base have prepared a final report, which we are in the final stages of amending and agreeing, and will form the basis of the strategy alongside the views we have gathered from a range of stakeholders (business, local authority, and wider public sector bodies).

3. Since January, the KCC Economic Development team have regularly brought together key local and regional organisations with delivery and financial responsibilities around four themes – skills and employability, innovation, business sectors and the support environment, and infrastructure. The purpose of these discussions has been to gather views and build consensus around the principle issues and local context against which the strategy should respond, current interventions and their effectiveness, and ideas on the actions that the strategy could take in the short, medium and longer term.

## **Vision**

4. The draft strategy is being developed iteratively and has been shared externally for discussion and input with all local authorities, business representative groups, colleges, universities and other key partners.
5. While the draft has been broadly well received, with support for the narrative and action areas within it, it requires more work on its focus and key messages. **With that in mind, we want to ensure that the vision sets the right direction of travel** – setting out what is distinctive about this geography, inclusive – speaking to the opportunities and challenges experienced by different places within Kent and Medway and to different audiences. Attached at appendix A is a draft vision, on which we invite the views of GEDC CC.

## **South East Local Enterprise Partnership (SELEP) Local Industrial Strategy (LIS)**

6. The Government has invited each Local Enterprise Partnership to prepare a Local Industrial Strategy (LIS), setting out clearly defined priorities for how cities, towns and rural areas will maximise their contribution to UK productivity, making the most of their distinctive strengths. LIS's will also serve as a strategic framework to better co-ordinate economic policy at the local level, informing any approach to future local growth funding deployed through them.
7. The South East LEP is the largest LEP by population (with the exception of London), made up of 4 federated areas – Kent and Medway, Team East Sussex, Opportunity South Essex, and Success Essex. Our LEP is preparing a Local Industrial Strategy to cover the whole geography but given its size will be focusing on a small number of propositions which are relevant to all four federated areas, and where it can have a real impact operating at that geography. As set out above, our Kent and Medway strategy will nestle underneath the LIS, focusing on a more granular Kent & Medway specific story.
8. The SELEP are making progress with their LIS – they have an emerging evidence base which will underpin the strategy and have started to engage with business and wider public sector partners including local authorities on the propositions which might be the subject of the LIS. This engagement is taking place over the Autumn, with draft propositions considered by the LEP board in

December/ January, with a view to submitting a draft strategy for consideration by Government in early 2020.

### **Next steps for the 2050 Kent and Medway Enterprise and Productivity Strategy**

9. By the end of November, we hope to have consensus on the vision and direction of travel set through the strategy. During December we intend to revisit and rework the draft strategy around that agreed vision which will be shared for discussion in the New Year initially with Cabinet and GEDC CC committee, and then with the Kent and Medway Economic Partnership board, Kent Leaders and Kent Chief Executives. Once we have a good draft of the strategy bought into by that audience, we will go out to public consultation later in February or March, ahead of adoption by Spring 2020, to time broadly with the Local Industrial Strategy timetable.

### **Financial Implications**

10. We have identified a budget of £49,000 for this piece of work which will be funded from the Economic Development teams' budget in 2018-19.

### **Equalities Implications**

11. An equalities impact assessment is being developed in consultation with the equality and diversity team.

### **Recommendation**

12. The Growth, Economic Development and Communities Cabinet Committee is asked to note progress made to date with both strategies and the draft vision for the Kent and Medway Enterprise and Productivity Strategy.

### **Contact details**

#### **Report Author:**

##### **Johanna Howarth**

Deputy Director of Economic  
Development  
03000 411797

[Johanna.howarth@kent.gov.uk](mailto:Johanna.howarth@kent.gov.uk)

#### **Relevant Director:**

##### **David Smith**

Director of Economic Development  
03000 417176

[David.Smith2@kent.gov.uk](mailto:David.Smith2@kent.gov.uk)