Supporting LEPs to realise their potential

Growth Driver

LICHFIELDS

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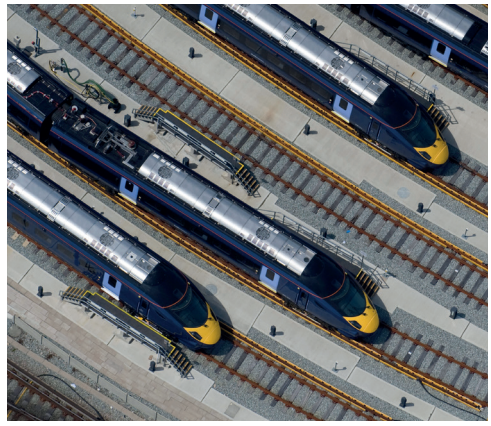
Growth Driver Supporting Local Enterprise Partnerships to realise their potential



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Local Enterprise Partnerships (LEPs) are uniquely positioned to provide the clear vision and strategic leadership needed to deliver sustainable economic growth. They give businesses a direct role in shaping the future of their local communities and are also an important mechanism for government to devolve powers and budgets.

The role of LEPs is set to become even more critical as government defines a new approach to driving growth and productivity through the industrial strategy. One that drives national success, but also ensures local people and places benefit directly.

This means that LEPs need access to up-to-date evidence in order to set clear strategy goals and make choices about where to focus investment, alongside demonstrating the impact of their interventions and how they can deliver the best value for public money.

How Lichfields can help

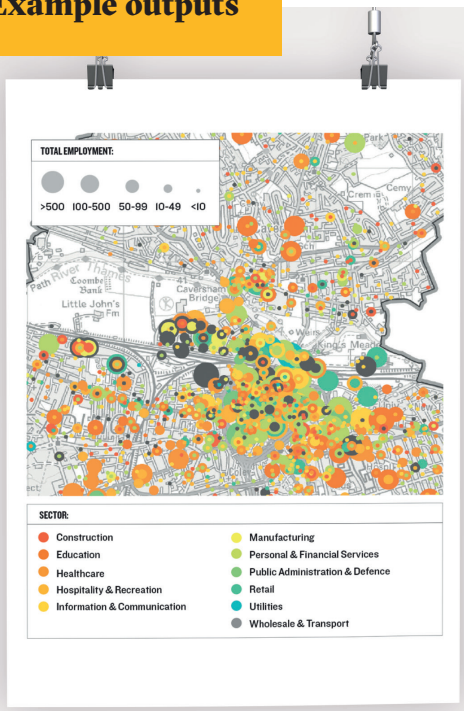
Growth Driver is our range of tools designed to help LEPs maximise their impact on local economies.

Growth Driver provides a range of tools to help LEPs make informed decisions, articulate their case, secure investment and assess their impact. In particular, it is designed to:

- analyse local economies and identify growth sectors and their potential
- examine the impact of investment and interventions to inform strategy and prioritisation
- establish a robust evidence-based narrative to support funding bids
- communicate effective messages to local and central government
- explore mechanisms for delivery and implementation across different stakeholder groups

We have structured Growth Driver around four key service areas (outlined opposite), which have been applied successfully within a wide range of locations across the country. Growth Driver is underpinned by Lichfields' team of experts with national experience of analysing complex economic intelligence and trends to help our clients develop robust and innovative solutions. We apply rigour to our analysis and articulate what we find in clear, accessible and informative reports and recommendations.

Example outputs



Growth Driver services

1 Understanding the local economy

We use robust, fine-grained analysis to help clients understand and evidence the nuances of an economy, including key opportunities and threats. Our range of services include:

- Local economic assessments
- Functional Economic Market Area analysis
- Property market studies
- Labour market and skills assessments
- Identifying barriers and opportunities to achieving local economic growth

2 Identifying economic growth potential

By analysing the growth potential of a local economy – and the spatial implications of accommodating this growth – we help our clients to develop and implement strategies designed to maximise an area's potential. Our expertise covers:

- Sector, cluster and location profiling
- Economic futures and scenario development
- PPG Economic Development Needs Assessments
- Inward investment strategies
- Business engagement and consultation

3 Making the case for investment

By presenting a compelling proposition in an increasingly competitive funding environment, we help to release the development potential of complex projects or proposals, often leading negotiations with government. Expertise includes:

- Economic appraisals and business cases
- Funding appraisals and bids (including Growth and City Deal)
- Development prospectus and visioning
- Economic impact assessments

4 Project delivery and implementation

We provide impartial advice to prioritise projects, overcome barriers to delivery, and support the targeting of funding and other resources towards those proposals that deliver the greatest impact. We add value through:

- Economic masterplanning
- Project delivery strategies
- Investment frameworks and plans
- Site delivery trajectories
- Project appraisal and evaluation

Growth Driver in action

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Functional Economic Area Study
Thames Valley Berkshire LEP

UNDERSTANDING THE LOCAL ECONOMY

SME business mapping
South Oxfordshire and Vale of White Horse District Councils

Economic profiling and strategy
Greater Brighton Economic Board and Coastal West Sussex Partnership

East Kent Growth Framework
Ashford, Canterbury, Dover, Shepway and Thanet Councils

IDENTIFYING ECONOMIC GROWTH POTENTIAL

Sector growth study
Ipswich, Babergh, Mid Suffolk and Suffolk Coastal Councils

Greater Manchester: The Engine Driving the Powerhouse?
Housing the Powerhouse Consortium

Employment growth scenarios
GFirst LEP

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Joint Economic Needs Assessment
Sheffield and Rotherham Councils

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Wednesbury to Brierley Hill Metro extension
Black Country LEP, Dudley and Sandwell Councils, Black Country Director of Transport

MAKING THE CASE FOR INVESTMENT

Newcastle Science Central
Various clients

Museum of the Thames Estuary
Southend-on-Sea Borough Council

South Yard, Devonport
Plymouth City Council

PROJECT DELIVERY AND IMPLEMENTATION

Isle of Wight Infrastructure Investment Plan
Solent LEP

Delivery and Investment Framework
West Sussex County Council

City Deal delivery support
Christchurch and Poole Councils

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Newhaven Enterprise Zone economic strategy
Lewes District Council

Eight reasons to use Growth Driver

01 Successfully used to secure millions of pounds of funding and investment to drive economic growth across the UK

02 Provides LEPs with practical ways to respond to key objectives set out in the government's industrial strategy

03 Tap into market-leading expertise, developed through 50 years of economic advice on some of the UK's largest development projects

04 Tried and tested package of tools and services which can be tailored to reflect particular stages in the project 'life cycle'

05 Strong track record and deep credibility with public sector partners and government

06 Transparent and easy to understand outputs across a range of formats including infographics

07 Twenty-strong economics team provides dedicated expert resources across our offices

08 Draws on Lichfields' in-house Think Tank, a catalyst for industry-leading thinking and research on planning and development

Lichfields really grasped our story of place, and their economic case ultimately helped us secure what is a truly transformational infrastructure and regeneration enabling project.

Watford Borough Council

Contacts

Speak to your local office or visit our website.

Bristol

Andrew Cockett
andrew.cockett@lichfields.uk
0117 403 1980

Cardiff

Simon Coop
simon.coop@lichfields.uk
029 2043 5880

Edinburgh

Nicola Woodward
nicola.woodward@lichfields.uk
0131 285 0670

Leeds

Justin Gartland
justin.gartland@lichfields.uk
0113 397 1397

London

Ciaran Gunne-Jones
ciaran.gunne-jones@lichfields.uk
020 7837 4477

Manchester

Colin Robinson
colin.robinson@lichfields.uk
0161 837 6130

Newcastle

Harvey Emms
harvey.emms@lichfields.uk
0191 261 5685

Thames Valley

Daniel Lampard
daniel.lampard@lichfields.uk
0118 334 1920

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