

## Our area

South Gloucestershire has a diverse economy ranging from rural and home grown small and medium enterprises to world leading companies in key high growth sectors. These include aerospace, advanced engineering, defence, and high-tech industries alongside micro-electronics and robotics. It also has large local economic drivers such as the University of West of England (which plays a key part in supporting high standards of education and training for these cutting edge industries), and the Mall at Cribbs Causeway (which provides extensive retail and commercial services). Both of these major employers attract investment and help create a vibrant economic environment which benefits both businesses and communities

We host the Science Park, a recognised asset of national importance providing a world class environment for businesses in science and advanced technology. It incorporates the National Composites Centre - the national leader on research and design. We are also a centre of excellence for green and environmental technologies, animation and IT solutions.

In order to maximise outcomes for individuals and employers, a locally responsive skills system, with sustainable routes into higher level skills is essential to the delivery of economic growth. Engaging skills and employment partners across the West of England is crucial to the development of a robust skills system.

Working with partners across the West of England and the Local Enterprise Partnership (LEP), we signed up to one of the largest City Region Deals in 2012 aimed at delivering an additional 40,000 jobs and over £1 billion investment to support local growth over the next 30 years. South Gloucestershire hosts three of the region's five Enterprise Areas.

## Our partnership

The Economy and Skills Strategic Partnership (ESSP) is made up of partners from a range of disciplines to ensure a coordinated approach to supporting sustainable economic development in South Gloucestershire. Partners ensure that actions are consistent with the South Gloucestershire Sustainable Community Strategy, the West of England Local Enterprise Partnership Strategic Economic Plan, and the wider national economic agenda. In particular, the partnership aims to encourage, support and propose actions that will help achieve the economic development aims and objectives set out below.

The partnership has detailed Terms of Reference that describe the purpose of the partnership, its role and working arrangements.

## Our strategy

As part of its vision the South Gloucestershire Local Strategic Partnership (SGP) has set out priorities for maintaining and developing Our Economy within its Sustainable Community Strategy 'South Gloucestershire 2036 - a great place to live and work' [www.southglos.gov.uk/communitystrategy](http://www.southglos.gov.uk/communitystrategy)

It is important that the high level of carbon emissions are reduced and that the local economy benefits from the opportunities associated with the transition to a low carbon economy. Local production and consumption, and services close to where people live are an important part of this.

The area continues to develop and grow but pockets of social and economic disadvantage still exist. Helping people back into work as well as raising young people's aspirations through top class educational and vocational experiences will improve personal achievement, social and economic wellbeing and reduce the gap between prosperity and deprivation. Excellent educational provision underpins a healthy economy which is the bedrock of future success.

## Our profile

A Local Economic Profile for South Gloucestershire was produced in September 2015. Highlights include:

- The employment rate was 80.7%; firmly amongst the top performing authorities in the country. Unemployment also remains low at 3.9% and the number of job seekers allowance claimants is at 0.9%, still the lowest result on record.
- The total economic output (GVA) was valued at £8 billion in 2011 which constituted 30.2% of the West of England's GVA.
- The economy supported 152,000 jobs in 2013. 4.0% employee growth between 2012 and 2013 illustrates strong growth compared to other local authority areas across England and Wales.
- There were 9,545 enterprises classified as active in 2013. Total active enterprises grew by 15.6% between 2004 and 2013, slightly lower than the

average for the West of England (16.5%), but above the England average (13.6%).

- In 2013, there were 56 active businesses for every 1,000 working-age residents; a lower rate of business density than found in the West of England (61) and England (62).
- In 2013, 1,255 new businesses registered for VAT or PAYE. The rate of business start-ups in 2013 was 13.1 per 100 active enterprises. While this was lower than the England average of 14.4, and the West of England average of 13.7, it was the highest start up rate recorded in South Gloucestershire since records began in 2004.
- Local business survival rates have been above the national average for all businesses born since 2008. In 2013, the one-year survival rate of businesses born in 2012 was 92.7%, compared to 91.1 % for England as a whole. In the same year, the 5-year survival rate was 44.3% here and 41.2% nationally.
- In 2014, the average earnings of local residents working full-time totalled £28,859 (i.e. residence-based earnings), above the England average of 27,500. People working full-time here earned £28,498 on average (i.e. workplace-based earnings), below the England average (£27,487). Workplace-based earnings in South Gloucestershire grew below the national rate between 2002 and 2014 – a rise of 23.2%, compared with 32.7% across England – rising more slowly than residence-based earnings, which grew by 40.2% in South Gloucestershire over the same period.

Link to Local Economic Profile:

[www.southglos.gov.uk/economicprofile](http://www.southglos.gov.uk/economicprofile)

Link to [www.insouthglos.co.uk](http://www.insouthglos.co.uk)

The vision for Our Economy is:

*for all in South Gloucestershire to access first class education; reduce the attainment gap and prosper through a balanced economy, a well-trained workforce and sustainable jobs*

The Economy and Skills Partnership have identified the following seven key strategic objectives:

- 1 Support local business growth – to improve productivity and competitiveness
- 2 Support major employers to stay in the area – to safeguard and increase jobs in key sectors and strengthen the local supply chain
- 3 Help new businesses to form – to increase the number, survival and growth rates of starter and small enterprises
- 4 Promote South Gloucestershire to Inward Investors – to generate new job opportunities for South Gloucestershire residents
- 5 Improve training, skills and workforce development – to raise aspirations and skill levels through our education and training providers; involving local employers to ensure their workforce needs are met
- 6 Share the benefits of economic growth – to ensure that all parts of South Gloucestershire and all groups share the benefits of economic development
- 7 Education in our schools – to improve standards so young people realise their ambitions and are well prepared for the future

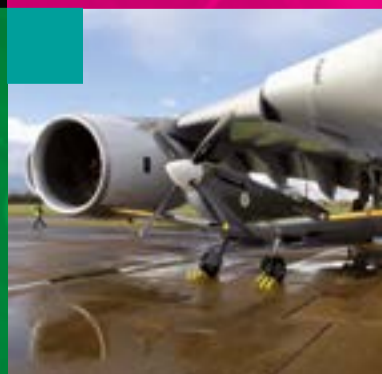
## South Gloucestershire A great place to live and work ECONOMY AND SKILLS STRATEGY 2016 - 2020



The vision for Our Economy is:

*for all in South Gloucestershire to access first class education; reduce the attainment gap and prosper through a balanced economy, a well-trained workforce and sustainable jobs*

Developed by the South Gloucestershire Economy and Skills Partnership



## Our city region

Working together across the West of England functional economic market area, we support the vision and objectives set out by the West of England Local Enterprise Partnership (LEP) in its Strategic Economic Plan (SEP) 2015 – 2030:

<http://bit.ly/23SXp13>

Activities laid out in our action plans will help to achieve the SEP vision to

- Create the right conditions for businesses to thrive. Give confidence and certainty to our investors to attract and retain investment to stimulate and incentivise growth.
- Ensure a resilient economy which operates within environmental limits. That is a low carbon and resource efficient economy, increases natural capital, and is proofed against future environmental, economic and social shocks.
- Create places where people want to live and work, through delivery of cultural infrastructure and essential infrastructure. Including broadband, transport and housing to unlock suitable locations for economic growth.
- Shape the local workforce to provide people with skills that businesses need to succeed and that will provide them with job opportunities.
- Ensure all our communities share in the prosperity, health and well-being and reduce the inequality gap.

In the West of England, the LEP has designated a number of strategically important employment sites as an Enterprise Zone (EZ) and five Enterprise Areas (EAs) that will act as magnets for inward investment and boost the local economy by creating thousands of new jobs. Three of those EAs are located in South Gloucestershire at

- Severnside (together with Avonmouth in Bristol),
- Emersons Green (incorporating the Bristol and Bath Science Park), and,
- Filton/A38 (including the Filton Airfield).

Designation as an EA recognises the potential of the area to make a significant contribution to the achievement of the LEP's employment-led growth aspirations.

A shared West of England inward investment service 'Invest Bristol + Bath' is in place to jointly promote the range and depth of the economic development opportunities as a single offer to business across the area, competing nationally and internationally against other investment locations.

Another key influence on our strategy is the City Region Deal set up in 2012 to unlock significant economic growth for the Bristol city region. (For more information on the City Region Deal:

<http://bit.ly/1Wbaytt>

## Our aims and objectives

The South Gloucestershire Economy and Skills Partnership have agreed the Economy and Skills Strategy 2016-2020 for the area.

To achieve the ambitions set out in the strategy a number of underlying action plans are in place:

- Economic Development Action Plan 2016-2020
- Skills and Employability Action Plan 2014 – 2016
- Education Action Plan

Partners leading on activities within the action plans will provide feedback and progress updates at the quarterly meetings, and also report back to the South Gloucestershire Partnership. The action plans are structured around the seven strategic objectives and have the following aims:

### Economic development action plan

#### OBJECTIVE 1

##### Support local business growth: improve local business productivity and competitiveness

- To create an environment that will sustain a diverse and competitive business sector
- To enhance and develop the area as a centre of excellence for high tech industries and aerospace
- To encourage rural enterprise and diversification
- To have vibrant, thriving and accessible high streets, towns and district centres

#### OBJECTIVE 2

##### Support major employers to stay in the area: safeguard and increase jobs in key sectors and strengthen the local supply chain

- To create an environment that will sustain a diverse and competitive business sector
- To enhance and develop the area as a centre of excellence for high tech industries and aerospace
- To encourage rural enterprise and diversification

#### OBJECTIVE 3

##### Help new businesses to form: increase the number, survival rates and growth rates of starter and small/medium enterprises

- To have successful starter and small and medium enterprises
- To support and promote the purchase of local goods and services to residents and local businesses
- To support and promote business sustainability

#### OBJECTIVE 4

##### Promote South Gloucestershire to inward investors: generate new job opportunities for South Gloucestershire residents

- To promote South Gloucestershire to investors and businesses
- To respond to land, sites and premises investor and occupier enquiries
- To support the development and maintenance of incubation and innovation space

### Skills and employability action plan

#### OBJECTIVE 5

##### Improve training, skills and workforce development: raise aspirations and skill levels through our education and training providers; involving local employers to ensure their workforce needs are met

- To secure high quality Careers Education Guidance (CEG) and Information, Advice and Guidance for young people
- To reduce NEET (Not in Employment, Education or Training) and worklessness
- To develop skills and increase employability of all age groups
- To increase the number of adults gaining higher level technical skills

#### OBJECTIVE 6

##### Share the benefits of economic growth: ensure that all parts of South Gloucestershire and all groups share the benefits of economic development

See aims **Objective 5** Improve training, skills and workforce development

##### For further information on the Economy and Skills Strategic Partnership, its strategy or action plans please contact:

Corporate strategy and partnerships,  
South Gloucestershire Council, P.O. Box 299 Civic Centre,  
High Street, Kingswood BS15 0DR

T: 01454 863868

E: [strategy&partnerships@southglos.gov.uk](mailto:strategy&partnerships@southglos.gov.uk)

W: [www.insouthglos.co.uk/Economy](http://www.insouthglos.co.uk/Economy)

### Education action plan

#### OBJECTIVE 7

##### Education in our schools: improve standards so young people realise their aspirations and are well prepared for the future

- To have all young people well educated and skilled, and prepared for the future
- To improve the quality of teaching, training and learning
- To raise skill levels and to meet the skill and workforce needs of employers through improved information, advice and guidance and the raising of aspirations
- To increase the numbers of students who stay in education and training in accordance with government policy