

Reviewing the Regional Economic Strategy



1st March 2007

Rural Forum Conference

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Introduction

- Background to the RES and the review
- What we are trying to achieve from the review
- Overview and timetable for the process
- The 8 draft RES goals
- The Integrated Sustainability Appraisal process and rural proofing
- How you can be involved

What is the regional economic strategy?

It is the RDA's responsibility to

“formulate clear priorities for seeking to improve regional economic performance.....to help to ensure that regional opportunities are fully exploited, and that those responsible for economic decision-taking are working effectively together, with common goals and accepted priorities for regional development”

Why are we reviewing the RES?

- Government requirement that the RES be reviewed in full every three years
- A Shared Vision was published in 2004
- Current review due for completion in March 2008
- Opportunity to take account of activities, policy initiatives, new data and research since 2004

What do we want achieve in this RES review?

- Inclusive
- Appropriate
- Aspirational
- Evidence based
- Prioritised
- Focused
- Action orientated
- Implementable

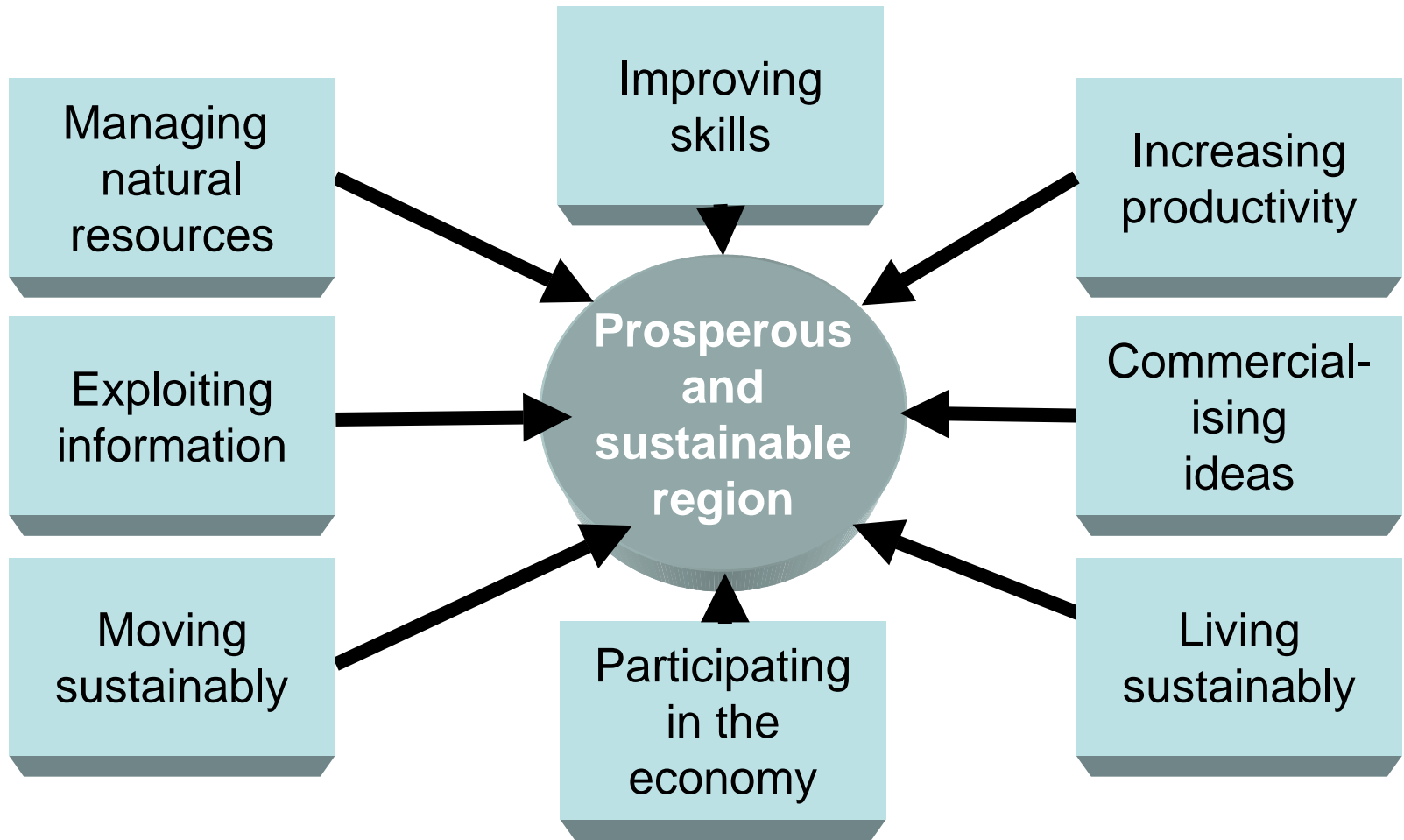
When is this all going to happen?

Launch	Outline process State of the regional economy Partner Survey	Oct 06 – Dec 06
Strategy development	Regional backcasting events Think piece debates Prioritisation and action planning Regional action review events	Jan 07 – Apr 07
Consult	Draft evidence base Draft strategy Assessment, appraisal and proofing	Sept 07 – Nov 07
Implementation	Final strategy published Implementation events	Mar 08 - Apr 08

Reviewing the RES Goals: progress so far

- Modified the scope of the 8 RES goals
- Future proofed the 'Goals' and 'End Statements'
- Tested these at the 3 backcasting workshops held in January and February around the region

2030 Draft Goals at a Glance



Goal 1: Improving skills

Objective:

An adaptive and improving skills base that responds to a changing global economy



End statement:

Workers will actively seek to meet the demanding skills needs of a high value economy

Economic rationale: Skills underpin the ability of an economy to add greater value – and attract high value employees

Includes the following:

- Skills profile of all workers significantly improved – including young people (16-19) and older workers
- Region attracts skilled workers from elsewhere in case of shortages
- Culture of continuous learning is embedded in region's organisations

Goal 2: Increasing productivity

Objective:

Increasing productivity to make the East of England a centre for highly effective workplaces



End statement:

The East of England is the most productive place to do business in Europe

Economic rationale: Ensuring that an existing workforce can produce higher value output to support increasing prosperity

Includes the following:

- Investment and innovation in production processes – including external investment
- Foster entrepreneurship
- Knowledge transfer networks within and beyond the region
- Developing new forms of enterprise to improve diversity of business type

Goal 3: Commercialising ideas

Objective:

Leadership in realising the value from creativity and innovation by bringing ideas to market



End statement:

Active networks of knowledge, managers and finance which ensure that potential high value ideas are more likely to translate into services and products in the East of England than elsewhere

Economic rationale: Innovation is a critical source of new economic value

Includes the following:

- Links between regional universities, research institutes, private sector
- Knowledge transfer among/ to SMEs
- Partnerships and networks
- Participation in international knowledge networks

Goal 4: Living sustainably

Objective:

Developing sustainable places that attract and retain the workforce necessary to develop and to support a world class economy



End statement:

Low impact, mixed use communities which minimises transport and resource/energy use

Economic rationale: Knowledge economies increasingly depend on the quality of public environments to attract and retain workers

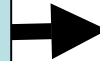
Includes the following:

- Promoting wellbeing through leisure/ cultural facilities
- Attracting and retaining workers through public spaces/ buildings
- Sustainable transport solution
- Sustainable housing solution (including affordability)

Goal 5: Participating in the economy

Objective:

Enabling people to overcome barriers to economic participation to ensure high participation rates across the region



End statement:

No-one is disadvantaged from participating in the workforce and wider society regardless of personal circumstances and/or characteristics

Economic rationale: Reduction in economic inactivity increases size of workforce, and contributes to social cohesion

Includes the following:

- Focus on the cycle of disadvantage within communities with low participation rates
- Understand the relationship between developing social capacity and economic activity
- Ensure that the 'seldom heard' are better heard
- Access to services, training and development, labour pools
- Removing barriers (to reach the 'seldom heard')

Goal 6: Moving sustainably

Objective:

Ensuring that the transport system delivers effective economic, social and environmental outcomes for the region



End statement:

In 2031, the East of England has a transport system that supports the economy with minimum impact on the environment and resource use

Economic rationale: Early investment in sustainable transport will future-proof region against higher energy/carbon costs

Includes the following:

- Ensures that international gateways are leveraged effectively
- Ensures effective connections within region and with significant economic centres outside of the region
- Ensures that transport development is based on evidence of effectiveness
- Identify opportunities for sustainable innovation

Goal 7: Exploiting information

Objective:

Leadership in capitalising on the use of information and its management for commercial and social development



End statement:

In 2031, the businesses in the East of England will have leadership in extracting business and social advantage from using, managing, and sharing digital information

Economic rationale: Capitalising on the business advantage of better flows of knowledge and information

Includes the following:

- Increasing access and increasing use of digital network technologies
- Identifying innovation opportunities around digital networked technologies
- Ensure ICT as regional connector (with understanding of effects on transport use)

Goal 8: Managing natural resources

Objective:

Sustainable adaptive and effective use of natural resources throughout the region



End statement:

Economy which has achieved low environmental impact through innovation, new systems, and behavioural change

Economic rationale: Future-proofing the region against higher resource costs, improving business systems and a source of innovation

Includes the following:

- Managing the impact of climate change across the region
- Reducing carbon footprint of region through reduced use, and better care, of resources
- Reduced demand for resources, and use of renewable technologies and 'closed loop' production
- Encouraging sustainable production technologies

Sustainability Appraisal of the East of England RES



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Helen Chalmers, CAG Consultants

Overview

- Sustainability Appraisal
- Other assessment procedures
 - Strategic Environmental Assessment
 - Equality Impact Assessment
 - Rural Proofing
 - Urban Proofing
 - Examination of health impacts
- Why undertake this process?

Sustainability Appraisal (SA)

- *“In developing the RES a full **sustainability appraisal** should be carried out in order to identify how the RDA and its partners will contribute to sustainable development. The appraisal should be informed by the **Regional Sustainable Development Framework** or the equivalent in the region, and should be **published alongside the RES**”*

Guidance to RDAs on Regional Strategies (DTI, 2005)

Why undertake the process?

- ISA provides a **comprehensive** understanding of the RES's impacts
- Promotes **best practice** and goes *beyond* statutory requirements
- Provides an input to the RES **evidence base**, emphasises the consideration of **options** and will help to **strengthen** the revised RES
- Places EEDA at the **forefront** of appraisal practice

SA methodology

- Six-stage process
- Essentially asks how the RES performs in relation to sustainable development **criteria**
- Criteria taken from the **East of England toolkit** - www.toolkit-east.org.uk
 - Criteria No. 4 **Climate Change** - Will it help to prevent and / or reduce any potential adverse impacts from climate change?
 - Criteria No. 9 **Health – Welfare** - Will the proposal improve health and / or reduce health and welfare inequalities in the region?

SA methodology

- SA methodology incorporates several assessment procedures:
 - Strategic Environmental Assessment (statutory)
 - Equality Impact Assessment (part statutory)
 - Rural Proofing (best practice)
 - Urban Proofing (best practice / pioneering)
 - Examination of health impacts (best practice)
- SA henceforth referred to as **Integrated Sustainability Appraisal (ISA)**

Strategic Environmental Assessment (SEA)

- *“the RES...[is] subject to European Directive 2001/42/EC on **strategic environmental assessment (SEA)**”*

Guidance to RDAs on Regional Strategies (DTI, 2005)

- The ‘**SEA Directive**’ requires the systematic identification and evaluation of the RES’s environmental impact
- Includes a statutory requirement for EEDA to examine **options** for the direction / content of the RES

Equality Impact Assessment (EqIA)

- The [Equality Act 2006](#) has three main purposes:
 - To establish the Commission for Equality and Human Rights (CEHR)
 - To create a duty on public authorities to promote equality of opportunity between men and women ('the gender duty'), and to prohibit sex discrimination in the exercise of public functions
 - To make discrimination unlawful on the grounds of religion or belief or sexual orientation in the provision of goods, facilities, services, the management of premises, education and the exercise of public functions

Equality Impact Assessment (EqIA)

- **Gender Equality Duty (GED)** - All public sector bodies will have a general duty in the exercise of their public functions to pay due regard to the need to eliminate unlawful discrimination, and to promote equality between men and women (from **April 2007**)
- GED adds to existing statutory duties relating to race equality, disability equality and age in employment
- **EqIA** assesses the impact of the RES on different groups across all six equality strands (i.e. race, disability, age, gender, sexual orientation, belief)
- Potential to identify other **equality target groups** (e.g. gypsies and travellers) for the EqIA

Examination of health impacts

- Health Impact Assessment (HIA) has risen up the agenda in recent years and is increasingly applied to public sector plans (although it is not statutory)
- EEDA is undertaking a specific examination of the RES's health impacts but is stopping short of undertaking a full HIA (pragmatic decision due to the resources involved)

Rural proofing

14. Rural - Will the initiative help create vibrant rural economies and societies with high employment, good public and private services and protected or enhanced countryside and townscapes?

Will it make it easier to access public and private services in rural areas?

Will the initiative improve the availability of public and private services in rural areas?

Will the initiative help to develop existing rural services such as schools, post offices and GP surgeries?

Will the initiative have positive effects for those on low wages or in part-time or seasonal employment in rural areas?

Will the initiative help to deliver better rural infrastructure (e.g. broadband ICT, main roads, utilities)?

Will the initiative affect travel needs or the ease and cost of travel in rural areas?

Will the initiative help to revive market towns?

Will it help to equip people with skills and knowledge to value the natural and built environment and contribute to its enhancement?

Will the proposal promote and support the development and growth of social capital across communities in the region?

Rural proofing

- The former Countryside Agency developed a **Rural Proofing checklist** containing 15 questions on rural issues which policy makers should ask of their initiative
- 15 questions will be applied to the RES as a matter of best practice



Rural Proofing
- policy makers' checklist



Urban proofing

- Policies have different effects on different areas and people
- Balances spatial emphasis of RES
- Growing interest in 'urban proofing'
- Challenges of Growth and City-Regions agendas
- Assessment of impacts on urban areas
- Focus on distinctiveness of the region's urban areas
- EEDA piloting approach
- Test effectiveness through SA/SEA process

Urban themes



Workshop

- Each table to discuss 1 of the 8 proposed RES goals
- Appoint a scribe, timekeeper and presenter
- 30 minutes to discuss questions
- Report back to the whole group
- Discuss outputs from other tables

Questions

1. What is driving change in rural areas and communities in relation to [RES Goal]?
2. What are the key issues for rural areas and communities in the East of England in relation to [RES goal]?
3. Which issue(s) do you consider regionally significant and the most important for the Region?

Consultation – your views

- **Scoping Report consultation**
- Consultation period begins on 5th March for 5 weeks
- www.eeda.org.uk >RES review pages
- **Input into the Integrated Sustainability Appraisal**
- from now until September 2007 when the consultation period begins
- Consultation period – Sept 07 for 12 weeks in conjunction with the RES

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