

## KIRKLEES ECONOMIC STRATEGY 2014 – 2020: A HEADLINE SUMMARY

Our vision is for *Kirklees to be recognised as the best place to do business in the north of England* and one where *people prosper and flourish in all of our communities*. This will translate into:

- improved resilience, competitiveness and profitability for business;
- enhanced employment prospects, skills and incomes; and
- a great quality of life and environment where all people are connected to economic opportunity and live in strong and thriving communities.

Kirklees' combination of assets and its excellent location at the heart of the North and the Leeds City Region mean that our vision is a realistic one. The fundamentals are in place and are driving business investment and growth. But we can do more to enhance performance and address existing challenges.

For Kirklees Council, the *purpose of this strategy is to create wealth and revenue streams that will enable quality service provision, enhance the district, and help to reduce inequalities into the future*.

Whilst the Council will play an enabling role, *this is a strategy for the whole of Kirklees*. The Council will work with the private sector and other partners including the University of Huddersfield, Kirklees College and the voluntary and community sector to achieve outcomes and generate wealth. And we will take a *proactive role in Leeds City Region*, aligning our priorities to maximise investment, for instance by leading a focus on innovative manufacturing and engineering.

*This strategy and the Kirklees Joint Health and Wellbeing Strategy reinforce one another with a shared outcome at the heart of both*. This is a commitment to ensure that Kirklees is a district combining great quality of life and a strong and sustainable economy leading to thriving communities, growing businesses, high prosperity and low inequality and where people enjoy better health throughout their lives.

Kirklees is a large and diverse area and the required approach varies by place. Whilst overall we seek a substantial and sustainable economic upgrade, the degree of change needed ranges from *evolutionary improvement* in some areas; to *economic revitalisation* in Huddersfield; to *transformation* in Dewsbury.

*Five priorities* will deliver our vision:

- **Precision engineering and innovative manufacturing:** *strength in depth and excellence*
- **Innovation and enterprising businesses:** *championing creativity, entrepreneurship and resilience*
- **Workforce, skills and employment:** *extending opportunities and powering business success*
- **Infrastructure:** *making it easier for businesses to succeed and for people to access work*
- **Quality places:** *locations of choice for people, business and investment*

*Six headline initiatives* have been identified as having the potential to drive transformational change. These are large scale investments and will require integrated action across stakeholders to deliver in whole or good part by 2020. See overleaf for details of these and actions to implement the five priorities.

We will take a 'SMART' approach to delivering and monitoring this strategy, with measurable outcomes and indicators and clear responsibilities set out in an action plan. *Overall success will be measured against ten tests*. These include enhanced business perceptions of Kirklees; creating jobs, growth and new businesses; reducing deprivation and carbon emissions; and enhancing skills and incomes.

# The Kirklees Economic Strategy 2014-2020: Strategic Priorities, Action Areas and Headline Initiatives

## The Six Headline Initiatives

- Consolidate Kirklees as the heart of a growing innovative manufacturing and engineering cluster in LCR
- Maximise the impact of a suite of high quality innovation and enterprise assets
- Enhance enterprise, skills and opportunities for young people
- Strategic employment sites to stimulate jobs and growth, with focus on manufacturing and engineering.
- Revitalise Huddersfield town centre
- Kick start the transformation of Dewsbury



## Guiding Principles

- Partnership
- No wrong door for business
- Proactive business engagement
- Wealth creation *and* less inequality
- Smart and sustainable
- Long term thinking
- Intelligence led, informed decisions

## 5. Quality Places

- Revitalise Huddersfield town centre
- Kick start transformative change in Dewsbury
- Neighbourhood level economic development elsewhere
- Deliver Leisure Tourism Strategy priorities
- Kick start transformational use of district's cultural assets

## 1. Precision Engineering & Innovative Manufacturing

- Lead on innovative manufacturing in LCR
- Supply chain development
- Innovation, intellectual property & exports
- Build sector profile and networks
- Inward Investment
- ...plus actions from other priorities on sites, infrastructure, skills, resource efficiency

## 2. Innovation & Enterprising Businesses

- Co-ordinated network of Innovation & Enterprise assets
- Deliver the Globe Mill Environmental Technology Centre & the Process Engineering Facility
- Kirklees Business Hub
- Integrated local, national & LCR business support
- Grow the social enterprise sector
- Local procurement opportunities
- Low carbon & resource efficiency
- Workplace wellbeing & health

## 3. Workforce, Skills & Employment

- Strong education & business links
- Enterprise skills ('Enterprising Huddersfield')
- Quality apprenticeships
- Higher level skills
- Quality employment
  - Enhance skills at all levels
  - Working Smarter framework
  - Information, advice & guidance
  - Young people into jobs
  - Quality affordable childcare
- Jobs/skills in health and care sectors

## 4. Infrastructure

- More, better & affordable housing supporting economic development
- Strategic employment sites
- Town centre premises
- Public transport & road improvements
- Agreement of the Kirklees Local Plan
- Green infrastructure, low carbon solutions and energy
- Transform the digital landscape
- Resource Smart Corridor Programme