

# Local Industrial Strategy masterclass – collaboration with business and stakeholders

Monday 25 March 2019

18 Smith Square, Westminster

# Emergency procedures

Please familiarise yourself with the emergency evacuation procedures located within your handout.

# Introduction

**Rebecca Cox**, Principal Policy Adviser, LGA

**Alex Gardiner**, Associate Director, Metro Dynamics

# Not the usual suspects: identifying groups and organisations

**Kathy Slack OBE**, Director, Enterprise M3 LEP

**Alison Parmar**, Development Manager for Kent and Medway, Federation of Small Businesses

**Jim Hubbard**, Head of Regional Policy, Confederation of British Industry (CBI)

# LGA

## Collaboration with business and stakeholders workshop

**Kathy Slack**  
25<sup>th</sup> March 2019



# Collaboration is a contact sport, not a spectator sport



CBI



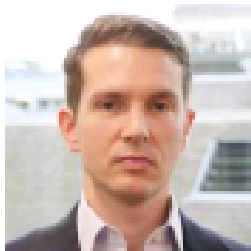
UNLOCKING  
REGIONAL GROWTH  
CBI CAMPAIGN

# NOT THE USUAL SUSPECTS: ENGAGING THE BUSINESS COMMUNITY

JIM HUBBARD, HEAD OF REGIONAL POLICY



# The Regional Growth Team



**Jim Hubbard**

**Head of Regional Policy**

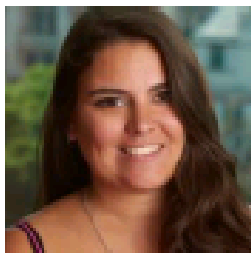
- Strategic lead on regional policy and industrial strategy
- Team management and planning, with overall responsibility for team deliverables
- Lead key stakeholder relations



**James Sloan**

**Regional Senior Policy Adviser**

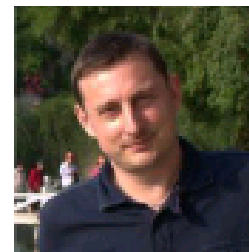
- Lead key policy stakeholder relations and policy development in the South West and East of England



**Hannah Richmond**

**Regional Senior Policy Adviser**

- Lead key policy stakeholder relations and policy development in the North
- Lead on decentralisation/devolution policy



**Mark Corbett**

**Regional Senior Policy Adviser**

- Lead key policy stakeholder relations and policy development in the Midlands
- Lead on LEPs and Shared Prosperity Funding policy

**Jim Hubbard | 020 7395 8093 | [jim.hubbard@cbi.org.uk](mailto:jim.hubbard@cbi.org.uk)**



# Considerations to make when developing local industrial strategies

## Business Engagement Tips (for LEPs/MCAs)

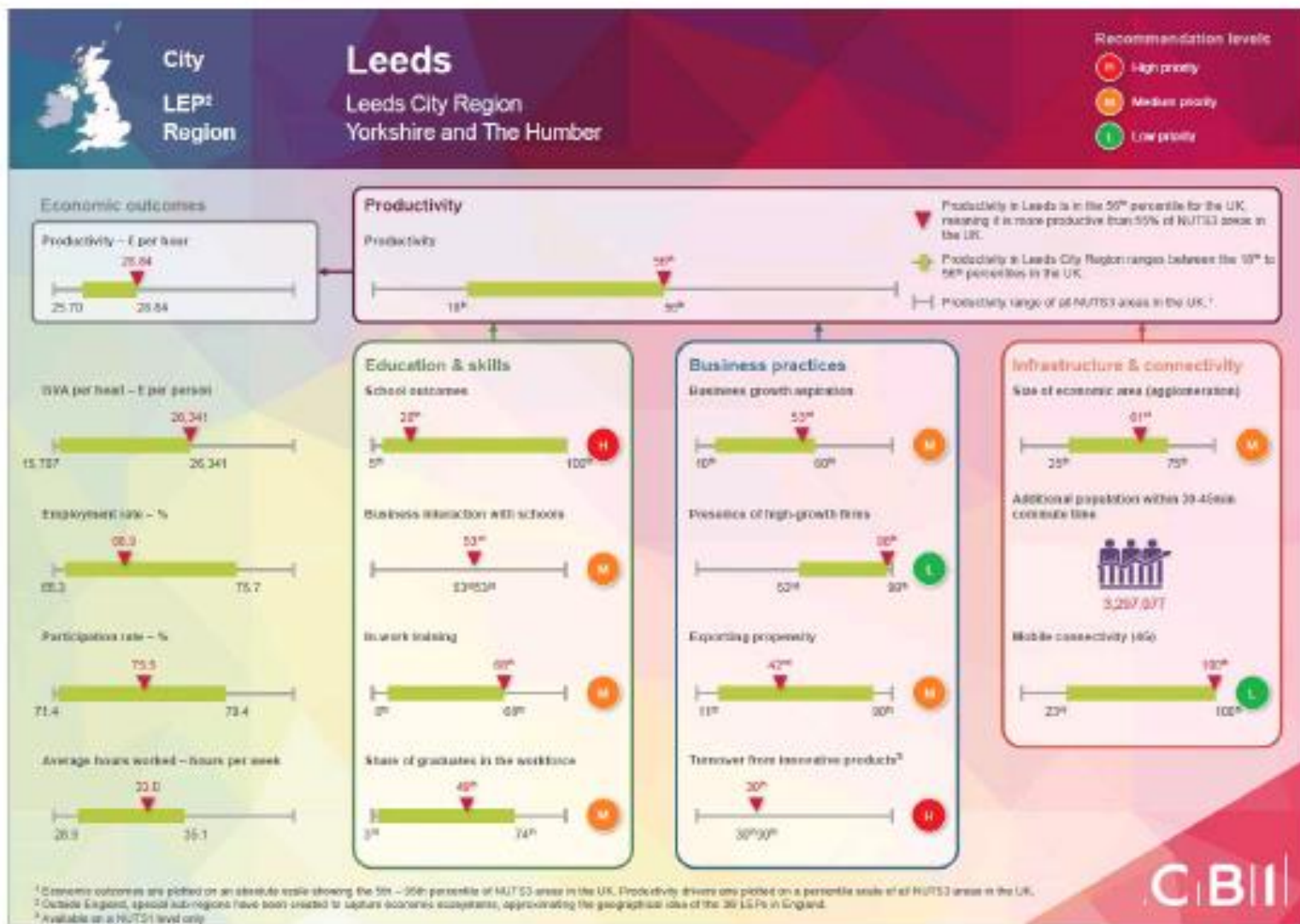
- Engage early and often
- Conduct meaningful consultation
- Give business a clear purpose
- Learn from range of businesses

## LEP/MCA Engagement Tips (for businesses)

- Get involved
- Review LEP/MCA priorities
- Inform local industrial strategies
- Be persistent

## Local Industrial Strategy Tips

- Cover Foundations
- Emphasise relevant Grand Challenges
- Build upon basics then demonstrate ambition
- Collaboration with neighbours
- Make most of CBI regional scorecards
- Focus on key drivers of productivity:
  - Educational attainment
  - Transport links
  - Better management practices
  - Exports and innovation



# Understanding supply chains and value chains

**Patrick White**, Head of Local Industrial Strategy, West Midlands Combined Authority

**Katrina Hann**, Head of Research, Greater Manchester Combined Authority