

LGA Economic Growth Adviser Programme



Apply for expert help to implement
your economic growth priorities

The Economic Growth Adviser
programme is designed to build up
the capacity of a local area to
improve its economic future

To find out more please
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About the programme

Your economic growth is our priority

Promoting, facilitating and enhancing the role of local authorities in delivering economic growth is a key LGA priority.

The Economic Growth Adviser programme is designed to build up the capacity of a local area to improve its economic future and the quality of life for all. It is a process by which public, business and non-governmental partners work collectively to create better conditions for economic growth and employment generation. Higher growth will also help reduce the pressure on public services in the round (for example welfare payments, homelessness) and help drive the local tax base.

Purpose

This programme offers direct bespoke advice and support to local authorities to help them deliver economic growth in their area. We have a panel of Local Growth Advisers available who have a proven track record in their field. The Adviser's role would be to help councils deliver a specific project.

This programme is primarily aimed at assisting individual councils, however, we will also take into consideration existing or planned activities within a sub-region, particularly through the LEP.

Who are the Local Growth Advisers

The LGA has recruited a pool of Local Growth Advisers who can provide support across a range of issues related to economic growth. They are individuals and organisations from a broad range of regeneration and economic growth backgrounds. All of the experts have a proven ability to work with local authorities and deliver results.

We will match the Local Economic Growth Adviser's skills to meet the individual authority needs.

Areas of support

Councils are invited to submit an application for the programme for any project that will support them in implementing their economic growth priorities. Some possible areas of support are shown below.

Category	Examples of possible support
Business engagement, retention and creation	Enabling clustering of complementary industries
	Using council activities to promote SME performance
	Using council property assets to facilitate managed workspace
Infrastructure development	Funding broadband development
	Creating joint venture structures to finance road and rail construction
	Packaging and sourcing finance for local infrastructure development
Inward investment	Attracting large scale employers into the locality
	Understanding how to attract inward investment opportunities into your local authority
Regeneration and development	Identifying and enhancing regeneration projects
	Promoting growth in areas of deprivation
	Realising assets to stimulate housing development

We also welcome requests for support that falls outside of these categories if the project focuses on the implementation of economic growth priorities.

Application process

We are now open for bids for funding from English local authorities that have not received funding as part of a previous phase of the Economic Growth Adviser programme. Prospective applicants must meet the following criteria:

- be open to the prospect of external challenge and input from their appointed adviser;
- have already agreed corporate buy-in/support from the relevant lead officer and/or portfolio holder;
- must share their learning from this process with the LGA and others

Applicants should set out, on less than four sides of A4, minimum font size 11, why they should receive the support of a Local Economic Growth Adviser, including:

- What is the project(s) you are bidding for support on from the Local Economic Growth Adviser?
- What are the expected outcomes that will be delivered through your project and how will these be measured?
- How do you anticipate using the Local Economic Growth Adviser to add value to your approach?
- What are the timescales for the project and the successful delivery of the outcomes mentioned above?

Please note the Local Economic Growth Adviser will only be able to work with the local authority for a maximum of 14 days over a six month period.

- How will the learning from your approach be transferrable to other local authorities?

The application must be signed-off by the council's appropriate lead member and officer. There is no deadline for applications, however there are 15 available grants of £7000 which will be awarded on a first come first served basis for bids that meet all the application criteria.

We will work with the successful authorities to agree on the appropriate individual adviser and on a process and timetable for that support to take place.