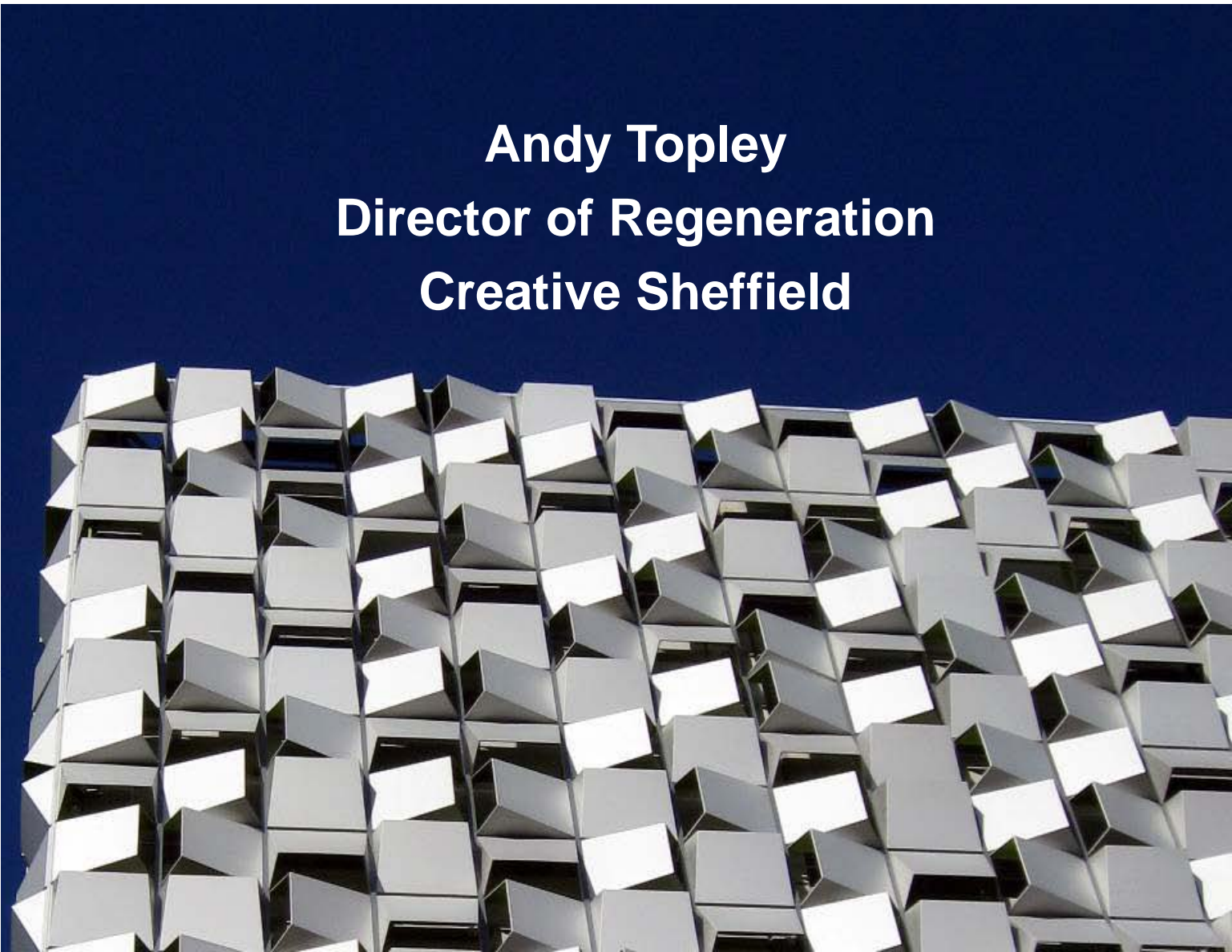


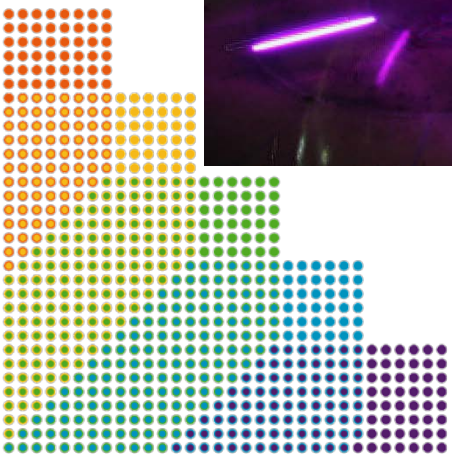
- Regeneration
- City Marketing
- Investment & Innovation
- Skills
- Enterprise

Andy Topley
Director of Regeneration
Creative Sheffield

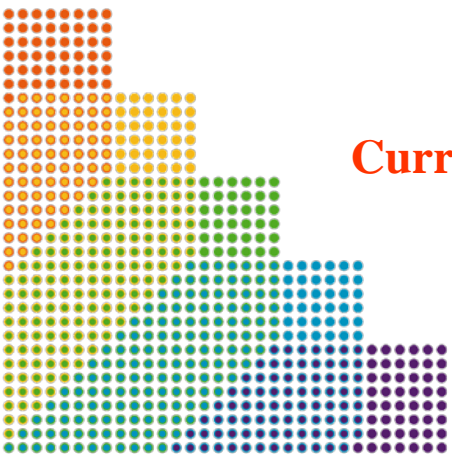
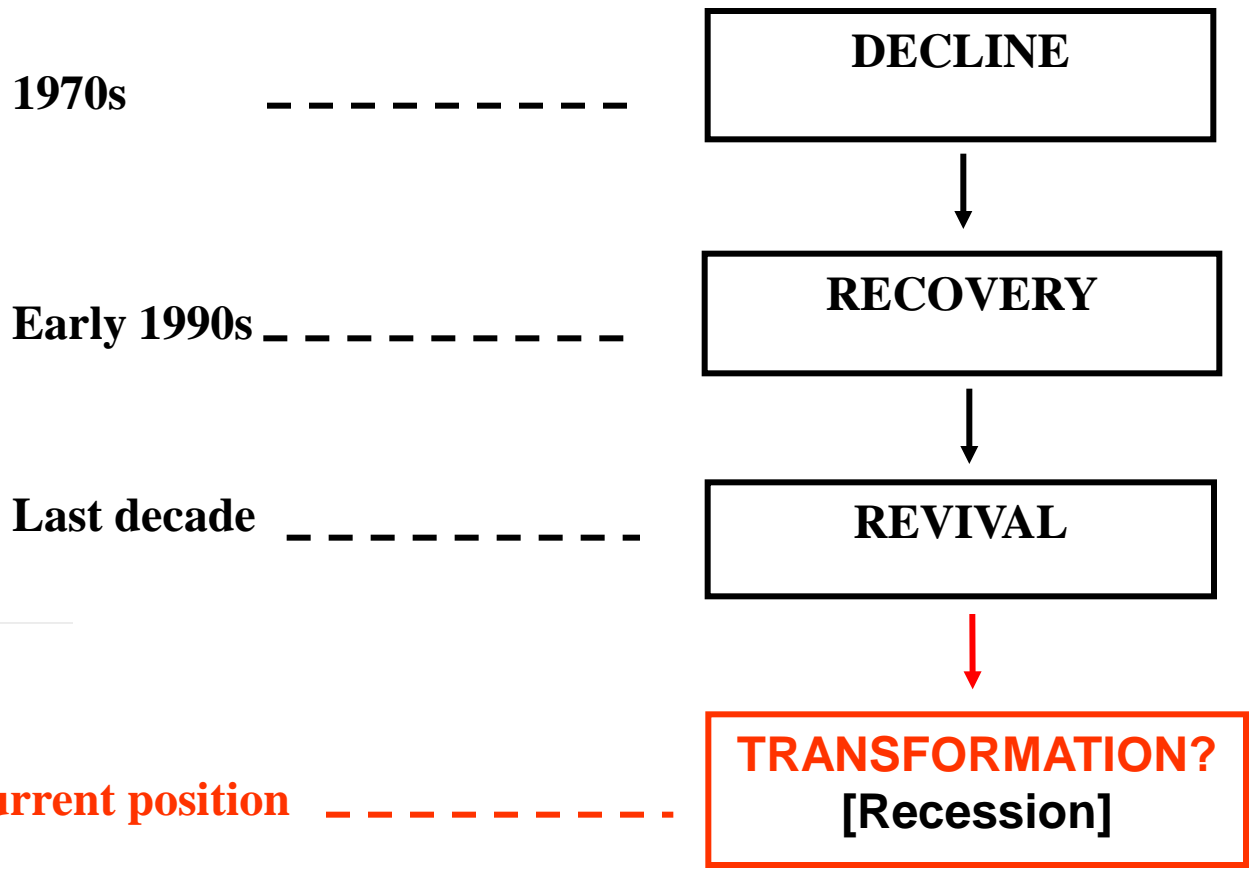


A Decade of Change

Regener
City Marketing
Investment & Innovation
Skills
Enterprise



Sheffield is well positioned for change



Sheffield Snapshot

- Not a structural recession for Sheffield [as in 70s and 80s]
- Now a more balanced and resilient economy
- Last ten years growth [public sector, business/professional services/manufacturing decline stabilised]
- Now
 - ranked in middle of UK cities in terms of resilience and future growth
 - 8200 public sector job losses [Mancr 18,300. Newc 10,700]
 - Job Seekers Allowance mid range at 4.3% [England 3.6%. Mancr. 5.2%]
 - Housing market slow recovery. Construction enquiries slowly upwards.
 - Office market mixed
 - Manufacturing optimistic [Advance manufacturing and nuclear]

BUT....

BUT THREATS...

- Policy and delivery fog – ‘Trotskyist Conservatism’
- Huge dangers of enhancing the economic recession
- Forgetting successful lessons and practice
- Short termism and ‘Chasing the cash’
- Loss of regeneration skills/know how from public bodies



Ingredients for the Success of Creative Sheffield [any delivery organisation]

- A Clear Masterplan [local and national policy]
- Leadership
- Focus and Dedication
- Strong Sponsor Partnership and long term funding
- Strong Board
- Economically and Commercially Driven
- Quality Executive Team
- Programme Management and Delivery

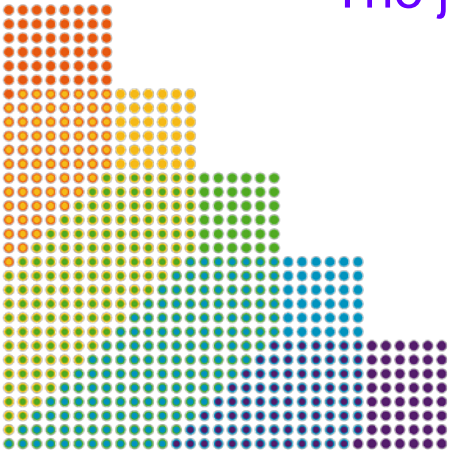


New Regeneration Landscape?

- Cuts in public expenditure
 - Unclear strategic and delivery framework
 - Abolition of RDAs
 - Local Economic Partnerships – what are they
 - Regional Growth Fund – too small and whither localism?
 - New Funding Regimes Business Rates, TIF, ADZ etc
 - Very confused landscape
 - Low levels of public and private sector confidence
 - Pace of change and forgetting key success factors
 - Hiatus and delay
-
- Huge challenges/opportunities for cities in an uncertain landscape
 - Cities which will succeed will remember the good practice and work best with the private sector with potential new tools

Local Economic Partnerships [LEP]

- Abolition of regional development agencies
- Based on economic footprint rather than administrative boundaries
- Partnership between local authorities and business [50/50 boards with private sector chair]
- Central role in determining local economic priorities
- Identifying activities to drive economic growth
- 28 LEPs approved
- The jury is out on LEPs
 - no executive and no powers
 - no money/no role in Regional Growth Fund



Creativesheffield.

Transforming Sheffield's Economy

- Regeneration
- City Marketing
- Investment & Innovation
- Skills
- Enterprise

