

Geographic Programmes: background information

The Yorkshire Forward corporate plan 2008/11 was approved in July 2008. This plan sets out how YF will contribute to the region's economic goals set out in the Regional Economic Strategy between 2008-11. In anticipation of the Government's recent Sub National Review of Economic Development and Regeneration, YF have reviewed all their key policies and have changed their approach to delivery. They have developed a number of "policy products" which will be delivered through geographic programmes agreed with the 15 upper tier Local Authorities.

There are 11 policy products;

Corporate Objective	Policy Product Range
Helping people to access good jobs, skills, transport	Skills Transport Economic Inclusion
Helping businesses to start-up, grow and compete through innovation	Competitiveness Enterprise/Access to Finance International Business
Regenerating cities, towns and rural communities	Urban Renaissance Rural Renaissance Lower Carbon Economy Property Marketing the region through tourism & major events

A number of meetings are being held with Local Authorities to discuss key priorities under these policy product groupings. The first of these has taken place covering those policy products under the 'Regenerating cities, towns and rural communities' objective, covering rural renaissance, low carbon economy and tourism. This briefing note covers this objective and reports on progress to date with defining objectives for the rural and tourism agenda.

Key operational facts

The timescale for developing the geographic programme for each of the districts is tight: the programme has to be in place by Christmas with operation commencing on 1st April 2009.

There are currently no specified intervention rates and the split between capital and revenue is not defined. Capital investment is the preferred option.

Investment in tourism will be delivered through a single £30M contract with the Yorkshire Tourism Network Board and the six sub regional partnerships. Each Local Authority must play an integral role in these partnerships and projects and priorities must be agreed within the partnerships. If however a particular LA has a substantial capital investment project, then this can be dealt with as a separate priority within the geographic programme.

In terms of the rural agenda, the West Yorkshire Rural Partnership will not receive an allocation. However, initiatives which cross district boundaries could usefully be coordinated or overseen by the partnership.

All public funded business support has to go through the business support simplification system but this does not automatically infer that it has to be delivered by Business Link.

Marketing the Region through Tourism & Major Events Policy Product Range

Key challenges and opportunities are identified as;

- None of the regions top 100 companies are in the tourism sector, rather it is a fragmented sector characterised by small independent businesses, rarely leading edge and with a high level of public sector involvement both as direct providers of the tourism product and as promoters of their areas;
- Traditionally different parts of the region worked to develop and promote itself in isolation and even in competition with their neighbours, thereby limiting the overall potential of the region in growing the value of the visitor economy
- The region currently has limited capacity or resources in the promotion of major events, challenges include a current lack of region-wide coordination and cooperation, relatively low regional profile and limited skills in the promotion and marketing of major events.

The key methods of delivery are defined as;

The visitor economy	Develop regional economic strategy
	Join up regional and local level tourism activity through the development of Yorkshire Tourism Network
	Conduct a Regional Visitor survey
	Refresh regional tourism promotion
	Support innovation through the development of "the next big thing" for tourism "Y&H
Marketing the region through major events	Develop and deliver a portfolio of major/growth events in the region to raise the national and international profile and promote a positive and contemporary image of the region
	Collaborative development and delivery of a nationally and internationally recognised and accepted evaluative framework for assessing the impact of events
	Build regional capacity to bid for and manage a portfolio of major international events
	Continue to develop the work of the Regional 2012 Games Steering Group
	Establish with partners and shared vision and strategy for investment in culture

Rural Renaissance Policy Product Range

Key challenges and opportunities are identified as;

- Businesses in rural areas have the potential to contribute a greater proportion of the region's economy than their current contribution;
- The availability and uptake of technology which breaks down geographic boundaries, the development of the knowledge economy and the influx of potential entrepreneurs provide key opportunities;
- Similarly policy change and climate change will create both challenges and opportunities in rural areas, which will require strategic management.

The key aim is defined as; To strengthen and improve rural economic performance by focusing on enterprise, competitiveness, utilising unique assets and key sectors (maintaining at least current 15% contribution to GVA)¹

¹ GVA= the difference between the value of output and the cost of raw material and other inputs used in production (or the "value added" in the economic activity undertaken)

The key methods of delivery are defined in the following table;

Aim	Products	Activity	Description of activity (delivery partners if not LA)
"to build a modern economy based on enterprise, competitiveness and our regions unique assets"	Rural Capitals	Rural Capitals	This product is continued support for all RMT towns. Priority towns ² will see continued major YF investment and legacy towns will be supported over three years.
		Enterprise capitals	This product will increase supply of workspace and business support in selected towns
		Low Carbon Capitals	This product will focus on reducing carbon footprint of selected rural capitals
		Regional Research	Through this product YF will continue to commission research into key regional issues and disseminate learning to all partners
		Regional Support	This product will include a new Partnership Skills Programme (Integreat) to support Local Authorities and Town Teams deliver Rural Capitals. YF will also consider how Delivery Managers can build Local Authority capacity.
	Rural Enterprise	New businesses	This product will create new businesses in rural areas and includes the Rural Business Start-Up Programme (Business Link) which incorporates the Growing Routes model. ROSE will also be delivered through this product.
		Business Growth	This product will allow selected rural businesses to expand. Activities include the Rural Enterprise Investment Programme, Rural Estates, Land Skills, Farm Resource Efficiency Programme
		Rural Retail scheme	This product will support rural businesses including village shops and pubs offer additional basic services to isolated rural communities
	Rural Services	LEADER	This product will support up to 6 community-led partnerships to develop rural services and heritage until 2013 with a total annual budget of 2,500,000 through the LEADER product.
		Access to services	This product will enable people to access to employment and training opportunities particularly in remote and deprived communities
	Rural Policy	Influence	Influence and rural proof internal and external partners to address rural economic priorities
		Policy development	Develop PPR and future policy agenda including shaping partner's policies and strategies
	Environmental Assets	Environmental Assets	Influence and support partners to deliver activity that demonstrates how region's key environmental assets can mitigate the impacts of climate change and delivery sustainable economic gain. Our focus will link to the renaissance agenda and include green infrastructure, managing flood risk, land management for carbon and woodland management for fuel.

² There are 5 in West Yorkshire : Hebden Bridge, Holmfirth, Haworth, Ilkley, Hemsworth

The Challenge now facing Local Authorities

Each Local Authority has to define the priorities for their geographic programme. The programme has to be finalised before Christmas for start of implementation on 1st April 2009. The programme must be underpinned by a strong economic analysis in the form of an agreed economic masterplan and informed by City/Sub regional investment plans.

The minimum requirements for the programme are as follows;

1. Overview of how Delivery Plan fits with LA Economic Strategy

Should contain the following items

- Current position/rational
- Partnership arrangements (plus evidence of support)
- Governance and management arrangements
- Capacity issues
- KPI's
 - Monitoring
 - Evaluation
 - Assessment of impact
- Risk assessment
- Funding overview (pulls together individual schedules referred to below)

2. For each priority/theme

- An overview of how fits with LA Economic Strategy
- Objectives and outcomes
- Partner involvement/input
- Milestones/timescales

3. For each priority/theme a schedule covering

- Details of key priorities/activities/projects (ranked with rational evidence base – high/medium/low?)
- Key delivery partners
 - Lead organisation/officer
 - Evidence of support
- Outcomes/objectives for each key priority/activity
- Milestones for each key priority/activity
 - Key dates/timescales
- Funding requirements
 - Timescales
 - Sources/availability
 - Amounts
 - Value for money
- Management arrangements - general
 - Management – individual activity - who & what
 - Funding
 - Monitoring
 - Evaluation