



Proposition for  
Northamptonshire  
LEP Status:

## **A Powerhouse for Growth**

July 2011







**I am delighted to be the chairman of this exciting new venture – Northamptonshire Enterprise Partnership. We already have a strong history of partnership working in Northamptonshire to build upon and I am confident that NEP will provide a new impetus and spirit of entrepreneurship that will help secure a sustainable and bright future for everyone who lives, works and enjoys leisure time in Northamptonshire.**

We have made sure that our new private sector led Board is comprised of key individuals with strong business credentials representing a broad cross section of major companies and business sectors. The support for NEP from the business community, local authorities, the voluntary community, education and skills sectors has been tremendous. We will ensure that together we deliver a better and more prosperous future for our communities.

I believe that Northamptonshire can be a powerhouse for economic growth, providing a step change in the creation of private sector led jobs. We are one of the fastest growing counties in England with a strong track record on delivery. Our cohesive economy is primed for prosperity and our key sectors such as high performance engineering and motorsports, logistics and new technologies will drive our high growth ambition.

I am confident that the award of LEP status will help us deliver even more for Government and give us the ability to engage with neighbouring LEPs and Government Departments on an equal footing. We have much to offer, and LEP status would open the door to facilitate a new level of engagement and dialogue with the business community in terms of collaboration, innovative solutions and skills which will benefit not only Northamptonshire but help deliver the Government's new agenda efficiently and effectively.

## **Paul Southworth**

**Chairman of Northamptonshire Enterprise Partnership**

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# Foreword

This document is a submission by Northamptonshire Enterprise Partnership to Government setting out our case to secure Local Enterprise Partnership status. It is accompanied by our “Enterprising Northamptonshire” action plan.

It demonstrates that Northamptonshire has a cohesive and transparent economic geography with strong potential for economic growth and a clear ambition, capacity and drive to deliver. It outlines our Prosperity Agenda which is aligned with the Government’s priorities for private sector led jobs growth and shows that we have the partnership, resources and expertise to deliver it – indeed, we are already seeing results and could be seen as an exemplar to Ministers on what can be achieved.

It confirms that there is strong support from the business community and the public and voluntary sectors for our LEP proposition. It also demonstrates that we are already establishing collaborations with our 6 neighbouring LEPs, including SEM LEP given the mutual interest of a number of our district and borough councils. This relationship is working well and our liaison will continue to add value.

LEP status will enable us to deliver more for Government and will ensure we can reach our potential, delivering strong economic growth for Northamptonshire and UK plc.

# Northamptonshire: Key Economic Facts

	Northamptonshire (England)	Source
<b>Total GVA</b>	£14.09 billion	Office for National Statistics, 2008
<b>Total Population</b>	683,800 in 2009 805,600 in 2025 18% projected growth	ONS Mid year estimates 2009 & sub-national population projections 2008
<b>Total number of employees</b>	315,100 19% growth in 10 yrs	Annual Business Inquiry, 2008
<b>Economically active</b>	84% (79%)	Annual population survey, 2008
<b>Unemployment rate</b>	3.3% (3.5%)	DWP, July 2010
<b>Average weekly earnings</b>	£452 (£495)	Annual Survey of Hours and Earnings 2009
<b>New companies created</b>	3,105	Office for National Statistics, 2008
<b>Business survival rates</b>	1 year = 93.4% (92.6%) 5 year = 47.7% (46.4%)	Office for National Statistics, 2008
<b>Skills profile</b>		Annual population survey, 2008
<b>No qualifications</b>	15.0% (12.3%)	
<b>Level 1 and above</b>	16.1% (14.2%)	
<b>Level 2 and above</b>	16.2% (16.1%)	
<b>Level 3 and above</b>	14.6% (15.8%)	
<b>Level 4 and above</b>	26.1% (28.7%)	
<b>Industrial and commercial floorspace</b>	5.3 million m <sup>2</sup>	Valuation Office, 2008
<b>Average House Price</b>	£138,115 (£167,423)	Land Registry, August 2010
<b>Housing affordability ratio (lower quartile house price to lower quartile earnings)</b>	6.02 (6.28)	CLG, 2009
<b>Carbon emissions</b>	7.9 tonnes per capita	NI186
<b>Household waste reused or recycled</b>	46%	NI192



# Northamptonshire: Economic Geography

Northamptonshire as a place has an affinity with business and a clear and cohesive local economy. It has an established profile and its geography as a shire county is well known and understood. Our Local Economic Assessment provides a robust overview and analysis of the Northamptonshire economy and some key facts are provided overleaf.

Business community umbrella organisations including, the Chamber of Commerce, and the Institute of Directors, have offices which focus on the county for operational purposes. The county is also the focus for Highways and Education Authorities and has long been recognised as an economic sub-region.

There are strong relationships within the county between the main growth towns in terms of employment, services and the leisure economy. The county town of Northampton, with a population of over 210,000, is a key hub for the economy and it has a strong influence across the county.

Whilst Northamptonshire has a significant rural based economy, with around 20% of jobs located in the rural areas, the key economic focus for business and employment is the vibrant urban spine of growth towns, running from Daventry in the south west through Northampton and on to Wellingborough, Kettering and Corby in the north east. These are also home to our growing network of enterprise and innovation centres.



## Connected County

The county lies at the heart of England and the national road and rail network, along with strong international connections including the A14 Trans European route (with the Port of Liverpool and the Haven Ports within 3 hours drive), five international airports within 1.5 hours drive, and mainland Europe accessible in 2 hours by train via the Midland Main Line to St Pancras.

The county is within easy reach of three major air freight hubs, including East Midlands Airport, the UK's largest dedicated pure freight terminal. Northamptonshire is host to two dedicated rail freight terminals – the Daventry International Rail Freight Terminal (DIRFT) and the Eurohub at Corby.

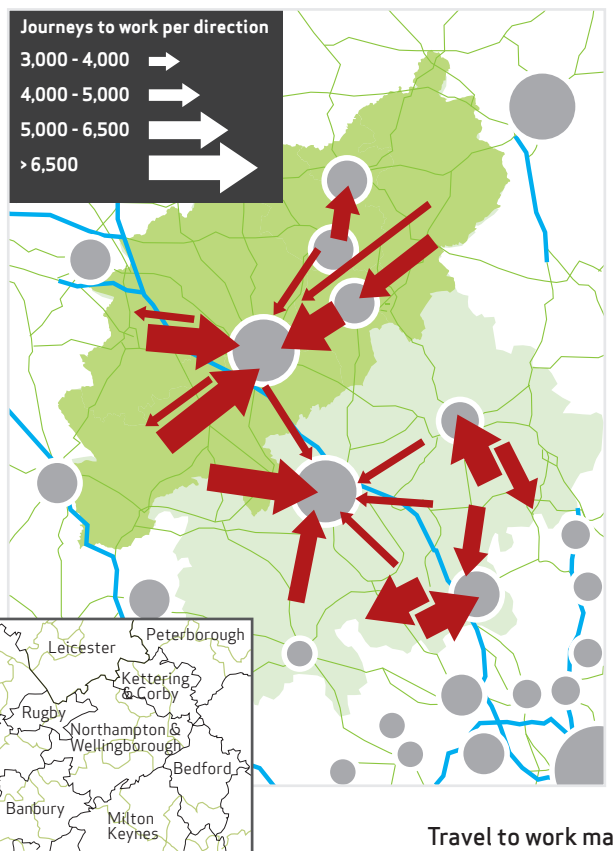




## Travel to Work Areas

“Travel to work” data has been used as a proxy for economic activity in the area. The inset shows that the county has 2 travel to work areas where **more than 75% of residents live and work within the same area**. These are:

- 1) **Northampton and Wellingborough (which covers the local authority areas of Northampton, Wellingborough, and most of Daventry and South Northamptonshire).**
- 2) **Kettering and Corby (which covers the local authority areas of Kettering, Corby and part of East Northamptonshire).**



Travel to work map

## Economic Scale and Productivity

Recent research by the Local Futures Group shows that the scale of the Northamptonshire economy, worth over £14bn (Gross Valued Added), is on par with or exceeds about 40% of those LEPs already approved, including Cumbria, Lincolnshire, Worcestershire, the Tees Valley and York and North Yorkshire. GVA has grown by 68% in the last 10 years, faster than LEPs such as Oxford City Region (61%).

Independent estimates suggest that Northamptonshire's economy has the potential to grow to over £20bn by 2021. This would make the economy similar in scale to the Liverpool and Sheffield city regions and would see it climb a number of places in the LEP league.

In terms of productivity, Northamptonshire performs very strongly, with economic productivity exceeding or very similar to about 80% of other approved LEPs.

Northamptonshire is home to the largest cluster of the logistics and distribution industry in the country, including hosting DIRFT which is the largest rail freight terminal in the UK. The county is also the focus of the largest cluster of motorsport and high performance engineering businesses in the UK. These are key economic drivers and make a massive contribution to the value of the UK economy.

The direction of travel flows shown on the Travel to Work map clearly illustrates the cohesiveness of Northamptonshire as a natural economic geography with strong intra-county flows. The influence of Northampton is transparent.

A relatively small percentage of people live in Northampton and travel to work in Milton Keynes although this relationship is stronger with localities in South Northamptonshire which is in closer proximity. However, flows from the south west of the county to Northampton are equally strong.

There is little doubt that the geography of Northamptonshire works as a locality comprised of complementary communities and business activity.

# Pro-Growth Powerhouse for the Economy

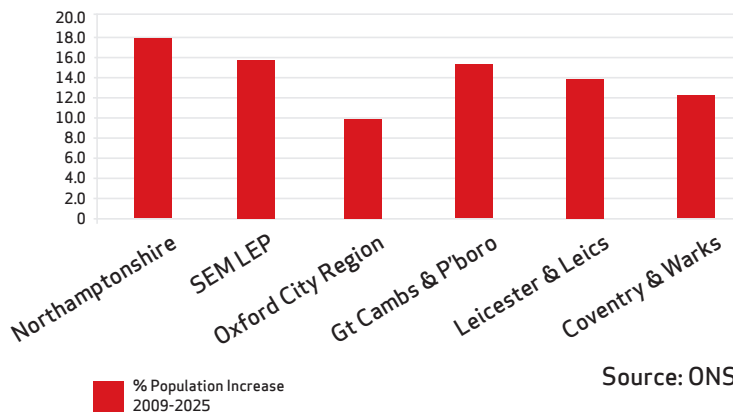
Northamptonshire is well placed to help lead and sustain economic recovery in the UK with an economy worth over £14bn (2008) and with the potential to grow by almost 50% by 2021. The county already supports over 315,000 jobs (ABI 2008), having grown in number by over 19% in the last decade. Northamptonshire also has an above average business survival rate which is vital for a high growth economy.

Northamptonshire has a population which is set to increase by 18% from 683,800 to 805,600 by 2025.

**It is growing faster than any other LEP in England.**

The graph below shows Northamptonshire's projected population growth up to 2025 compared to our neighbouring LEPs. SEM LEPs growth figure is heavily influenced by parts of Northamptonshire.

**Projected Growth: Northamptonshire and Neighbouring LEPs**



Since 2001 the population has grown by almost 8% compared with the national growth of just over 3%. The county's current population is higher than over a quarter of the LEPs already in place, including Oxford City Region, Tees Valley and The Marches, and with such high growth forecasts Northamptonshire will outstrip many others by 2025.

The adopted Core Spatial Strategy for North Northamptonshire (2008) provides for 52,100 new homes and 47,400 new jobs between 2001 and 2021.

The Submission Core Spatial Strategy for West Northamptonshire provides for 34,470 new homes over the next 15 years to 2026. Based on levels of growth and past performance, Northamptonshire has the economic potential to deliver around 70,000 new jobs over the next 15 years. This would make it one of the fastest growing areas outside of London.

Planning permissions are already in place for over 36,000 new homes along with significant amounts of commercial development, placing Northamptonshire in a strong position for early growth as the national economy recovers.

In 2010, the National Housing and Planning Advisory Unit identified Northamptonshire as a single Housing Market Area (HMA) covering most of the county with the exception of parts of South Northamptonshire which look to Oxfordshire HMA and parts of East Northamptonshire which look to Peterborough HMA. Northamptonshire's HMA is centred around the major towns.

The county's growth credentials and strategic location are key assets for business investment.

**“We launched our business during 2007, and our purpose built offices in Northamptonshire opened in 2008. Northamptonshire was chosen for a number of key reasons including the fact that the area is designated a key zone for growth and expansion over the next 30 years. It is also a great location with good road, rail and air access.”**

David Arscott  
Branch Manager, Handelsbanken





**“Northamptonshire is extremely well situated from a logistics perspective with an excellent road network linking all of the major cities and towns. So much so, that I firmly believe that Northampton is now considered the centre of the country’s logistics industry.”**

Simon Kay  
General Manager, Panasonic Logistics

Northamptonshire has strong credentials in terms of business start ups and is ranked 4th out of the 27 counties in England for the number of new businesses created as a percentage of total businesses (2009). It is also ranked 8th out of 119 county and unitary authorities in England for the number of new VAT registrations (2007).

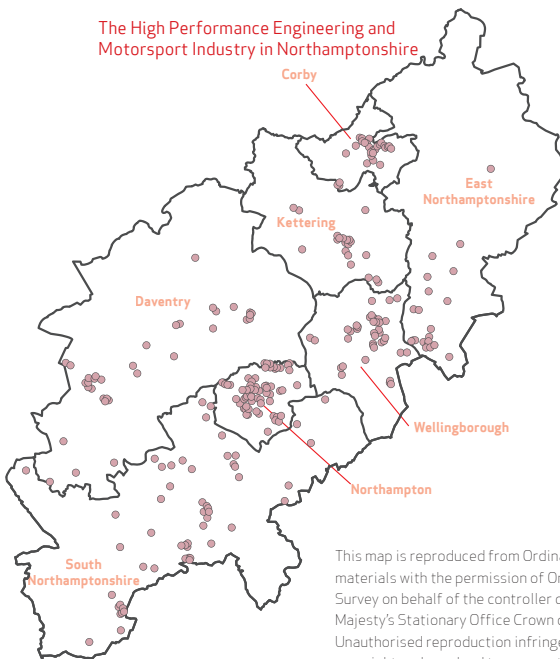
## The place for business and growth

Northamptonshire is the location of choice for a number of major businesses including Barclaycard, Carlsberg UK, Cosworth, Mercedes Benz, Tata Steel, Tesco distribution and Weetabix. Indeed, Tesco has just opened an 817,000 sq ft state of the art low carbon distribution centre at DIRFT (equivalent in size to 9 Wembley pitches).

The county is primed to grow with an offer of 25% lower operating costs than the rest of the South East.

**“Cosworth is based in Northamptonshire in the middle of a technology cluster, which provides us with an essential infrastructure for our business. The ideal location provides excellent transport links by road, rail and air and places us at the centre of the UK’s motorsport, automotive and aerospace sectors.”**

Jog Hall  
General Manager and Director, Cosworth



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## Key Growth Sectors

The county has a diverse economy and a number of strong key sectors which are a focus for growth including:

- ✿ High performance engineering and motorsport
- ✿ Distribution and advanced logistics
- ✿ Environmental / low carbon technologies.
- ✿ Business and Financial Services
- ✿ Food and drink
- ✿ Sustainable Construction

Our sustainable construction innovation centre, the iCon at Daventry, has recently opened for business and will support our sector growth aims.



# Home of British Motorsport and strong HPE Economy

The county is the home of British motorsport and the location for the British Formula 1 Grand Prix and MotoGP at Silverstone. It has 3 major racing venues - Silverstone, Rockingham and Santa Pod and is home to more than 200 motorsport companies employing over 6,000 people with an annual turnover of £600m.

In 2010, and with the support of local investment, Silverstone Circuits secured a contract to host the British Grand Prix for another 17 years.

- \* In 2008, a total expenditure of £54m was directly attributed to the British GP, of which £51m was spent within a 60 mile radius of Silverstone and £44.4m in Northamptonshire.**
- \* The GP event generates employment of 1,358 FTE jobs in the UK, of which 497 are within a 60 mile radius and 319 in Northamptonshire.**

## Number One for Social Enterprise

Northamptonshire has a strong history of social enterprise, being home to the first workers co-operative in the UK, the first cooperative development agency and the largest manufacturing co-operative in the country, namely Scott Bader.

We aim to maximise the economic opportunities which social enterprise and civil action present including building on the partnership project "inSpiRE" led by the University of Northampton with the County Council. This will also see them become the leading university for social enterprise in the UK by 2015.

**Strategy for social enterprise launch:** from the left, Cllr Jim Harker, Leader Northamptonshire County Council, Michael Ellis MP, and Prof. Nick Petford, Vice Chancellor University of Northampton



NEP will promote with our partners new approaches to procurement and commissioning to make markets for social enterprises and community asset transfer. We are working with a range of partners to deliver a targeted programme of social enterprise stimulus, capacity building and support activity. The University and West Northamptonshire Development Corporation are also leading work with NEP, the County Council and Northampton Borough Council to secure investment to develop a 3,300 sqm Innovation Centre with flexible incubator space for up to 55 small businesses, including providing support services to social enterprises. The project is at an advanced stage. NEP is also investing in Adrenaline Alley in Corby to enable this flagship multi-dimensional youth focused social enterprise to expand.



Adrenaline Alley, flagship social enterprise in Corby with links to Tresham College and a wide range of partners.

## Educational Offer to Support Growth

Northamptonshire is a lively location for study with a strong educational offer.

The University of Northampton has a successful Business School including business facing ICT. It is globally renowned for studies in Waste Management, Leather Technology and Fashion.

Moulton College has an unrivalled reputation for excellence in training for the Land Based, Construction and Furniture industries, whilst Tresham College majors on motorsport and was the first college in the UK to achieve the coveted Motorsport Academy Employer Recognition Scheme Charter Mark for its training of race mechanics. Northampton College offers a wide range of courses and has a strong apprenticeship and advanced apprenticeship programme.



Catapulting Kids Further, Oundle Project

Strong bids for University Technical Colleges at Daventry and Silverstone were submitted to Government in June 2011. These support our key sector strengths. A bid for the Daventry New Technologies college is led by Moulton College and co-sponsored by the University of Northampton. It will major in sustainable technologies in construction engineering and has the backing of nationally significant companies based locally including Cosworth, Prologis, DHL and the Waste Recycling Group.

The Silverstone Academy UTC proposal is led by Tresham college and co-sponsored by the University of Northampton and Silverstone Circuits. It will have two specialisms, namely motorsport and high performance engineering, and hospitality and event management.

A strong track record of collaboration already exists between the further and higher education institutions across the county and beyond including for example links with Warwick Business School and the University of Bedfordshire.

**“The reason I’m involved in Northamptonshire Enterprise Partnership is because I fundamentally believe the University has a key role to play in developing the skills and the knowledge economy required to take the town and the county onto the next level.”**

Prof. Nick Petford  
NEP Board Member, Vice Chancellor  
and CEO, University of Northampton

## Our Challenges

Northamptonshire’s unemployment rate is normally below the national average. However, we need to reverse the worrying rise in long term unemployment especially in the 18-24 age groups which month on month is on the increase. Corby, Wellingborough and Northampton all have unemployment rates in excess of the national average.

**“A major issue for the county is increasing wage levels. We need to work hard to recruit new businesses to re-locate to the county who will pay beyond the minimum wage, but also to retain graduates and pay them wages which encourage them to stay in the county and encourage the county to thrive.”**

Martin Sutherland  
Chief Executive, Northamptonshire Arts  
Management Trust

Average earnings in the county are comparatively low and we need to strengthen the quality of our jobs market including in knowledge sectors. Raising aspirations and attainment in skills and qualifications is a key challenge, with a higher than average percentage of people with no qualifications (15%) and only 26.1% with Level 4 or above.

Our Further and Higher Education institutions are increasingly working more closely with business to enhance vocational skills and develop a local labour supply with skills which meet local business needs, including those in growth sectors such as environmental technologies.

Our town centres are key assets for driving economic growth and supporting the wider housing market as attractive locations. Our Prosperity Agenda will help to secure the regeneration of our growth towns to ensure they thrive, breathing new life, wealth and economic potential into the centres.

Developing and growing our business base to secure a step change in jobs growth will be a key priority, including through inward investment, enterprise and innovation, business support and a focus on high growth sector strengths. There are real opportunities in Northamptonshire to achieve substantial economic growth.

We believe our new public / private sector economic partnership can provide the necessary leadership, drive and resource to make this happen.





# Strategic Collaborations:

## Working With Neighbouring LEPs

## What has changed?

Since the Local Enterprise Partnership (LEP) initiative was first inaugurated Northamptonshire has found itself surrounded by no less than 6 LEPs because of our unique geographic location at the centre of the country. We have been working to develop relationships with all of our LEP neighbours and have adopted an approach for collaborative working to focus on common issues where this will add value.

In addition, we have also introduced several key major changes in the county including the establishment of Northamptonshire Leadership (key players from all of the countywide public sector agencies and local authorities) in place of the former Public Service Board. However, the key change has been the establishment of the **Northamptonshire Enterprise Partnership (NEP)**.

NEP builds on the legacy of Northamptonshire Enterprise Limited, creating a stronger public/private sector economic partnership capable of providing real leadership in addressing the county's economic challenges.

## Our Relationship with SEM LEP

We have already taken the initiative to meet with all 6 of our surrounding LEPs, the first of which was SEM LEP in recognition of the overlap and involvement of some Northamptonshire borough and district councils. This liaison continues on a number of levels and shows that both can operate independently, but cooperate where necessary and where it adds value to do so.

NEP is already established and we are already working with County, district and borough councils. We have also developed a new relationship with SEM LEP that is working and continues to improve. The joint membership of some local authorities with SEM LEP has not been an issue in practice and the relationship framework for engagement is already in place.

**“SEM LEP and NEP are already working very well together and I can't see this changing or being a problem with NEP becoming a LEP. We will work together on issues of mutual interest as we have already been doing so. We have agreed in principle to establish regular liaison sessions and reciprocal invitations.”**

Brian Hibbert  
Chairman of SEM LEP

Current examples of our collaboration include working with SEM LEP, Silverstone Circuits, County, district and borough councils on a bid to the Regional Growth Fund (RGF) for investment in utilities infrastructure necessary to bring forward the Silverstone masterplan. Similarly, Northamptonshire district and borough members of SEM LEP, together with the County Council, have supported a number of NEP bids for RGF.

Moreover, in responding to the Government's invitation to identify new Enterprise Zones, the proposed Northampton Waterside Enterprise Zone is supported by both SEM LEP and NEP and we have worked on its development collaboratively, along with WNDC.



Northamptonshire has a strong history of working effectively with the many local authorities in the SEM LEP area. This includes agreeing priorities for the Community Infrastructure Fund investment through the former MKSM Transport Board. Our new NEP relationship with SEM LEP is founded on these relationships but importantly will bring a new business dimension to strategic collaboration.





DIRFT on the border with Warwickshire

Those district and borough councils which share membership with SEM LEP will have the flexibility to contribute to and engage with both economic partnerships respectively, benefitting from the key projects and economic interventions of each, with strategic alignment managed through high level collaboration and through the respective Boards. Dialogue between both economic partnerships will continue, especially in the sharing and exchange of information.

NEP is currently fully resourced without recourse to the district and borough councils for financial contributions. Therefore, there is no additional financial burden on those authorities which have dual membership.

A mature relationship is developing and this approach ensures that the economic geography of Northamptonshire, as recognised by the business community, remains strong but that the opportunity to secure additional benefits more widely are maximised.

We see no need for complex or formal bureaucratic structures to cement the relationship – we have already demonstrated how we can work together in practice efficiently and effectively.

## Collaboration with Neighbouring LEPs

We recognise the significance of Northamptonshire's strategic location at the heart of England, with strong national and international infrastructure connections and economic arteries traversing the county, as well as a number of key growth sectors with linkages which extend beyond the county boundary.

The key to Northamptonshire's success as the focus for a LEP will be our flexibility to work with our 6 respective neighbouring LEPs on targeted activities where this adds value, capacity and economic impact for Northamptonshire and UK plc. This is crucial to maximise Northamptonshire's ability to position our economy and to build on our strengths for success with the right partners.

For example, given our strategic location, freight distribution and logistics is a key sector for our economy including clusters around the Daventry International Rail Freight Terminal (DIRFT), the M1 and A14, and the Eurohub at Corby. The national and international transport infrastructure and innovation in new low carbon technologies are crucial to business performance and success within the "Golden Triangle". This is an example where, working with business, we could add value to the sector locally through cooperation with neighbouring LEPs such as Leicester/Leicestershire (home to Magna Park) and Coventry and Warwickshire (home to Hams Hall Distribution Park).



High performance engineering and motorsports is another example where targeted LEP collaboration could offer potential additional benefits. We have recently had exploratory discussions with Coventry and Warwickshire LEP regarding automotive and high tech manufacturing supply chain and also how we can support them through the sharing of best practice on the tourism economy. Collaboration on apprenticeships is also being explored.

The right relationships and initiatives need to be developed and nurtured and we are open to strong collaboration work with our neighbours when it makes sense and provides added value. We have already started and will continue with a proactive approach to engagement with other economic geographies.

Whilst the themes noted in Diagram 2 are only indicative of potential areas of common interest, our ongoing dialogue with neighbouring LEPs, including SEM LEP, should ensure that opportunities to add value are not lost.

**motorsport valley** centred for Northamptonshire

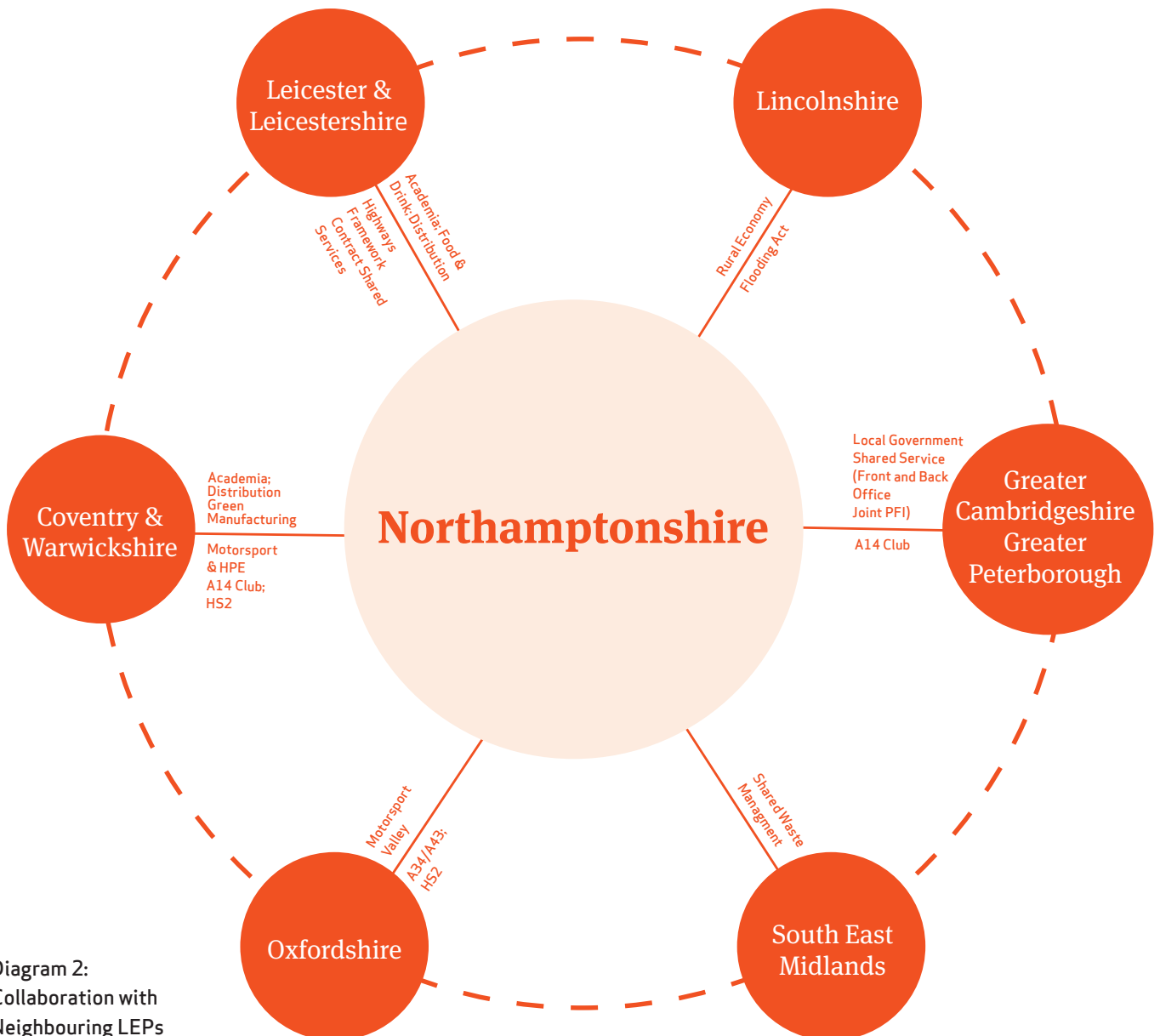
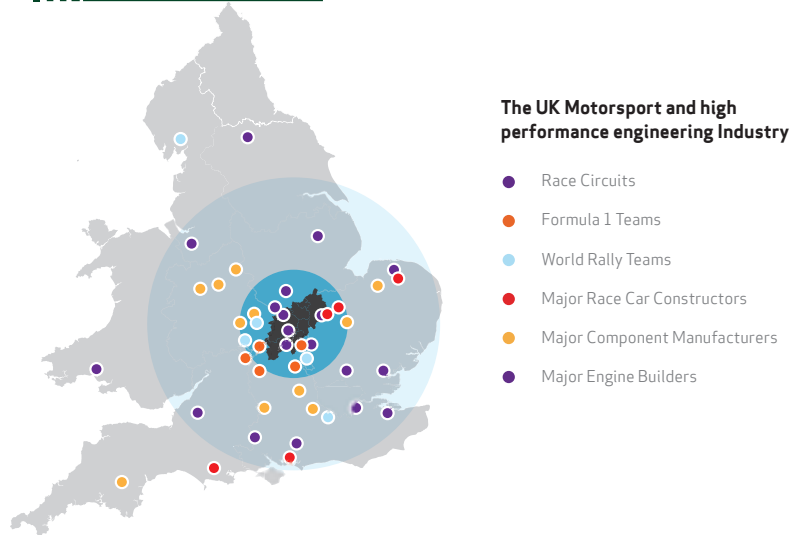


Diagram 2:  
Collaboration with  
Neighbouring LEPs  
including indicative  
examples

# NEP: Making Things Happen - An Exemplar

## What are we about?

The clear focus for NEP is on the delivery of economic prosperity for Northamptonshire and making a significant contribution to the economy of UK plc as a pro-growth powerhouse for the economy.

The companion document to this LEP submission, the “Enterprising Northamptonshire” action plan, demonstrates that NEP is being driven by a powerful private sector led Board of non-executive Directors in partnership with the public and voluntary sector, including Leaders from the County Council and representatives of the district and borough councils.

Since the Board has been established it has hit the ground running and has set itself an exciting programme of deliverables which are outlined in the action plan. These are well aligned with the Government’s own economic priorities and ambitions for private sector led jobs growth and investment.

NEP is clearly Northamptonshire focused in terms of delivering economic outcomes but our outlook and collaborations are much wider – within the UK and importantly, engaging globally including trade linkages with India, China and Europe which are already showing considerable potential.

“**Northamptonshire Enterprise Partnership has an unique position in being able to promote what it is that is truly excellent about the whole of the county.”**

David Laing  
Chairman, Northamptonshire  
Community Foundation

We have managed to minimise bureaucracy and encourage an entrepreneurial approach to delivering jobs and economic growth across a wide range of sectors covering the whole of the county without fuss and protracted debate over structures and organisational arrangements.

However, we believe that we could do much more for Northamptonshire and give added value to the work of our neighbouring LEPs if we were to achieve LEP status and be able to engage with them and Government on an equal footing.

**There is no doubt that the business community already consider that we are operating in the principle of a LEP, but feel constrained by the lack of formal LEP status and recognition.**

The NEP Board are unanimously agreed that the time is right to secure LEP status.

# Investing in The Silverstone Masterplan to deliver jobs

Silverstone Circuit is at the heart of British motorsport. It is an innovation hub for high performance engineering (HPE) and a key driver for the HPE sector and the visitor economy in Northamptonshire and beyond.

NEP and the County Council have recognised the economic potential of Silverstone and have invested in interventions to bring forward the masterplan. This includes a £10m loan from the County Council to enable the Silverstone Wing development – a state of the art pit, paddocks, banqueting and conference facility capable of extending activities as a venue throughout the year and an investment which was critical to securing the future of the British GP at Silverstone.

A further investment of £300,000 per annum for 5 years has also been committed to fast track the delivery of the wider masterplan, the planning application for which will be submitted this summer. The masterplan will deliver 2,500 new jobs through a 54ha technology park and another 2,500 in the wider area; it will secure expenditure of up to £55m and 21 jobs from a mixed programme of activity focused on the conference, banqueting and exhibition events; and secure up to 140 jobs through 3 new hotels.

Our investment, along with Silverstone Circuits and the County Council, is providing confidence to the private sector to locate here. Indeed, 2 new high performance engineering companies have been attracted to Silverstone in the last few months.

## An Exemplar

NEP has the capability to be a '**LEP Plus**' evidenced by the significant progress made to date, including developing our international capacity, and our clear focus on action and delivery.

Indeed, we believe we stand out as an **exemplar** to Ministers on what can be achieved and a clear demonstration of a robust locally driven "LEP" approach which is already delivering results.



## NEP is already delivering results

NEP has already been successful in securing a range of new jobs in the county since April 2011, with a further 250 in the immediate pipeline. Our activities have also provided support for an additional 149 local businesses plus a further 460 businesses have been engaged through NEP events and business forums including in the tourism sector.

**We are business focused and we are delivering results.**







# Our Prosperity Agenda

Our prosperity agenda is clearly aligned with Government priorities for private sector led economic growth. We believe this is a challenging agenda and over the coming months it will focus minds and capacity on securing key deliverables and economic outputs including growth in the quality and quantity of private sector led jobs.

## Engine of Growth

Our 'Engine of Growth' proposition is clearly targeted at investing in enterprise, innovation, skills, and infrastructure to create private sector led jobs. This includes a Northamptonshire Enterprise Area scheme linked to business rate rebates for SMEs to stimulate investment in business growth through innovation, new jobs, or capital. It also promotes and supports our growing network of enterprise and innovation centres as key assets for growing the Northamptonshire economy.

Skills and employment initiatives working with business and training providers include the development of an apprenticeship training academy, further support for the innovative Construction Futures scheme securing on-site experience within the construction industry, and promoting enterprising skills in our young people.

“**Northamptonshire Enterprise Partnership should have an objective to make this region very attractive to young people and also very skilled people to live here and work here. Having the right people for our businesses will ensure our businesses do better and people have a higher quality of life.**”

Dr. Isaac Sheps  
CEO, Carlsberg UK and NEP Board Member

Our successful commercial property based Fit for Market programme will continue to stimulate economic investment and strengthen the commercial property offer in the county, including maximising use of public sector land. Infrastructure priorities for business are being identified including support for the roll out of superfast broadband and key transport connectivity initiatives including investigating with the local authorities new mechanisms for funding infrastructure.

The recent Superfast Northamptonshire on-line broadband survey led by the County Council secured responses from over 800 local businesses and is an example of our commitment to business engagement.

Furthermore, as part of developing our programme of mentors to support new business start ups, we have already had a strong response from the private sector to become voluntary mentors. This is consistent with the Government's national drive to recruit volunteer business mentors.



Our action plan is clearly focused on supporting business start ups and helping businesses to survive and grow, including social enterprises, and an emphasis on our key sectors such as high performance engineering and new technologies.

Securing inward investment remains a key priority and we have a well connected and knowledgeable team in place to lead this with the support of our Ambassadors and developing relationships with the delivery agents for UKTI.

## International Development: Greater Noida, India

NEP is already working with UK Trade & Investment, Silverstone Circuits, the University of Northampton and the County Council to develop international trade, development and innovation links with Greater Noida in India, home of the new Indian Formula 1 Grand Prix, including plans for an exploratory trade and development delegation later in the year. This fledgling relationship has significant potential for international trade, investment and innovation transfer, strengthening our key high performance engineering and motorsport sectors, construction, and potentially opening up new collaborations on new technologies including low carbon and renewable energy.

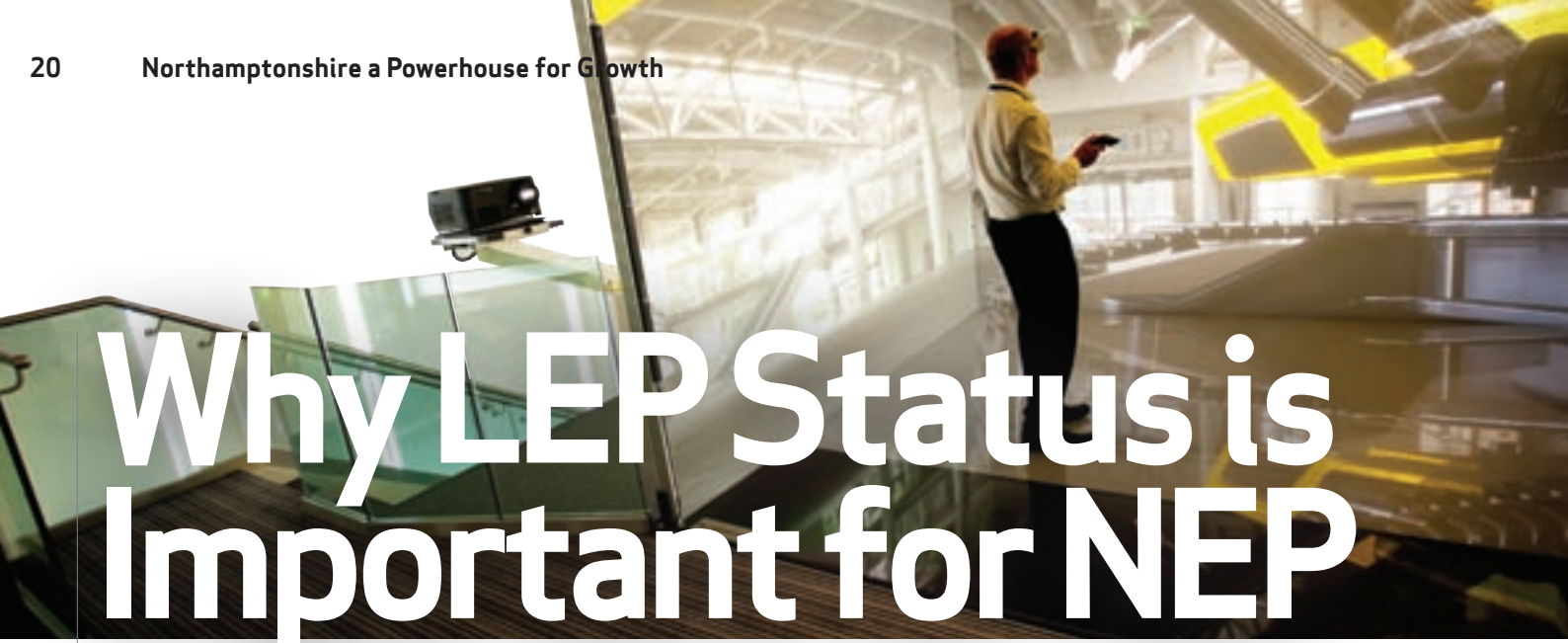
## International Capacity

Our international capacity is growing, including looking to Asia – the developing F1 relationship with Greater Noida, near New Delhi, India being an example. We have already invested in a dedicated European resource through our new Brussels Office and EU Investment team. Our European Investment ambassador is working to increase Northamptonshire's profile in Europe, support EU trade linkages and increase EU funding secured within the county.

We are collaborating with the University of Northampton and West Northamptonshire Development Corporation to maximise the impact and opportunities for the county provided through European linkages and programmes.

**“NEP will be working with colleagues in Brussels to develop our offer throughout Europe and importantly, we will be working with colleagues in China and India to develop real partnerships where we can bring companies from those countries into the UK and our area to provide more money and more jobs for the local economy.”**

Rob Purdie  
Executive Director, Northamptonshire  
Enterprise Partnership



# Why LEP Status is Important for NEP

NEP is already operating to the principles of a LEP in all but formal LEP name. This is increasingly becoming an issue constraining what NEP can achieve as a catalyst for growth for the Northamptonshire economy and UK plc.

As an organisation we are committed to develop and grow the Northamptonshire economy and to create more and better quality private sector jobs. As a high growth county, securing the balance between housing and jobs growth and the infrastructure to support it is crucial to the future sustainability and prosperity of Northamptonshire.

**LEP status will provide the gravitas to help us to be more effective in delivering this agenda for prosperity and growth** – it will ensure that Northamptonshire’s voice and experience is heard in national debates and the development of new thinking and approaches to addressing the economic challenges facing the UK – we have much to offer in this regard.

**“The Northamptonshire Leadership Group brings together the collective ambition from across the county, to create an environment to promote growth and economic development. Having a Northamptonshire LEP will help us in delivering and realising this vision.”**

John Markham OBE  
Chairman of Northamptonshire Leadership  
and WNDC and NEP Board Member



LEP status will ensure that issues affecting the Northamptonshire economy and the solutions to addressing these are decided locally with strong buy in from business, the local authorities, skills providers and the voluntary sector. It will provide the firm foundations for a sustainable future, giving local partners greater confidence to collaborate on innovative funding and delivery solutions.

Maximising opportunities for Northamptonshire is a core priority for NEP and therefore, we want to ensure that we

are not inhibited from securing Government funding for which only LEPs are eligible. Because NEP is not currently designated as a LEP this is placing Northamptonshire at a disadvantage to neighbouring areas.

It is more difficult to directly promote local priorities and projects to Government to access certain funding streams. Whilst we have collaborated with SEM LEP on opportunities such as Regional Growth Fund or priorities for other initiatives such as Enterprise Zones - and indeed, will continue to do so - our relationship needs to be as an equal partner. We need to ensure that the economic interests of the whole county, at all levels, are recognised.

At a time when we are focused on delivering our Prosperity Agenda, this current situation is an unnecessary distraction, constraining our performance and the ability of our local economic partners, including business leaders and the local authorities through the NEP Board, to collectively shape and promote Northamptonshire’s economic priorities and prosperity agenda and for our voice to be recognised nationally.

**We believe that NEP now has the right partnership in place to be the forum to take decisions on such economic and investment priorities locally.**

The partnership arrangements and evidence of local support, including from the local authorities is clear.

**“The County Council will continue to invest over £2m per annum to deliver new jobs and prosperity in Northamptonshire. I firmly believe that formal recognition of NEP by Government will give a further boost to this agenda and investment.”**

Cllr. Jim Harker  
Leader, Northamptonshire County Council  
and NEP Board Member





# Strong Business Commitment and Foundations for Success

NEP has hit the ground running with a strong partnership, substantial resources, clear economic priorities for action and an experienced delivery team in place.

NEP has a dynamic business led Board in place with representation from some of the county's strongest business sectors including Carlsberg UK, Silverstone Circuits, Barclaycard, Wincanton and the Rolton Group. We have the support of our local authorities, further and higher education, and the voluntary sector.

NEP is already fully focused on delivering the prosperity agenda for economic growth following its smooth inception and launch which has been unhampered by protracted debates over structures and governance – we are here to make a difference and do business - not just to talk.

## Funding and resources

We have a strong history of public/private sector partnership in the county. Testament to this is the significant contribution of **more than £2m per annum**

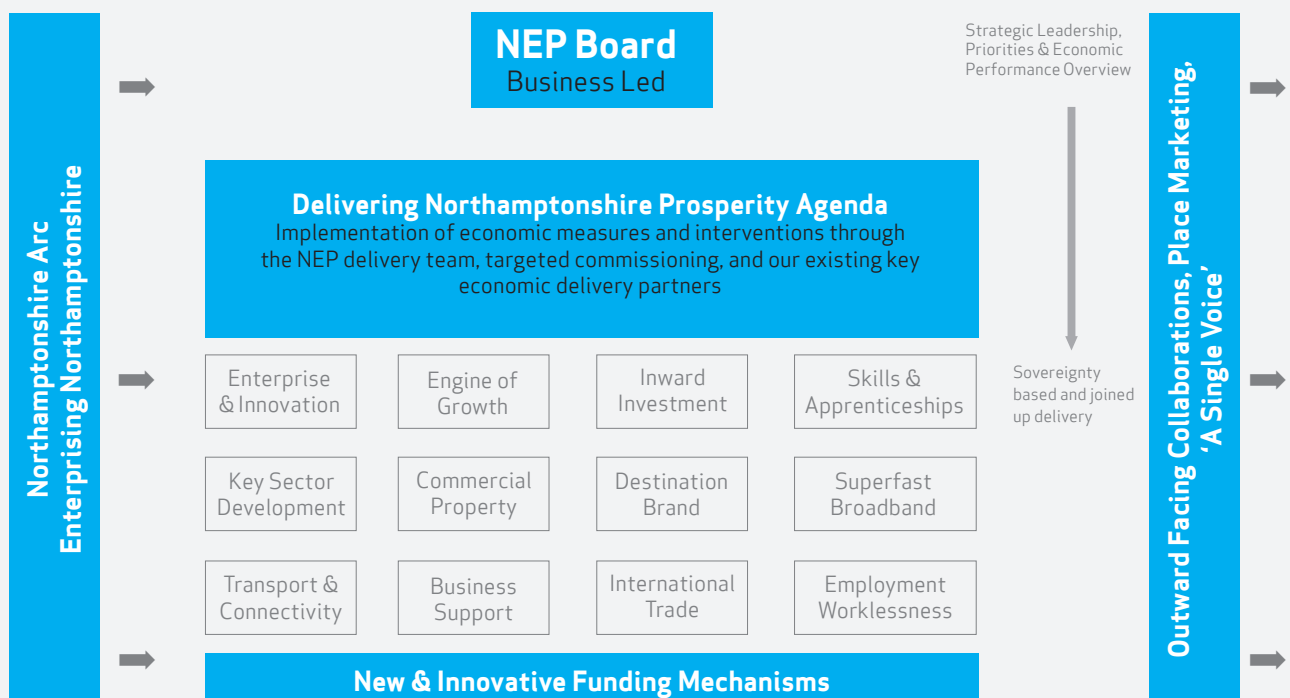
from the County Council over the next 3 years to underpin NEP and its economic delivery programme and the support of district and borough councils on the Board.

We will seek to further enhance this resource and our impact through other funding opportunities as our reputation for performance and delivery grows – formal LEP status will significantly strengthen our position in this regard.

NEP has a clear action plan, set out in the companion document to this submission, and early priorities for delivery have already been identified and agreed by the Board.

Our structures are in place and we have a 16 strong experienced team with the expertise and capacity to develop, manage and implement key initiatives and projects, working with the Executive Chair and our key economic partners to maximise join up, impact and resource alignment.

## How NEP Works



# The NEP Board

	Sector Representation	Company
<b>Private Company</b>		
<b>Paul Southworth</b>	Chair – Culture and Arts and Financial Services	Chair, Northamptonshire Theatres and CEO, Direct Selling Association
<b>David Laing</b>	Vice – Chair Voluntary Sector, Land and Development and Agriculture	Chair, Northamptonshire Community Foundation Laing Construction
<b>Barbara Mellish</b>	Financial Services	Director, Barclaycard
<b>Isaac Sheps</b>	Food and Drink	CEO, Carlsberg
<b>Richard Philips</b>	High Performance Engineering	CEO, Silverstone Circuits
<b>Martin Sutherland</b>	Culture and Arts	CEO, Northampton Theatres Trust
<b>Prof. Philip Sugarman</b>	Voluntary Sector, Healthcare and Social Enterprise	CEO and Medical Director St. Andrews Healthcare
<b>David Rolton</b>	Low Carbon Technologies and HPE	Founder of Rolton Group
<b>Tony Hourigan</b>	Logistics	Development Director, Wincanton
<b>James Saunders Watson</b>	Tourism and Heritage, Agriculture and Financial Services	MD Rockingham Castle Estate and Director, J.P. Morgan Asset Management
<b>Brigitte Goss</b>	Voluntary and Community Sector and Healthcare	St. John Ambulance
<b>Milan Shah</b>	Food and Drink	CEO, Virani Foods, Wellingborough
<b>Delivery Vehicles</b>		
<b>John Markham</b>	Regeneration, WNDC	Chair, WNDC
<b>David Reynolds</b>	Regeneration, NNDC	Chair, WNDC
<b>Public Sector</b>		
<b>Prof. Nick Petford</b>	University of Northampton	Vice Chancellor and CEO, University of Northampton
<b>Cllr. Jim Harker</b>	Northamptonshire County Council	Leader
<b>Cllr. Andre Gonzalez De Savage</b>	Northamptonshire County Council	Cabinet Member
<b>Cllr. Catherine Boardman</b>	Northamptonshire County Council	Deputy Cabinet Member
<b>Cllr. Russell Roberts</b>	District and Borough Council representative	Leader, Kettering Borough Council
<b>Cllr. Tim Hadland</b>	District and Borough Council representative	Northampton Borough Council
<b>Professional Board Advisors</b>		
<b>Graham Goss</b>	Financial adviser to the Board	Partner, HW chartered Accountants
<b>Gerald Couldrake</b>	Company Secretary	Partner, Howes Percival Solicitors



Opportunities for Business Growth: Corby Northern Area Masterplan

## Business Commitment

Our private sector led Board provides the business acumen and experience to champion an entrepreneurial approach to driving through national and local prosperity agendas.

Whilst powerful as a collective Board, the private sector non-executive Directors are also engaging through their own resources and expertise in directly supporting and adding value to the capacity of NEP to deliver. For example, this includes providing access to their marketing advisors, drawing on their key sector specialisms such as environmental technologies to develop new initiatives, and using their networks and experience to support other businesses to access finance.

Moreover, our 140 strong business Ambassadors already in place are playing key roles as advocates for Northamptonshire and our economic offer as well as promoting the prosperity agenda through the wider business community.

## Enterprise area Initiative

NEP is working with the County Council to establish this exciting new initiative to support SMEs to grow their businesses and create new jobs. The initiative will provide up to 50% business rate rebates up to a total value of £20,000 (allowing for the Governments SBRR scheme) for those businesses which can clearly demonstrate investment in innovation, new jobs or business capital to increase productivity. Over 15 businesses are expected to benefit from the first round due to be launched later this year. The initiative will be aligned with our growing network of Enterprise and Innovation Centres in Northamptonshire.



# Business and Public Sector Support for the NEP to LEP Proposition

There is strong support across Northamptonshire for the new NEP, demonstrated not least by the high level of interest from business and public sector partners in Board positions and also the high attendance for the NEP launch in May 2011.

This is evidenced by extracts from the launch event which can be viewed on line, along with filmed endorsements for the NEP proposition by a range of key local business, skills and voluntary sector partners, at:

**<http://www.northamptonshireletyourselfgrow.com/business/place-for-business>**

Key business umbrella bodies such as the Northamptonshire Chamber, the Federation of Small Businesses and the Institute of Directors have stated their support for NEP and our bid for LEP status and they will continue to be key stakeholders, helping us to achieve our economic ambitions.

District and borough councils in Northamptonshire are behind the proposition for LEP status for NEP as demonstrated by the letters of support, which accompany this submission.

Our commitment to make this work is clearly demonstrated by what we have achieved so far and the £2m per annum plus local investment in NEP to deliver the prosperity agenda for the county.





**The NEP Board believes we now have the right level of partnership commitment in place, including local authority support, to provide the Government with confidence.**

This, along with our capacity and resource to deliver a challenging prosperity agenda clearly aligned with Government's national priorities for economic and private sector led jobs growth, should provide a strong case and sound offer for a formal LEP designation.

## Measuring Our Success

We are confident that we can deliver. Measuring our success will be important to ensuring the impact of NEP is effectively recognised and communicated.

A number of core performance targets have already been established for 2011/12 and these will be developed further by the Board.

Measures include:

- ✿ **Number of new jobs created and safeguarded**
- ✿ **Number of business attracted to invest in Northamptonshire**
- ✿ **Number of new business start ups**
- ✿ **£m private sector investment leveraged**

These will help us to deliver the following outcomes:

- ✿ **Increased employment rates**
- ✿ **Higher GVA**

# The NEP Offer: A Summary

- ✳ A new and strong private sector led Board to provide strategic leadership for the Northamptonshire economy
- ✳ Over £2m per annum in resources and an experienced delivery team in place
- ✳ An exciting Prosperity Agenda which is keenly aligned with Government priorities for economic growth
- ✳ A challenging and resourced action plan already in place to stimulate economic growth and new private sector led jobs
- ✳ A high growth track record with over 36,000 planning permissions for new homes already in place
- ✳ The economic growth potential to deliver around 70,000 new jobs in the next 15 years
- ✳ Widespread support from the business community, the local authorities, further and higher education and the voluntary sector
- ✳ International investment credentials championed by our 140 business Ambassadors, our team in Brussels and our existing and developing linkages in India and China
- ✳ Mechanisms to develop and exploit existing partnerships in support of economic regeneration, innovation and skills
- ✳ A Number One offer for social enterprise in partnership with the University of Northampton and the County Council based on a strong history of social enterprise culture
- ✳ Key sector strengths with significant growth potential including high performance engineering, distribution and logistics, and environmental technologies
- ✳ An engaged private sector which is already adding real value, capacity and entrepreneurialism to the partnership and action plan delivery
- ✳ A vibrant location for study with a strong further and higher education offer which is growing in reputation
- ✳ Flexibility to work with respective neighbouring LEPs where this makes sense to do so, including a special relationship with SEM LEP
- ✳ Added value through the alignment of core partners' budgets and resources where appropriate









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