



# ENERGISING OUR FUTURE

Great South West



## UNITED FOR CHANGE

The Great South West is led by a powerful alliance of business leaders, LEPs, universities, colleges and local government.

We are eager to launch an era of transformational change, change that will bring prosperity to the left behind of our region and deliver a massive future-defining boost to the UK economy.

**Our vision is a green and blue economic revolution for the Great South West that will increase the economy by up to £45 billion and create 190,000 new jobs across our region.**

Our mission is to transform the fortunes of our region which, with a population of over 3 million is the size of Wales and, with an economy of £64 billion, bigger than Greater Manchester, but constrained by productivity output that's lower than both and over £12,000 per job lower than the UK average. Poor social mobility – among the worst in the UK – and deprivation are the reality in many communities, belying the thatch and cream teas image.

In this prospectus we set out how we intend to unlock the Great South West's huge potential to be the UK's world leader in clean growth backed by our region's wealth of natural and research assets at sea and on land. In so doing, the Great South West can become the UK's smart, connected and clean dynamo and with Government's help we will do it.

**We seek Government recognition and support to help transform our green and blue economy that will deliver a secure, prosperous future for all our communities.**

## INTRODUCTION

The Great South West is the dynamic brand to promote the LEP areas of Cornwall and the Isles of Scilly, Heart of the South West and Dorset. It aims to deliver £45 billion of economic benefit and become the leading region for a green and blue economy.

The Great South West is a pioneering region that provides an unrivalled opportunity to create world-leading growth in the green and blue economies.

**Our focus is on the future - one that is smart, connected and clean - and our ambition is to become the cleanest economy in England and the first to achieve a net zero carbon economy.**

Great South West is about adding value to what is already happening and planned in our area - such as the work of the Rural Productivity Commission and our emerging Local Industrial Strategies. Fantastic ideas are already being tested, developed, funded and brought to market. We want to increase the pace, raise ambitions and fill the gaps.

Our focus is in those distinctive areas where there is real sense in delivering at the Great South West level - where the additionality and economies of scale are clear. We can secure added benefits by working together on business support, overseas trade and investment, net zero carbon, **sustainable transport**, clean energy, rural productivity and tourism.

Building on our existing assets and strong partnerships, we want to harness the power of new technologies and new ideas to tackle our shared challenges - an ageing population, poor productivity, restricted connectivity and, of course, climate change. The Great South West is up for the challenge. Our businesses, our communities, our universities and our councils are together on this journey.

We can't do it on our own. As is the case elsewhere in the country, we need to work alongside government to deliver our shared objectives.

Our aspiration is for the Government to recognise the enormous potential of the Great South West to model how the future economy will look - and to work with us to plan and deliver the changes that we need. That recognition, that partnership, and the brand that goes with it, will help accelerate our move to a cleaner, more prosperous economy.

With the support of the Government, our Great South West alliance can deliver a bold and ambitious offer - **to trigger a green and blue economic revolution and so add up to £45 billion<sup>1</sup> to the Great South West and UK economies by 2035.**

### Our asks

Initially, we seek **formal recognition** and an **identified Minister** to link into government. We seek **£2million over three years** to move forward at pace and enable us to provide clear business cases across the range of topics covered in this prospectus. We seek support for an **enhanced export and investment hub**; recognition of a **Great South West Tourism Zone** and an agreement to create a **rural productivity deal**.

## OUR GREAT SOUTH WEST

The Great South West economy is different. We face the challenges of a rapidly ageing population, poor productivity, and connectivity issues - particularly in our rural and coastal areas.

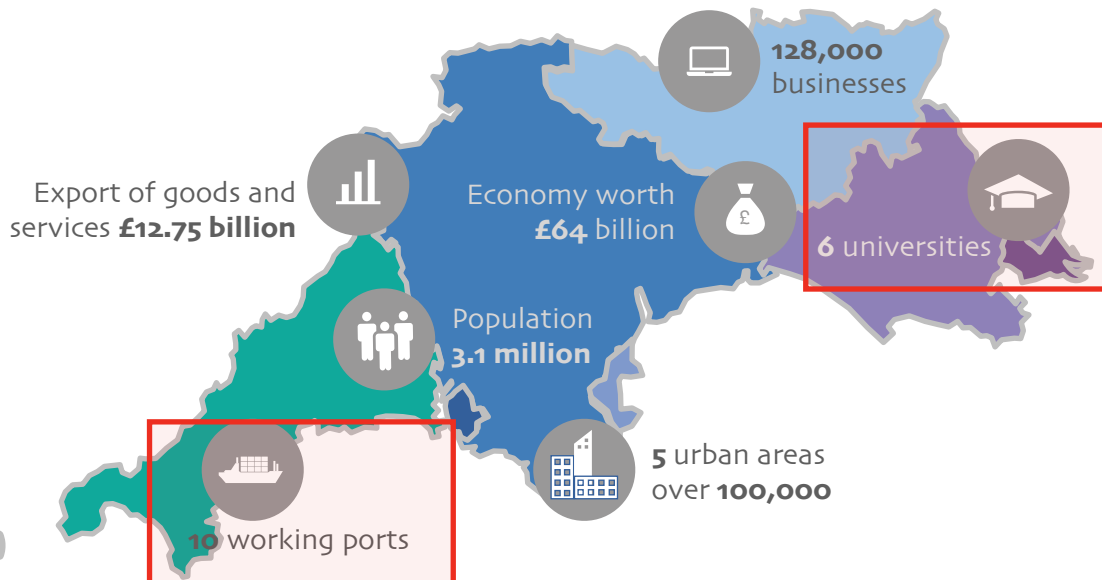
The Great South West is a major economic region - with a population of over 3 million, an economy of £64.4 billion and almost 128,000 businesses. It is also a large region - over 17,000 square kilometres - predominantly rural, with a few medium sized cities and several large towns, **including the UK's newest coastal city region**. While food, farming and hospitality are vital industries, the region also hosts many other key sectors - building on our strengths in hi-tech engineering, data science, creative industries, low carbon energy and financial services.

We have sectoral strengths in marine industries, environmental science, nuclear, aerospace, defence, advanced engineering, photonics digital innovation, agritech and tourism. We are home to the largest single infrastructure project in Europe, at Hinkley Point, Europe's first horizontal launch spaceport, in Cornwall, the largest naval base in Western Europe, at Devonport, and, in Dorset, one the country's leading centres for financial services. Our business environment attracts start-ups and inward investors from across the world; attracted by industry-leading companies, great universities and research institutions and a network of innovative supply chain companies.

We have world class natural capital - with almost 700 miles of coastline, two national parks, two UNESCO World Heritage sites and dozens of designated areas - attracting more visitors than anywhere outside London. These environments support an important visitor economy and food, farming and aquaculture industry which help create rural jobs, drive innovation and research, and create a wealth of opportunities. The Great South West offers world leading research institutions and national centres, including the Met Office, and the UK Hydrographic Office.

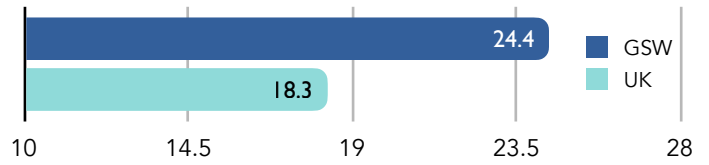
While employment levels are currently high - with 1,248,000 people in work, earnings overall have remained relatively low - at an average of £21,939 per year. Nevertheless the labour market remains tight and many sectors are experiencing recruitment issues. Although there is some variation across the region, skill levels are lower than the national average - fewer people in the population have achieved a level 4 (degree level) or higher qualification.

Our population is much older than the UK as a whole - with 24.4% over the age of 65. It is an opportunity for us to trial new approaches to wellbeing, care and employment with older people which will offer learning for the rest of the UK.

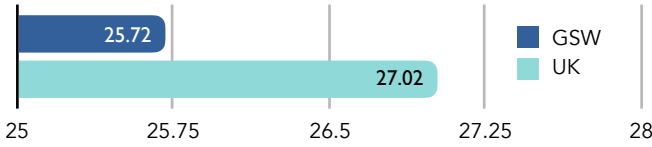


Great South West's population has a much higher proportion of elderly people<sup>2</sup> than the UK average. This has challenges but also opportunities for us to roll out new smart tech to offer healthcare services more effectively.

Population % over 65



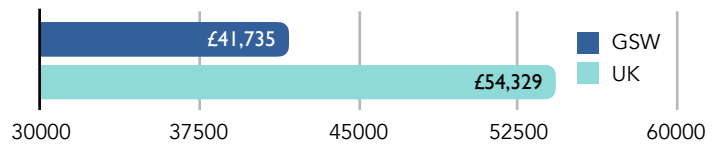
> Level 4 qualifications % (in total population)



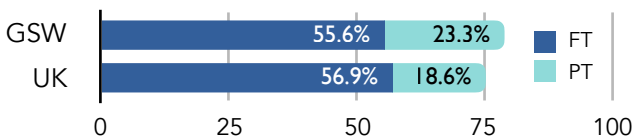
Not everyone benefits from all that the area offers - because of education<sup>3</sup>, poverty or geography. Better connectivity and smart services will make training and work more accessible.

Productivity per worker<sup>4</sup> and average earnings<sup>5</sup> are lower than most parts of the UK, largely because of occupational structure, industrial mix and the prevalence of part-time working. However, overall employment rates are higher<sup>6</sup>.

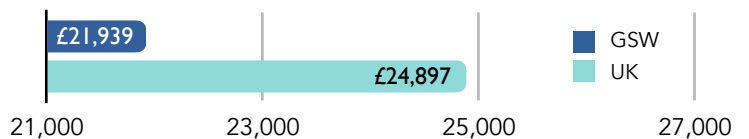
Productivity per filled job



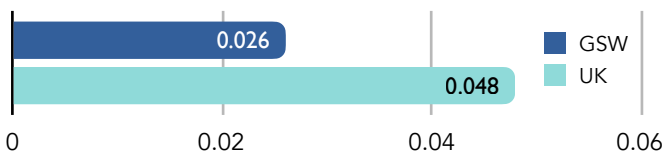
16-64 employment rate



Average annual earnings



Companies > 1,000 employees %

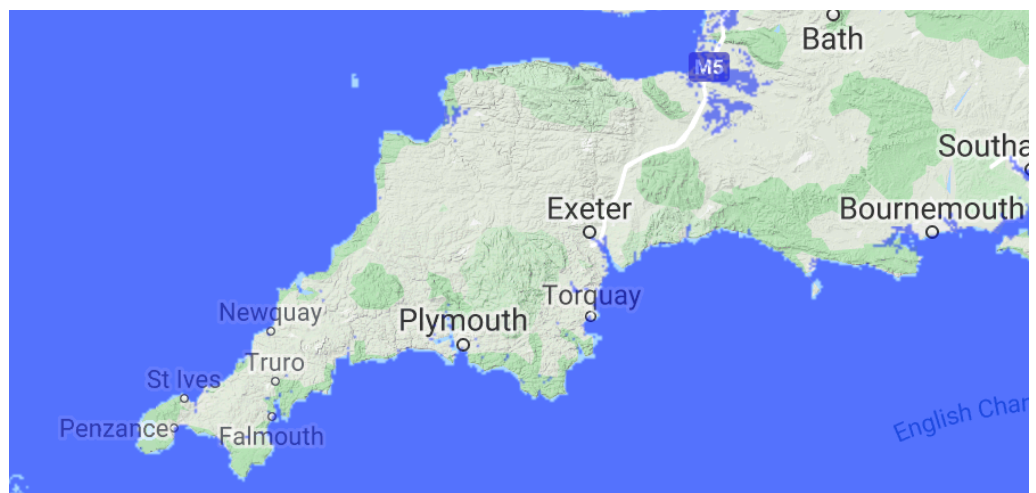


Our companies tend to be smaller than elsewhere. Of our business stock 114,000 are micro businesses (less than 10 employees), 12,000 are small businesses, 2,000 are medium-sized and only 420 are large (over 250 employees).<sup>7</sup>

Climate change will create severe impacts for our infrastructure, the coastline and farming sector. The UK is likely to experience wetter, stormier winters and hotter drier summers. This will have impacts on biodiversity, water supplies, health, tourism and agriculture. Predicted sea level rise and more stormy weather will require major adjustments to our infrastructure.

A five meter rise in sea levels would affect the Somerset Levels; Poole, Christchurch, Portland and Plymouth Harbours; major rivers such as the Exe, Tamar, Teign and Taw and many smaller coastal communities<sup>8</sup>.

We aim to be at the forefront of finding solutions for our economy.



## OUR OPPORTUNITIES

The Great South West is a coming together of businesses, universities, local authorities and LEPs - united by two simple ideas: that we can achieve more together than apart; and that we must take control of our shared future.

Our aspiration is for the Government to recognise the Great South West as the latest business led growth alliance to rebalance the UK economy, alongside the Northern Powerhouse, the Midlands Engine and the Western Gateway - and to work with us to plan and deliver the changes that we need. That recognition, that partnership, and the brand that goes with it, will help accelerate our move to a greener, more prosperous economy.

We are agreed that the Great South West should be Clean, Smart and Connected.

- Together we will ensure we become the first net zero carbon region in England
- Together we will make sure we have the power, digital and transport networks that we need in future
- Together we will support the technologies that will help generate prosperity right across our region

The vision of the Great South West is a compelling one: by uniting our historic counties, cities and towns we can become much greater than the sum of our parts. We can realise the benefits of aggregation to tackle common challenges and opportunities at scale across the region, we can maximise national prosperity, not just that of the Great South West.

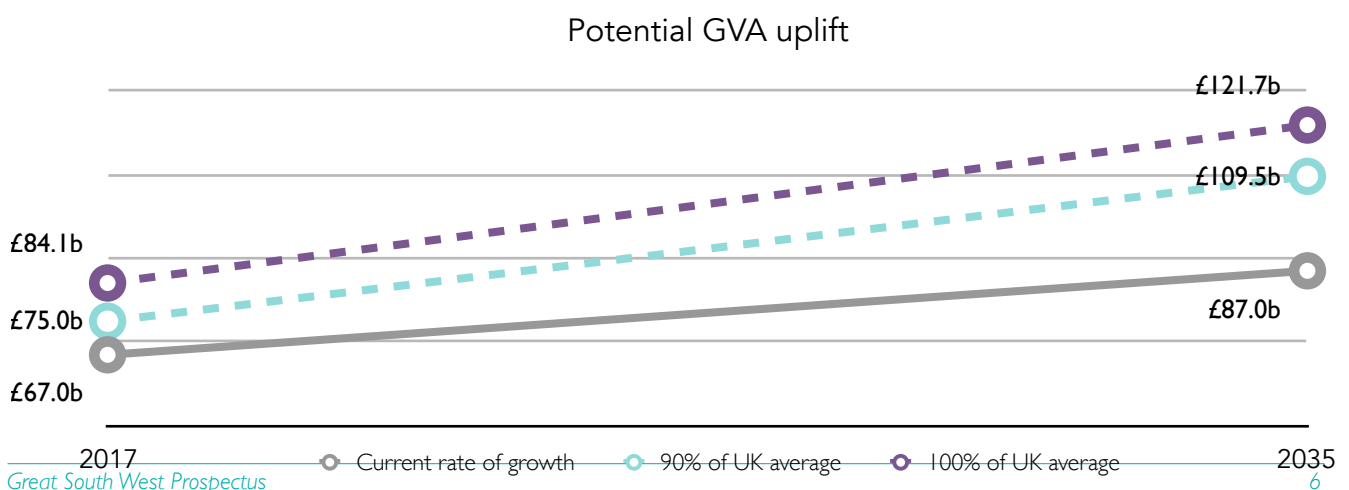
Get it right and we can close the opportunity gap, be prepared for climate change, demonstrate a levelling up in performance and unleash the creativity and hard work of our researchers, businesses and communities. But if we don't do it, we risk being left behind, never quite achieving our potential.

## WHAT THE BENEFITS ARE

As the Great South West economy reaches the UK average, **it would be worth £84.1 billion today and would be worth £121.7 billion by 2035**. Even just closing the gap to 90% of the UK average would see our economy worth between **£103 billion and £110 billion by 2035**<sup>9</sup>.

As the Great South West leads the way towards a clean economy, **we would be the first region to be a net-zero carbon economy**, becoming a **net exporter of clean energy**, and adding **£10 billion of GVA and 175,000 jobs by 2030**<sup>10</sup> in the energy sector alone.

As we rebalance the economy, and as wage levels rise to the UK average, **our poorer areas would benefit by between £0.5 and £1.5 billion**<sup>11</sup>.



## OUR AMBITIONS

We have developed an ambitious prospectus to deliver and accelerate prosperity across the Great South West - and to become the greenest economy in the UK. This is the key aim that underpins a new and stronger brand for our region.

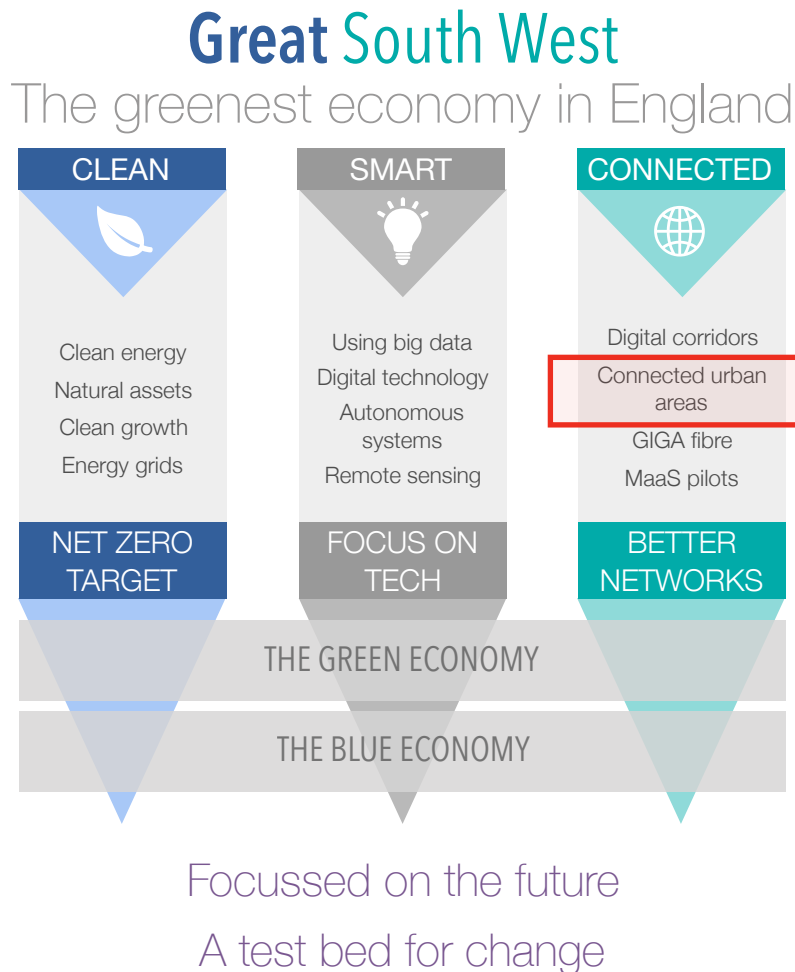
We are setting ourselves up to be a test bed for new thinking - able to trial new ideas at scale and at speed. What we learn, we will share. Our success will help the UK: attracting investment and trade; boosting the economy (and tax returns) getting more rural areas ready for the future.

We have identified two broad sectors/industries where we have real opportunities to trial new approaches, to push further and faster, to focus on the future potential of our region: **the green economy and the blue economy**. We have natural assets to support these, we have ground breaking companies and research institutes and we have the commitment to create world leading sectors.

By the Green economy, we mean those aspects that are connected to the land based environment - and which are aiming to become more sustainable

By the Blue economy, we mean those aspects that are connected to the marine environment - and which are aiming to become more sustainable

Across both sectors, our aim is to help create the necessary conditions for the rapid advance to a clean, smart and connected economy. Working with Government, we will bring together industry, investors and local government, to break down barriers to clean growth. The benefits of these activities include a clear contribution to the growth of the Great South West economy and overall productivity.



## GET CLEAN

The carbon challenge is central to the Great South West Prospectus. At this scale we can make some things happen quicker and better by doing them across the region - for instance, improving the energy grid; identifying shared planning requirements; greening key sectors or creating a new carbon sinks. In doing this we build on our strengths - huge potential for clean energy; world leading environmental science and data and amazing natural assets. In doing this, we create new industries, new technologies and new opportunities for exporting goods and services.

We can make our economy more resilient and more productive by moving fast to zero-carbon and leveraging that knowledge and expertise in future. There is the potential to add up to **£10billion of GVA and 175,000 jobs by 2030<sup>12</sup> within the energy sector.**

### Clean energy

Building on strong foundations, the Great South West aims to become the best location in England to design, demonstrate and deploy innovative low carbon and renewable technologies. There is an exciting opportunity to mine lithium to supply future batteries, building on the expertise of Camborne School of Mines.

Our best options include Hinkley C and its green legacy, geothermal test sites, floating offshore wind, wave and tidal energy, solar and green gas. The Great South West has the opportunity to become a net exporter of electricity by 2030 - but that requires improvements to the grid.

### Grid

One of the barriers to fully exploit the potential is the lack of adequate grid capacity and distribution networks in some places. Investing in a smart and flexible energy infrastructure can help deliver the ambition for energy self sufficiency and zero carbon.

Our aim is to help secure affordable and predictable grid access, to agree collective policy direction, and to use our scale to aggregate demand and access finance.

We will become the first net zero carbon region and create new opportunities and new jobs in the process.

## BE SMART

The integration of high-speed mobile internet, artificial intelligence, widespread adoption of big data analytics and cloud technology is changing the world of work and providing huge opportunities for business growth<sup>13</sup>. Artificial intelligence and robotics<sup>13</sup> in particular will drive significant changes in the jobs market and generate productivity gains and economic growth.

Getting the digital offer right, including digital connectivity, **would unlock up to £2 billion of additional GVA per year<sup>14</sup>**. To harness the potential of Industry 4.0, we will need to train and retrain workers for the rapidly changing world of work. We will support SMEs to embrace emerging technologies - such as AI, IoT, AR and robotics.

### Digital technologies

Providing the technical capacity for businesses to engage in R&D to drive new technologies and approaches to digital innovation is critical for our smart futures.

The Industrial Digital Technology Centre (IDTC) will work alongside companies with research expertise from across the region. Partners will benefit from bespoke support for R&D, 100% ownership of IP, high quality spaces, excellent facilities, expert technical staff and access to finance and regulatory expertise.

### Technical education

By 2022, 54% of all employees will require significant retraining and upskilling. We need to ensure that the workforce of the Great South West is equipped with the technical and digital skills to support the transition to Industry 4.0.



Working in partnership to drive world-class technical education, the South West Institute of Technology is a key project which has already been successful in its bid for funding. We aim to extend its reach to provide excellent technical education across the region and enable Great South West to become one of the world's leading regions for digital, engineering and manufacturing technologies.

#### e-health and e-care

Given our significant and increasing elderly population and our many rural communities, the potential of digital solutions to provide remote health and care services is clear. A number of successful pilot projects (eg EPIC<sup>15</sup>, SMARTLINE<sup>16</sup>) are already testing approaches and technologies within local communities.

By bringing together the centres of expertise at Bournemouth, Exeter and Plymouth Universities and many of our hospitals, we will push the research, development, and delivery of new products and services that can help transform health and social care. This will also strengthen the emerging e-health supply chains in the region and create potential for export markets.

We will use our strengths in key technologies, data analytics and innovation to drive new solutions to our particular challenges.

## STAY CONNECTED

The Great South West needs better and more resilient connectivity – both physical and digital. Historic under-investment by successive governments in the transport infrastructure of our region has undoubtedly depressed the rate of economic growth. Our strategic road (including congested urban areas) and rail networks remain vulnerable to extreme weather events driven by climate change.

Our sub national transport boards have proposed improvements and upgrades to the major road and rail networks across the region. However, we need to go further and make sure we have the transport systems that are right for the future. This will help support future employment and housing in the region, **securing over 200,000 new homes and almost 190,000 new jobs by 2040**<sup>17</sup>.

#### Road

Our aim is to improve the strategic connectivity of the key road networks so as to improve productivity. In addition, we will ensure that the strategic and major networks are low carbon and future proofed. These 'digital corridors' will embed electricity and digital links - supporting electric vehicles, autonomous and connected vehicles in the future.

We will seek to extend trials of rural bus connections with rail stations; explore options for shared electric bikes and cars in rural areas; and pilot Mobility as a Service offers, initially around key enterprise and science parks, and new developments.

#### Rail

We need to improve the resilience of the rail networks; increase capacity of train services; improve journey times especially to London and other major centres; and create new rail connections (stations and lines) and transport hubs. This includes looking at the potential for re-opening old rail lines. We will press for more low carbon rail options to meet our net-zero carbon ambitions, including further electrification.

#### Digital

The SW Rural Productivity Commission<sup>18</sup> identified that full fibre Broadband and 5G mobile coverage will improve work, enterprise, services and visitor economy across our rural areas and so drive higher productivity. While great strides are being made in the provision of superfast broadband, but there is still more to do to achieve a transformative improvement. That's why the Great South West believes the universal provision of gigabit-capable connectivity is essential.

We will test new approaches for future transport models and digital technologies in a rural region - making sure that the whole area is connected to economic opportunities.

## THE GREEN ECONOMY

The Green economy is a vitally important part of the Great South West. It contributes a significant amount to annual output and employment and the preservation of its productive capacity is key to future living standards and wellbeing. Without a healthy, diverse, efficiently functioning natural environment, we would not have a functioning economy. Our environmental assets are likely to become more valuable over time as the need for clean energy, carbon sequestration and local food increases.

Agriculture accounts for about 80 per cent of land use in the Great South West but farming has far wider influence on life in the region. The wider food and farming sector is absolutely critical to the employment, economy, environment, tourism and social fabric of the area. The food economy in the Great South West is worth **over £5 billion and represents about 7% of the overall GVA in the region**. Yet our farming has not been as productive as it could have been.

Our changing relationship with Europe will lead to a completely different support regime - where public funds will be increasingly used to drive public benefits under the proposed Environmental Land Management scheme (ELM)<sup>19</sup>. As production subsidies are progressively phased out, farming will have to find new ways to create value from the land - growing food, managing the land for environment and amenity value, and locking away carbon, which has a key role in achieving our net zero carbon ambitions.

### CLEAN AND GREEN

Our environmental assets underpin the Green economy. We will ensure they support our region into the future

#### **Carbon sinks**

The Great South West can become the largest carbon sink in England. Our peat beds in our upland and wetland areas store huge amounts of carbon. Offshore, we can grow significant kelp and seagrass farms to permanently capture carbon<sup>20</sup>. We have great potential to increase tree planting across the region. Together these offer highly effective ways to combat global heating and create secure environments for wildlife, attract visitors, create local employment, and build local markets for wood-based products. We can optimise economic returns while maximising sustainable futures.

#### **Productive Places**

The direct value to the Great South West economy of the natural capital base, and the environmental flows from it, is between £3.5 billion and £4 billion<sup>21</sup>. Without investment to sustain our 'world-class' natural capital it will degrade and the opportunities for sustainable rural growth will be considerably reduced. The Great South West wants to explore innovative mechanisms to secure the investment needed - such as local off-setting schemes, Green Bonds or success-based payment models. We will trial different investment mechanisms in different 'pilot areas'.

#### **Farm zero**

The food and farming sector has a key part to play in reducing CO<sub>2</sub> (as well as N<sub>2</sub>O and NH<sub>3</sub>) and - using opportunities to reduce emissions and to provide a vital carbon sink. Farmers and landowners are well placed to protect key landscapes that trap carbon in soils and plants - and so build more sustainable models for the food and drink industry.

We propose to establish two pilot projects to test radical approaches: one in an area of lowland pasture and one embracing a whole river catchment. This will play into the new policy proposals around Environmental Land Management (ELM) and will help our food and farming sector adapt to the changing climate.

### SMART AND GREEN

We can drive additional value in our Green economy by using emerging technologies and environmental data

## Environmental Intelligence Accelerator

The Environmental Intelligence Accelerator builds on the South West's globally recognised Environmental Science and Digital Innovation; exploiting the power within data to optimise environmentally related decision making and drive new markets. It will remove current barriers to commercial exploitation and position the region as a global leader in development of a £100bn, rapidly growing, world-wide market for Environmental Intelligence Solutions.

The Accelerator will drive productivity in Agritech, Aquaculture and Fisheries; Energy and Renewables; and Tourism. It will also drive economic growth in regional markets associated with environmental monitoring and data generation, environmental analytics, software production and environmental consultancy generating 1000 jobs over 5 years, and £78m additional GVA.

### Agritech

The future of farming will depend increasingly on emerging technologies and how they are deployed - such as robotics; sensors; data collection/analysis; aquaculture. We will build on agritech pilot projects that are already delivering innovative solutions across the Great South West. The Farm Internet of Things (FarmIT) project will deliver bespoke solutions to be integrated on farms relevant to their type, size and environment, and their supply chains.

Using an Information, Diagnostic and Brokerage (IDB) model, it would identify how instrumentation and robotics can support improved farm productivity, environmental benefits and supply chain effectiveness. This will include instrument and sensing systems that can deliver a wide range of farming activities - monitoring soil, water and air quality; planting; cropping; precision agriculture, through to compliance and payments.

The establishment of these Farm Internet of Things will also facilitate research and development of emerging technologies - data and analytics, sensors and remote sensing, equipment, medicines and supplements, breeds and varieties. It can also lead to new business models.

## CONNECTED AND GREEN

These ideas will make use of better connectivity and smart technologies while making a major contribution to our green future.

### Rural connections

We have to ensure that all our rural communities can get access to the fastest possible connection speeds - which includes many future farms, using satellite, data and robotic technologies, and our ports that require fast speeds to develop smart and autonomous capabilities.

Working with government, the Great South West aims to ensure every premises is able to access at least 30Mbit/sec broadband provision; and that at least 80% can access ultrafast speeds by 2025. We will pilot alternative solutions to help reach the most remote areas - for instance community aggregation and funding. This might include public procurement to secure / encourage provision into local areas and community led broadband solutions (fibre, radio, satellite) where appropriate.

We aim to change local planning requirements to ensure all new buildings (homes and work) will have full fibre built in at the outset. This will be cheaper than trying to retrofit solutions afterwards.

### Farm business support

Farm business support, facilitated one to one and via a cluster approach, can address productivity on-farm and support responses to Brexit and changing market dynamics. The focus of the **Farm Advice and Brokerage project (FAB)** is to grow the profitability of farm enterprises through advice on, for example, investment in hard and soft infrastructure (e.g. digital, skills, knowledge transfer), addressing labour shortages, cascading agri-tech advances, accessing new markets or diversification.

### Collaboration

The Great South West will support closer working between the main stakeholders involved in the food and farming sector, including the land-based education, training and research centres. We will explore the establishment of a Great South West rural task force, as proposed by the SW Rural Productivity Commission.

## THE BLUE ECONOMY

The World Economic Forum estimates that the Ocean, or Blue, Economy already creates over \$4 trillion of value and identifies four key ways to grow this: preserve the natural assets, improve coastal environments, capture marine based economic opportunities and increase ocean productivity sustainably<sup>22</sup>. OECD predict the Blue Economy to double in size by 2030<sup>23</sup>.

The Government's recently published Maritime 5 year Plan<sup>24</sup> recognises the importance of the marine and maritime sector to the UK, directly contributing to £17 billion of GVA and 220,000 jobs. The Great South West has unrivalled research assets to support the 5 Year Plan including the Met Office, UK Hydrographic Office, CEFAS, Plymouth and Exeter Universities, Plymouth Marine Laboratory and MBA. Given those assets and existing expertise, we believe that **this will be worth an additional £2 billion to the Great South West economy by 2035**<sup>25</sup>.

With 700 miles of coastline; ten working ports; a significant fishing industry; the best wind, wave and tidal resource in the country and the recently launched Plymouth Sound National Marine Park - our Blue economy assets are unrivalled. Great South West is also home to a strong marine cluster (Maritime UK South West) with strengths in advanced marine engineering – 27% above UK average employed in sector.

## CLEAN AND BLUE

The seas around the Great South West have huge potential for the production of clean energy and food.

### Securing the FLOW

The FLOW (floating offshore wind) sector is developing rapidly and will make a significant contribution to the Great South West's net zero ambitions and provide a major engineering boost. There is a strong public, private, research partnership being developed which will exploit the assets within the region and also secure, with Scotland, global leadership in this sector.

The Great South West is a key proving ground for FLOW technologies:

- It combines strengths in Marine Autonomy and Geospatial survey which will drive cost out of survey elements for new Floating Wind sites, will help selecting ideal sites more rapidly, and will produce geotechnical, bathymetry and ecological survey results to inform, and reduce time in consenting process
- Building on world leading Offshore Renewable Energy (ORE) research base, expertise and supporting facilities (at Plymouth and Exeter) will help to de-risk remaining issues that prevent commercial roll-out on FLOW
- Using the cluster of research and tech firms already active in this area, the Great South West will develop a FLOW Centre of Excellence and will re-purpose Wave Hub (a connected offshore testing facility).
- Our existing supply chain strengths in survey, geotechnical, engineering and port infrastructure will enable the rapid roll out and scaling of FLOW to address Climate Emergency and need for additional power in grid. There is potential inward investment of £3-4 billion and significant export potential

### Aquaculture

Aquaculture is projected to be the prime source of seafood by 2030, creating a global market in excess of £200 billion. The UK domestic aquaculture industry is the 8<sup>th</sup> largest producer of fin fish from marine and coastal aquaculture in the world, and worth an estimated £1.4 billion a year currently. For the Great South West, aquaculture provides opportunities to diversify farming and improve the livelihoods derived from inshore fishing in sheltered waters around the coast. Growth opportunities also exist in supply chain by developing and deploying a diverse range of technologies (sensors, automation, engineering) for life support (nutritional feed, health and welfare), farming and processing fish for sale.

Research and training centres at Bournemouth, Exeter and Plymouth Universities, Kingston Maurward and Bridgwater and Taunton Colleges, and the presence of CEFAS at Weymouth, provide key capacity. To support

the growth of this sector, we need to ensure strong links to the work on sea bed mapping and other environmental data.

## **SMART AND BLUE**

We aim to build on the strengths of our research, innovation, marine engineering and environmental science centres to grow the opportunities in autonomous shipping and remote service vessels.

We will also develop opportunities from our marine geospatial expertise. In conjunction with the UK Hydrographic Office, we will develop new technological seabed mapping solutions required for offshore activity including offshore renewables. This will feed into UK Sea Bed Mapping with export potential in the burgeoning global ocean economy and help develop a UK lead in new charts for future autonomous shipping, which need to be radically different from existing formats. This links into the work of the emerging regional defence cluster.

### **Marine autonomy**

We will support the development of Plymouth as a demonstration and proving ground for Marine Autonomy. This is both in terms of smaller data collection platforms now, and future autonomous shipping.

- Building on the unique combination of variation in water depths and proven ability to deploy marine autonomous platforms in amongst other maritime users, and instrumentation already existing in the Smart Sound, Plymouth could become the proving ground for data collection systems now, and future autonomous shipping
- Key additional requirements are high speed, low latency data transfer (5G ocean coverage) to enable over the horizon operation
- New infrastructure around Smart Port cargo transfer and modelling, to ensure future cyber security and effective intermodal transfer of cargo

## **CONNECTED AND BLUE**

Our ports and marine industries are poised to embrace new ways of moving people and goods more sustainably.

### **Smart Ports**

There are significant opportunities for future Smart Port developments in Plymouth, Poole, Portland and Falmouth.

Poole Harbour is already involved with the SPEED (smart ports entrepreneurial ecosystem development) programme - a cross-border network of digital experts and port stakeholders which are working on port logistics; smart port solutions; a joint strategic roadmap and a world-leading smart ports ecosystem.

Key to a successful roll out of Smart Ports is an effective, ultra fast communications network (including 5G) between ports and between ports and shipping.

### **Trade**

The Marine sector in the Great South West is at the leading edge of several key technologies and there are numerous opportunities to increase the share of global markets. We seek to link the SW Marine Cluster into the Government's Trade Show Access Programme.

## VISITOR ECONOMY

Linked to both the green and blue economy is the visitor economy. The Great SW region is the largest single visitor region in the UK, outside London, attracting 17 million staying visitors and contributing **£6 billion of GVA, and supporting 199,000 FTE jobs.**

The visitor economy is the bedrock of the economy in many of our rural and coastal communities. Yet the productivity of the sector is low. Our aims are **to increase productivity by 5% within five years, to build on our position as a leading region for green tourism and to use new technologies to improve the offer to visitors.**

### The Great South West Tourism Zone

We plan to establish a Great South West Tourism Zone. Much of the collaboration for this is already in place. We intend to start work on a 'shadow' Zone now, using support from local partners - and then boosting activity and delivery as government supports the Tourism Zone designation in future.

### Green Tourism

We have some of the most enviable natural capital in the world and our aim is to lead nationally on sustainable tourism and conservation. We will continue to work with businesses on green initiatives to help visitor economy businesses reduce their impacts, and improve their sustainability.

### Smart and connected

We will embrace digital technology to source research and market insights enabling us to improve communication with our visitors and providing future product development opportunities. This will help our businesses increase their productivity through embracing digital skills development, creating world class content and developing smart pilot schemes.

Our ambition is to lead the UK's tourism sector through intelligent use of big data. We will set up the first national tourism data centre working with our key University and digital partners and linking with the relevant hospitality platforms. This will be the first such analysis done anywhere in the UK. The data will enable the sector to better understand how the visitor economy works, providing market insights and information for new product development, more effective targeting and improved service delivery.

## HOW IT WILL WORK

Our initial governance arrangements are already in place with a business led Partnership Group representing the leading strategic public and private sector organisations from across the region. This is supported by a small Executive Board to ensure clear leadership and focused delivery.

Our work to date has been supported both financially and 'in-kind' by the three Local Enterprise Partnerships that form the backbone of the Great South West. The private sector provided the catalyst for this initiative, with the #backthesouthwest campaign and the public sector and academic institutions have made significant contributions to our progression.

**We have reached a critical point in the creation of the Great South West where the support of the Government is now required to help us realise our shared ambitions.**

There is a compelling case to establish a small and dedicated Great South West resource that would be the fulcrum for our endeavours across the region and act as the conduit with HM Government. As is the case elsewhere, we see the Great South West as providing a clear identity or brand that all sectors across the region will rally behind.

- Providing a secretariat and partnership function to provide support the Great South West partnership and to strengthen links across a landscape that includes the two (shadow) Sub-National Transport Bodies, three Local Enterprise Partnerships and the All-Party Parliamentary Group
- Establishing a Futures Network to share analysis and insights to inform our understanding of future opportunities, developing a comprehensive view of what the Great South West could look like in 2035 and what we need to do to get there
- Giving voice to the Great South West by developing the brand, providing an effective public affairs role and collaborating with Government departments (eg BEIS, MHCLG, DIT, DFT, DEFRA)
- Creating a single trade and investment hub to operate more economically and effectively across the Great South West and drive exports from our Green and Blue economic sectors

There are a number of specific areas in which we will secure added benefits by increasing our regional collaboration - such as business support, clean energy, rural productivity, marine technology and tourism - and we will seek support for these.

A trade and investment hub

Clean energy powerhouse

A rural productivity deal

Marine autonomy proving ground

A regional Tourism Zone

Making it happen - building the brand, supporting the partnership, understanding the future

In responding to the challenge laid down by the Minister to make a credible and compelling ask to realise the true potential of the region, the Great South West is asking the Government to commit £2 million over a three year period to help establish a dynamic Great South West team and create the capacity to move forward on our proposals. We have committed to supporting the development of Great South West for another year - with investment agreed from the three LEPs and further support from other partners.

We would welcome the opportunity to set up a joint task force with Government to accelerate the development of the Great South West and prepare in detail the business cases for our projects.

We have committed to supporting the development of Great South West for another year - with investment in time and money from the three LEPs and further support from universities, local authorities and the private sector. We seek additional support from government to accelerate the pace.

### Relationship with Western Gateway and other regions

The Great South West economy is inextricably linked with other regions and is already working closely with other places who share common benefit : with the other nuclear places on progressing the nuclear sector deal; with other LEPs on the rural and food agenda and specifically with Western Gateway on the SW energy pilot; I-Aero; and the Hinkley Point Nuclear Supply Chain programme. Moreover, the Western Gateway and Peninsular

subnational transport boards have sought to develop a common evidence base in preparing their recent Major route network and Local Majors programme submissions.

The Partnership recognises the importance of continuing this work with the Western Gateway including further collaboration - especially on clean energy and transport issues and have already written asking that we might set out clear terms of engagement.

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- <sup>1</sup> We estimated £45 billion potential growth from eg digital connectivity uplift (£2b pa); clean energy potential; uplift to Green and blue economy; benefits from carbon reduction/sequestration.
- <sup>2</sup> Local Authority Population Estimates, ONS 2018 data
- <sup>3</sup> 2011 Census (QS501UK)
- <sup>4</sup> Labour Productivity Indices by UK NUTS 2 and 3 subregions 2019 release
- <sup>5</sup> Annual Survey of Earnings and Annual Survey of Hours 2019
- <sup>6</sup> Annual Population Survey, ONS 2019
- <sup>7</sup> UK Business Counts 2019
- <sup>8</sup> <https://www.floodmap.net>
- <sup>9</sup> These estimates are based on a new 2017 base GVA figure by applying an uplifted GVA per head UK figure (90% of UK total) and a growth rate for GVA over the last ten years applied for 2017-2035. Population change accounts for the difference between the 103 and 110, in the former we keep the 2017 population constant, in the latter we adjust for ONS sub national population projections and use the 2035 projected population to show further change by 2035 in GVA
- <sup>10</sup> Joint LEP Energy Strategy Delivery Plan, 2019
- <sup>11</sup> We looked at Local Authority level differences in annual residence based earnings across the GSW area. The uplift here refers to firstly - bringing the areas with lower than GSW average up to GSW average, and secondly by bringing these areas from GSW average to UK average earnings
- <sup>12</sup> Joint LEP Energy Strategy Delivery Plan, 2019
- <sup>13</sup> Future of Jobs, World Economic Forum, 2018
- <sup>14</sup> This figure is scaled to GSW level from a South West region estimate contained within - <https://rurallengland.org/wp-content/uploads/2018/03/Unlocking-digital-potential-website-version-final.pdf>
- <sup>15</sup> EPIC is an EU funded project, led by the University of Plymouth, which is testing e-health technologies with communities in Cornwall
- <sup>16</sup> SMARTLINE is managed by the University of Exeter, with EU funding, and is examining the potential of technology to improve health and wellbeing within a social housing context.
- <sup>17</sup> extrapolated from Peninsula SNTB Regional Evidence Base, AECOM, 2019
- <sup>18</sup> The SW Rural Productivity Commission - key findings and recommendations. 2017
- <sup>19</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/693158/25-year-environment-plan.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/693158/25-year-environment-plan.pdf)
- <sup>20</sup> <https://pdfs.semanticscholar.org/0480/38d651056a55181ba0426bc36c2253b24544.pdf>
- <sup>21</sup> extrapolated from Dorset's Environmental Economy, Ash Futures, 2015
- <sup>22</sup> <https://www.weforum.org/agenda/2014/11/four-ways-to-protect-the-oceans-while-boosting-growth/>
- <sup>23</sup> <http://www.oecd.org/innovation/inno/ocean-economy/>
- <sup>24</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/833816/Maritime\\_5-year\\_Plan\\_Accessible.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/833816/Maritime_5-year_Plan_Accessible.pdf)
- <sup>25</sup> using current £46bn UK figure - Including the value generated and jobs supported in industries that supply the maritime sector and from the spending of maritime employees' wages, gives a GSW figure of approx £2.1bn - if this doubled by 2030 - a further £2bn