Welcome

Inclusive Growth Seminar Series

Seminar 2 – Place based strategies

Kellogg College

28th October 2019

Background to the seminar series

- Background and current initiatives
- Enabling Inclusive Growth
- Seminar 1 – what have we learned so far
  - Growing inequality is not inevitable
  - Learning from and building on existing assets and programmes
  - System wide approach
  - Action versus words

What next?

- **Seminar 3** – 20th November 2019

  Economic Opportunities for All

- **Seminar 4** – 29th January 2020

  Findings from seminars 1-3 and next steps

Seminar 2 – Place based strategies

- We will focus on lessons learned from cities and organisations that are taking the initiative to lead public/private place based strategies and investments.

- Our four speakers will each talk for approximately 15 minutes

- Followed by open Q&A to further explore place based strategies and investments.

Planning for Inclusive Growth In Oxfordshire and the Oxford to Cambridge Arc

Bev Hindle

Director Oxfordshire Growth Board

Director Oxford to Cambridge Arc Leaders and Chief Executives Groups

What is the Oxfordshire Plan 2050

- Introduced through the Oxfordshire Housing and Growth Deal
- Covers whole of Oxfordshire
- Will be part of the Development Plan for each council
- It won't replace the district/city Local Plans – **it will work alongside them**.
- District councils are the decision making bodies – asked to approve/adopt the Plan at each key step

Oxfordshire: A great place to live…

News

5th November

Oxford ranked 'best place to live and work' in all of UK

By Tom Williams @oxmailtomw
Reporter

Hot Weather Oxford - South Park.8.6.2018.PICTURE BY ED NIX.

For those who can afford to

OXFORDSHIRE PLAN 2050

Housing market

Oxford once again tops list of UK's least affordable places to live

Homes in the city cost more than 10 times the average local income, as home affordability in the UK hits a nine-year low

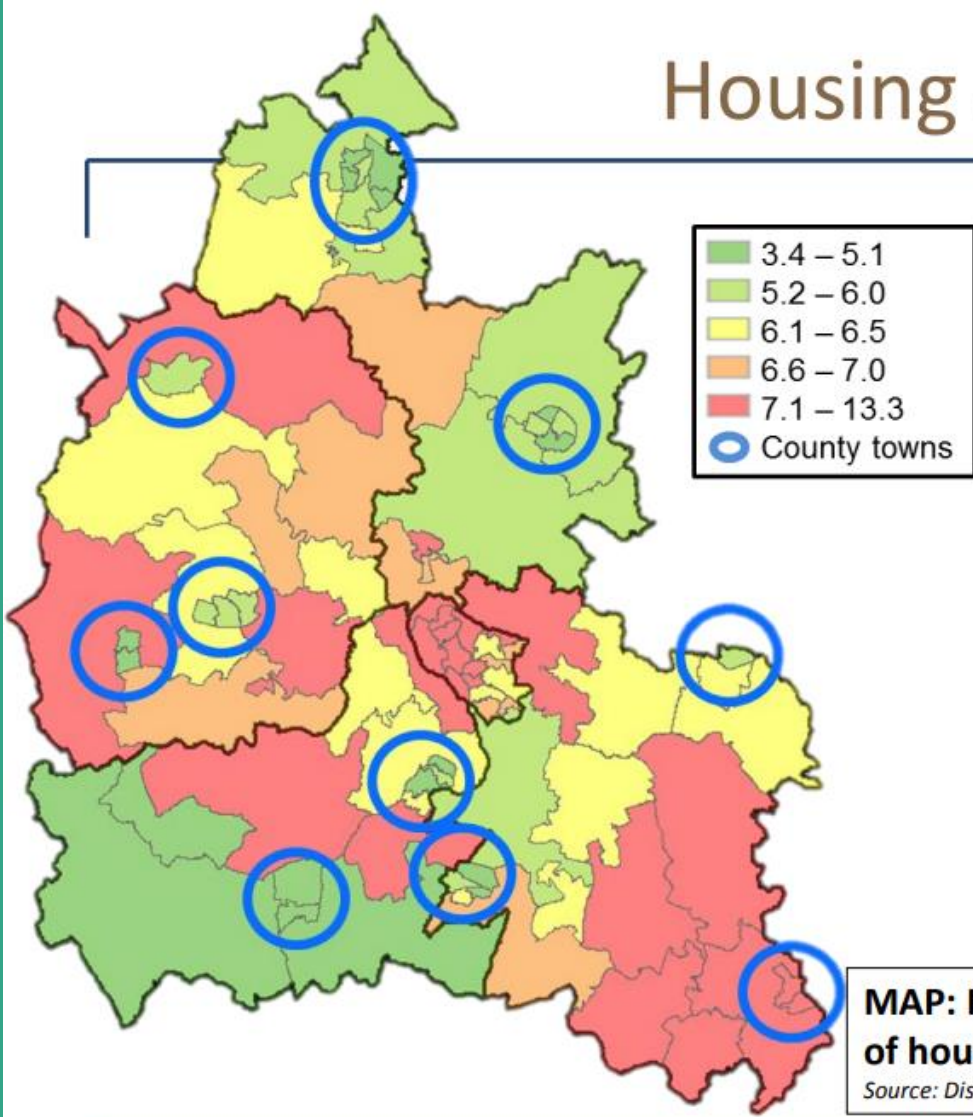**Julia Kollewe**

Sat 25 Feb 2017 08.01 GMT

1,100

This article is over **1 year old**

Affordability is not just city vs county

Housing affordability (map)

Oxfordshire's county towns are circled blue.

- These are more affordable than their rural hinterlands, largely due to the housing mix available.

Areas coloured red are at least as unaffordable as the Oxford average.
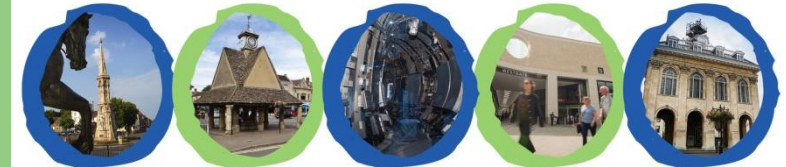
- Many rural areas are as unaffordable as Oxford.

For cautions regarding methodology, follow the source link below.

Legend:
- 3.4 – 5.1
- 5.2 – 6.0
- 6.1 – 6.5
- 6.6 – 7.0
- 7.1 – 13.3
- County towns

MAP: Housing affordability (ratio of house prices to income)
Source: District Data Service analysis (here)

We also need to consider climate change

Stakeholder workshop topics

1) **Climate change/water** – what can the plan do to address: climate change (mitigation/adaptation), carbon reduction, renewables, water supply, flood prevention etc
2) **Natural environment** – what can the plan do to address: biodiversity, natural capital, access to green space, networks and corridors etc
3) **Connectivity** – what can the plan do to address: public transport links, locating growth in accessible locations, infrastructure improvements, sustainable travel and behaviours, digital connectivity etc
4) **Economy -** what can the plan do to address: future capacity, sectors for growth, addressing inequalities etc
5) **Placemaking** - what can the plan do to address: sense of community, healthy placemaking, affordable housing, inequalities etc
6) **Growth scenarios** – considering the different growth scenarios, recognising pros and cons of each and how they relate to meeting aspirations in the Plan

Main responses

➢ **Co-location** of housing, employment and transport hubs
➢ Encourage **sustainable/active travel** (walking/cycling)
➢ Invest in sustainable transport **infrastructure**
➢ A **balance** between growth and impact on the natural and historic environment
➢ Need to address the **housing affordability** crisis
➢ Prioritising **brownfield** sites
➢ Importance of creating **communities**
➢ Retaining Oxfordshire's **character**
➢ The Oxfordshire Plan needs to be **ambitious**

Other discussion points that came up frequently were:
- Concern over the impact of the Oxford-Cambridge Expressway.
- Transport connections need to reach across the county boundary into other areas
- Re-opening of railway stations was favoured
- Growth should be distributed more evenly across the country, complaints there is too much focus on the South-East

Healthy place shaping

Healthy place shaping is a collaborative approach which aims to create:

Sustainable, well designed, thriving communities

Where healthy behaviours are the norm

Which provide a sense of belonging, identity and community

Key Principle 1:
A place based approach

- All residents to benefit - not just those in new developments

- Using healthy place shaping to promote connectivity

- Engaging and activating local people and community organisations to make their community a great place to live and work

Place-Making and Place-Improvement
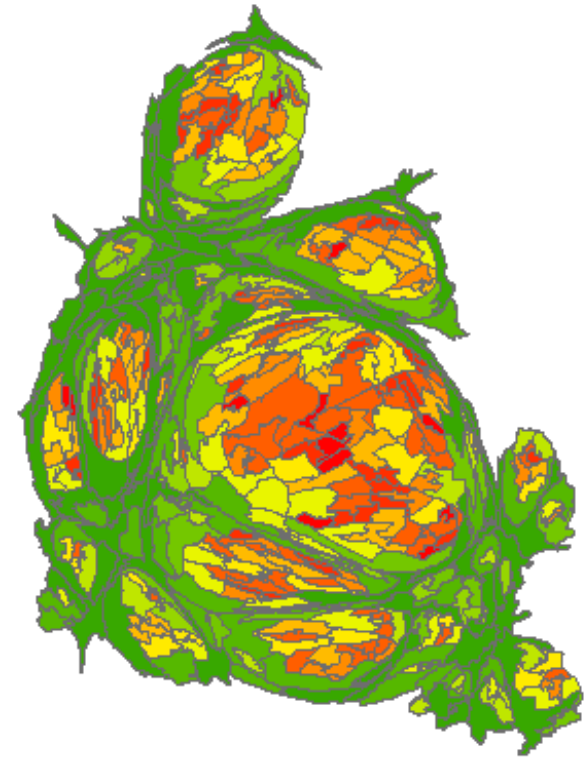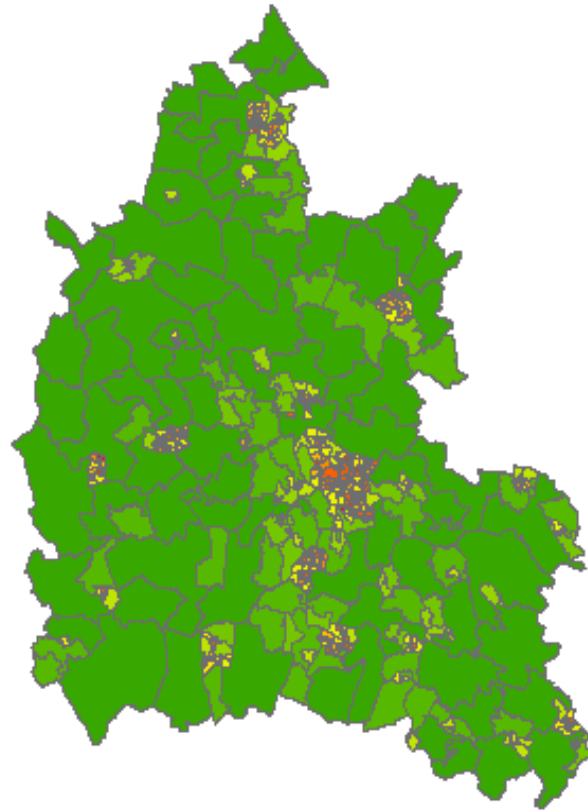
Place Performance
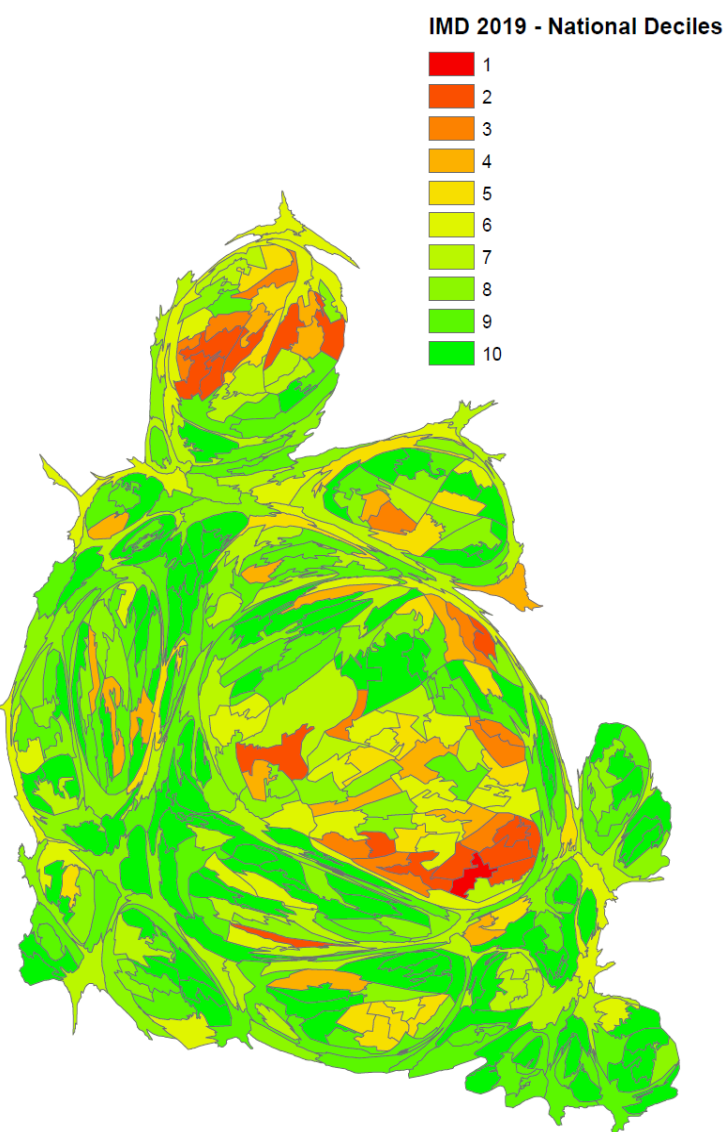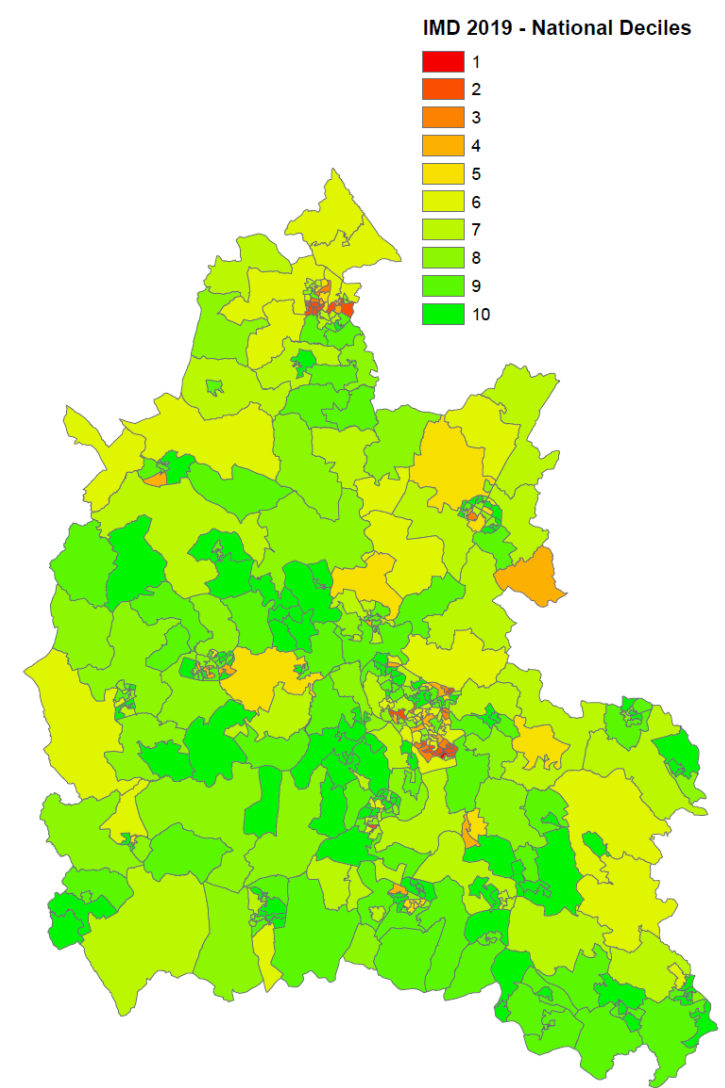
The Arc

PARTNERING FOR PROSPERITY:

A new deal for the Cambridge-Milton Keynes-Oxford Arc

NATIONAL INFRASTRUCTURE COMMISSION

The Opportunity

Global leaders		The Arc is already home to world-leading production clusters in high-skilled sectors, such as Life Sciences, Aerospace, Advanced Manufacturing, Transport, Energy, Creative and Digital.
Cross-fertilisation potential		It is essential that these existing clusters are linked in a way that can greatly improve collaboration and boost economic productivity. To do this the Arc needs new infrastructure and strong economic networks to support a coherent brand.
Knowledge economy		These new networks will draw upon the region's internationally renowned knowledge economy to embed innovation at their core. By supporting production through research & development partnerships, economic cross-fertilisation throughout the Arc will increase.
Innovation test bed		Improved networks and infrastructure will unlock the economic potential of settlements across the wider Arc, especially as a test bed for innovative new industries and emerging technology being developed in more space-constrained Arc locations. This will mark the Arc out as the UK's primary R&D centre.
Commercial critical mass		Innovative sectors are present at a greater scale and density in the Arc than elsewhere in the UK. Many local businesses are at a critical point where they could crystallise into major commercial entities if given a boost to infrastructure and support at this juncture.
Wider UK growth		Aside from considerable and inclusive growth across the Arc, the success of this region would have major spillover benefits for the rest of the UK. Above all, by becoming the UK's R&D centre the Arc will be able to design productivity improvements that can then be implemented across the UK.

We want to ensure that everyone is aware of the global potential of the *Oxford–Cambridge Arc*, which currently contributes £111 billion to the UK economy.

Our proactive business environment is recognised by the Government as a powerful opportunity to **COMPETING GLOBALLY** as a knowledge-intensive cluster, supported by transformational investment through nationally significant infrastructure projects, including the East-West Rail Link.

Case study – competing globally
The Arc*'s* aerospace sector has the potential to be a major contributor to UK economic growth. In the UK alone, demand for national and international flights is forecast to almost double to 495 million passengers in 2050*.

London Luton Airport reported nearly 1.4m passengers in April 2018, increasing by 3.3% from 2017.

*Department for Transport (2017) UK aviation forecasts – Moving Britain Ahead

The UK government has clearly positioned the *Oxford-Cambridge Arc's* growth potential as 'a national priority'.

PRODUCTIVITY per person employed in the *Arc* is forecast to almost double, rising to £81,000 person employed, by 2050*.

Case study – productivity:
The core UK film industry generates 43.9K full-time equivalent jobs and contributes £1.6billion to national GDP.**

Pinewood and Leavesden Studios lie at the heart of the cluster with the skills base supported by the world's best film school, the National Film and TV School in Beaconsfield.

Pinewood Studios is one of the most recognised, respected and productive companies operating globally.

Oxford-Cambridge Arc Leaders Group
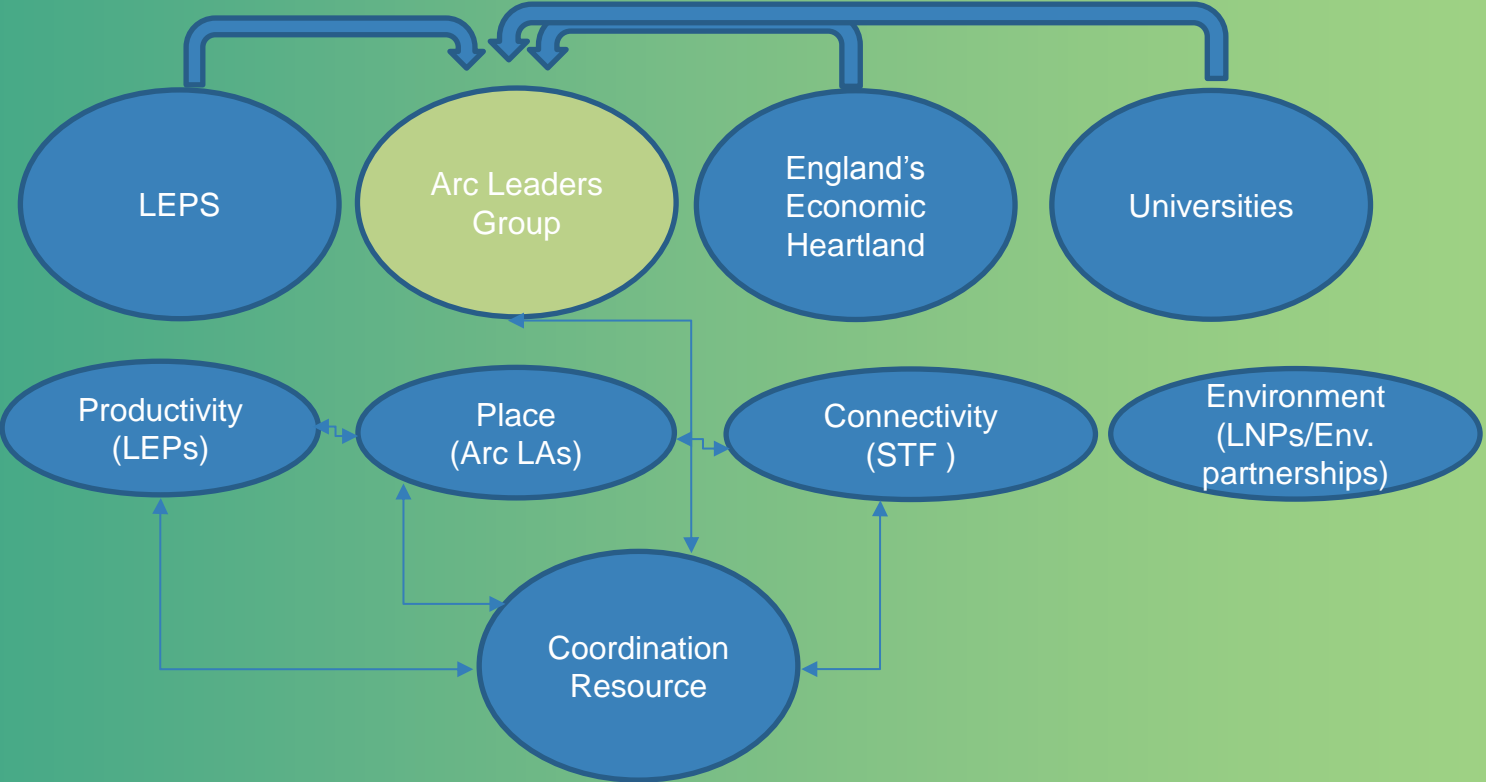
Building on these rules of engagement, we have developed a set of objectives the Arc could aim to achieve:

|				
1) Establish the spatial expression of a long-term vision and housing growth and the environment in the Arc with genuine local and central government backing – and not simply duplicate local plans at an Arc level;	**2) Build and sustain local buy-in** from local authorities and communities, to ensure long-term commitment to Arc ambition and delivery against the framework;	**3) Grounded in community participation** to foster public understanding, gather intelligence and help to shape the framework. This will increase the chances of the framework and collective ambitions for the Arc getting long-term support from the bottom-up;	**4) Co-production of a spatial framework by Government and Local Government** – ensuring the spatial framework has sufficient material weight in planning decisions to ensure effective delivery;	**5) Deliver added value through a collaborative approach to Arc-wide planning to set the conditions for transformative economic growth -** give Local Planning Authorities, developers, communities, businesses, investors, local government, public sector bodies, government departments and infrastructure providers the certainty needed to plan over the long-term;
6) Inclusive and cross-cutting to support integrated decision-making and setting out the high level vision across each of the four policy pillars of the Arc (productivity, place-making, connectivity, and the environment)	**7) Informed by, and coherent with, other formal spatial documents**, for the Local Natural Capital Plan and maintain integrity of extant local plans;	**8) Reinforce planning for strategic transport and non-transport infrastructure projects -** Establishing the evidence to underpin potential future investment, and business case development for investment, to deliver sustainable communities;	**9) Set out a delivery plan** for how growth plans will be delivered and funded, including by setting policies on the need for development at strategic locations to fund infrastructure provision and support place-making.	**10) Establish a set of principles that we can embed in a spatial to guide growth** – such as on design, quality, and place-making.

Building upon feedback from leaders and within the meetings over the summer, we have identified some of the key principles a spatial framework could aim to agree for the Arc:

| Productivity	Placemaking	Connectivity	Environment
Productivity • enabling the growth sectors within our economy to maximise their potential through higher and sustained levels of productivity **Prosperity** • higher levels of productivity and growth will deliver a positive legacy for all our residents **Innovation** • fully realising this world-leading region for innovation	**Distinctive Place-Making** • maintain the character of our heritage but also the quality we will deliver for new growth **Inclusive** • all parts of our communities will see and feel the benefits from planning our future growth • meeting the needs for our residents of today and tomorrow **Healthy** • sustainable growth will deliver healthier communities based on prevention but also better access to facilities for those who need them	**Connected** • physically and digitally - minimising the need for people to travel with real and viable sustainable options **Efficient** • ensuring we maximise the use of existing and planned infrastructure for the maximum benefit and value **Sustained Investment** • ensuring the infrastructure and services underpinning our communities is provided and can be sustained	**Environmental Net Gain** • growth and development will be environmentally, socially and economically sustainable **Green and Blue Spaces** • improved access to new and improved green space and waterways, connecting these to encourage our residents to be more active in their environment **Landscape-Led** • to respect and enhance our physical, natural and cultural landscapes **Resilient** • tackling climate change through changing behaviours, mitigation and adaptation

THANK YOU
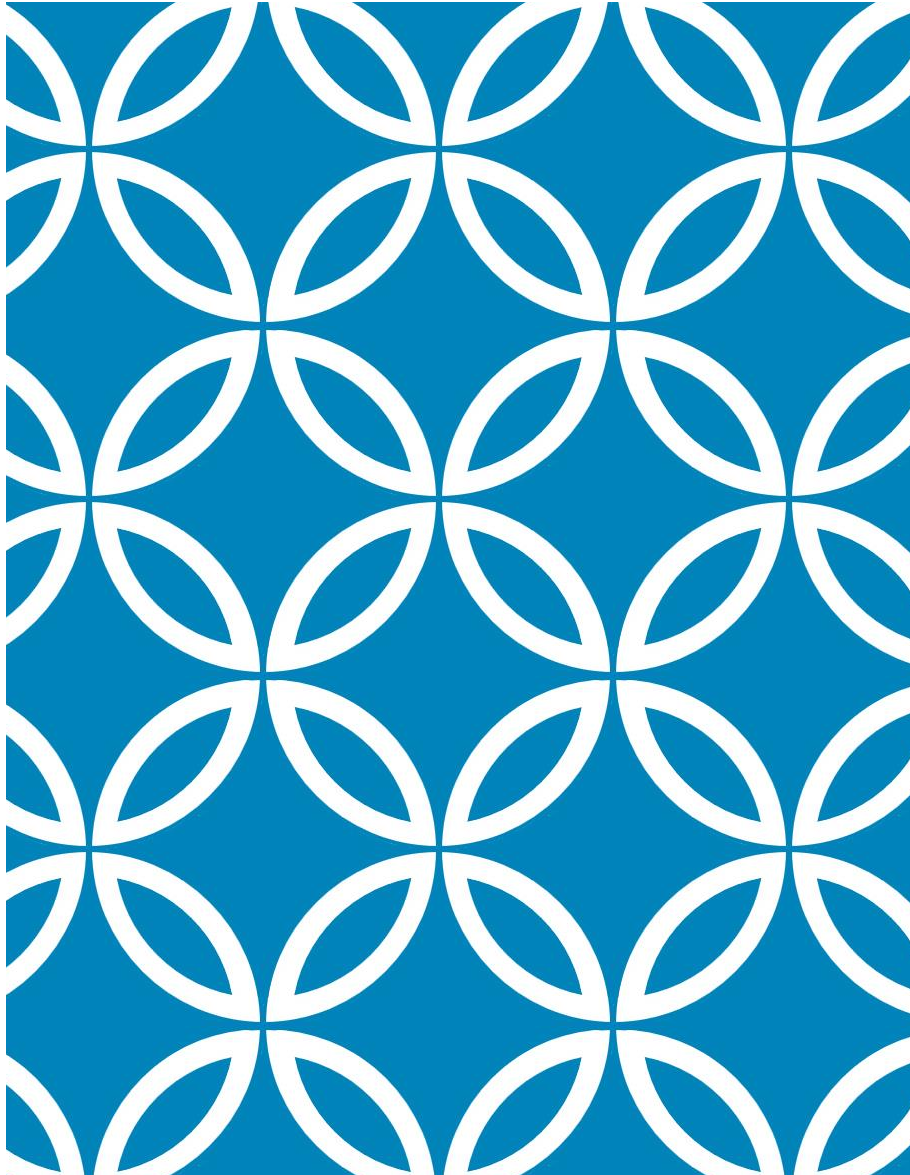
BUILDING AN INCLUSIVE ECONOMY IN PLYMOUTH

Gareth Hart
Director, Iridescent Ideas CIC
Chair, Plymouth Social Enterprise Network
Chair, Plymouth Inclusive Growth Group
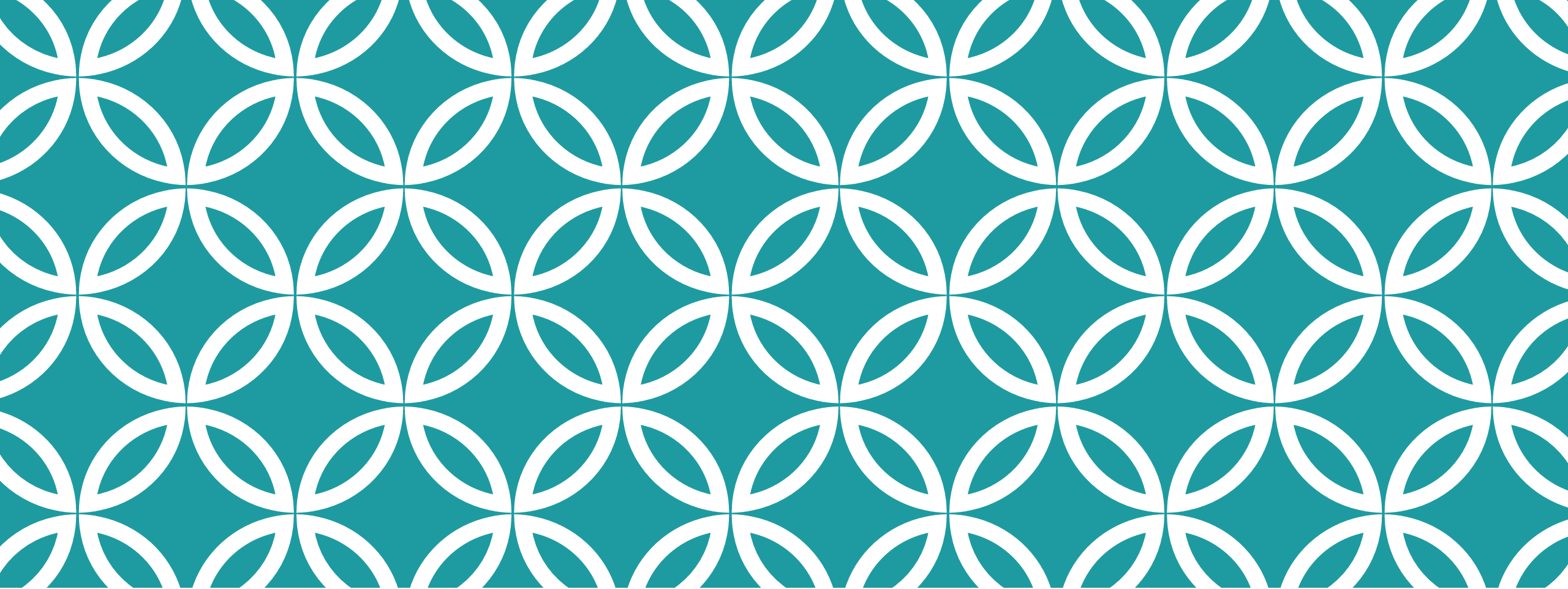
HTTPS://YOUTU.BE/FZ2PGZ-ELO4

PLYMOUTH'S DEFINITION OF 'INCLUSIVE GROWTH'

'Growing prosperity that reduces inequality and is sustainable'

OBJECTIVES

01

Integrate Inclusive Growth in policy of businesses and organisations across the city

02

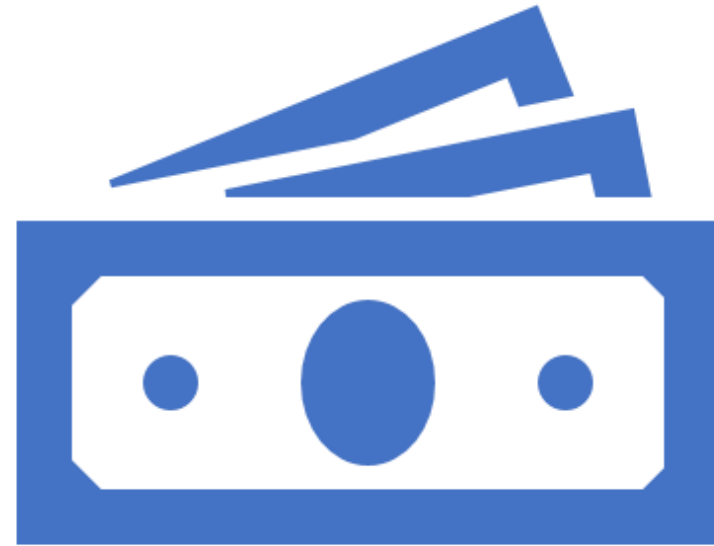Ensure recruitment, retention and development of all sections of society

03

Embed Inclusive Growth in procurement and commissioning across the city

Earnings divide

(Gross weekly pay: top 20% v bottom 20%)

In work poverty

(In work but on Universal credit)

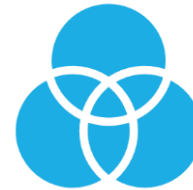# PLYMOUTH'S INCLUSIVE GROWTH METRICS

OUR INITIATIVES

Business that works for everyone Chartermark

Rank Foundation Leadership Programme

Social value in commissioning and procurement

Strategic projects: planning, design, delivery and legacy

LESSONS LEARNED

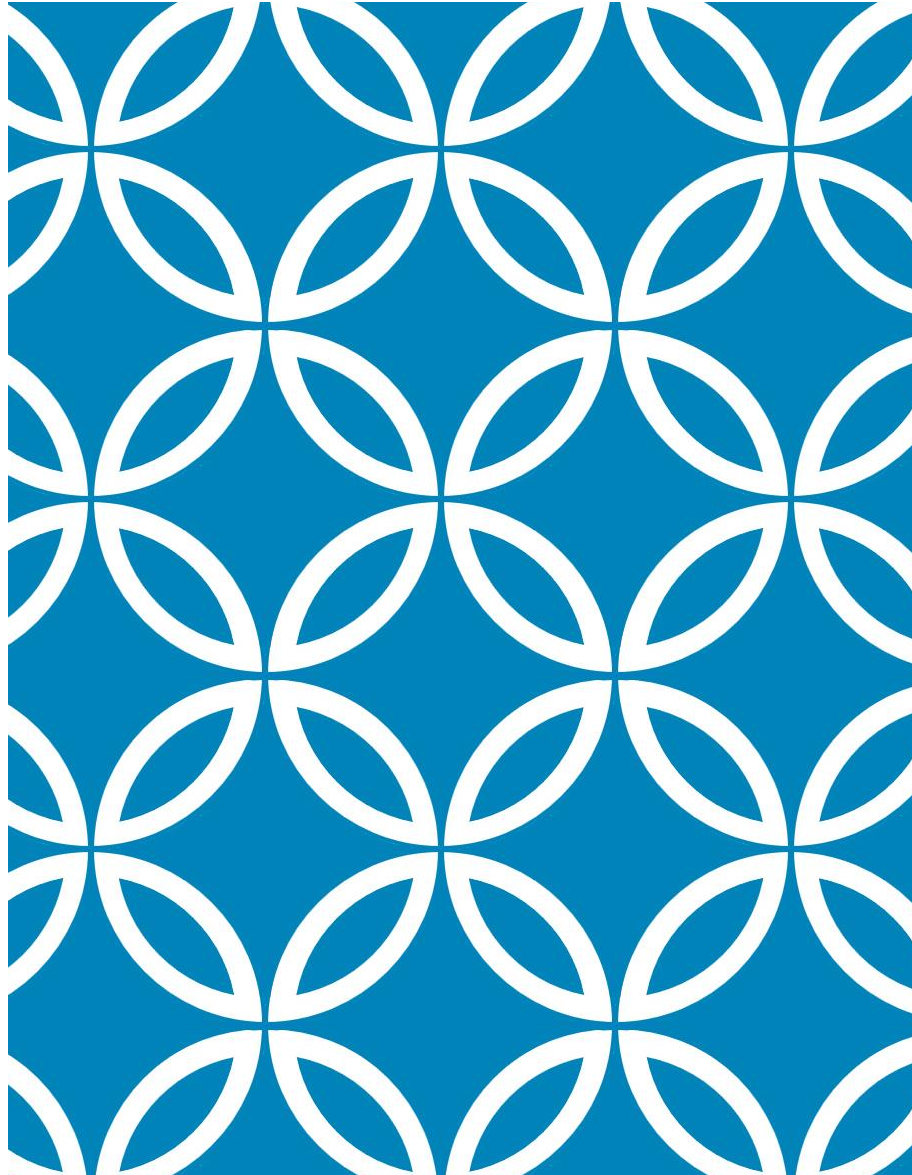Needs to be a strategic priority not an afterthought

Clarity of purpose

Political engagement (control v laissez faire)

Business engagement

Language and concepts matter deeply

It takes time and it is a journey

THANK YOU

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Oxfordshire
Community Foundation
Local people helping local people

Jayne Woodley
@jayneceo
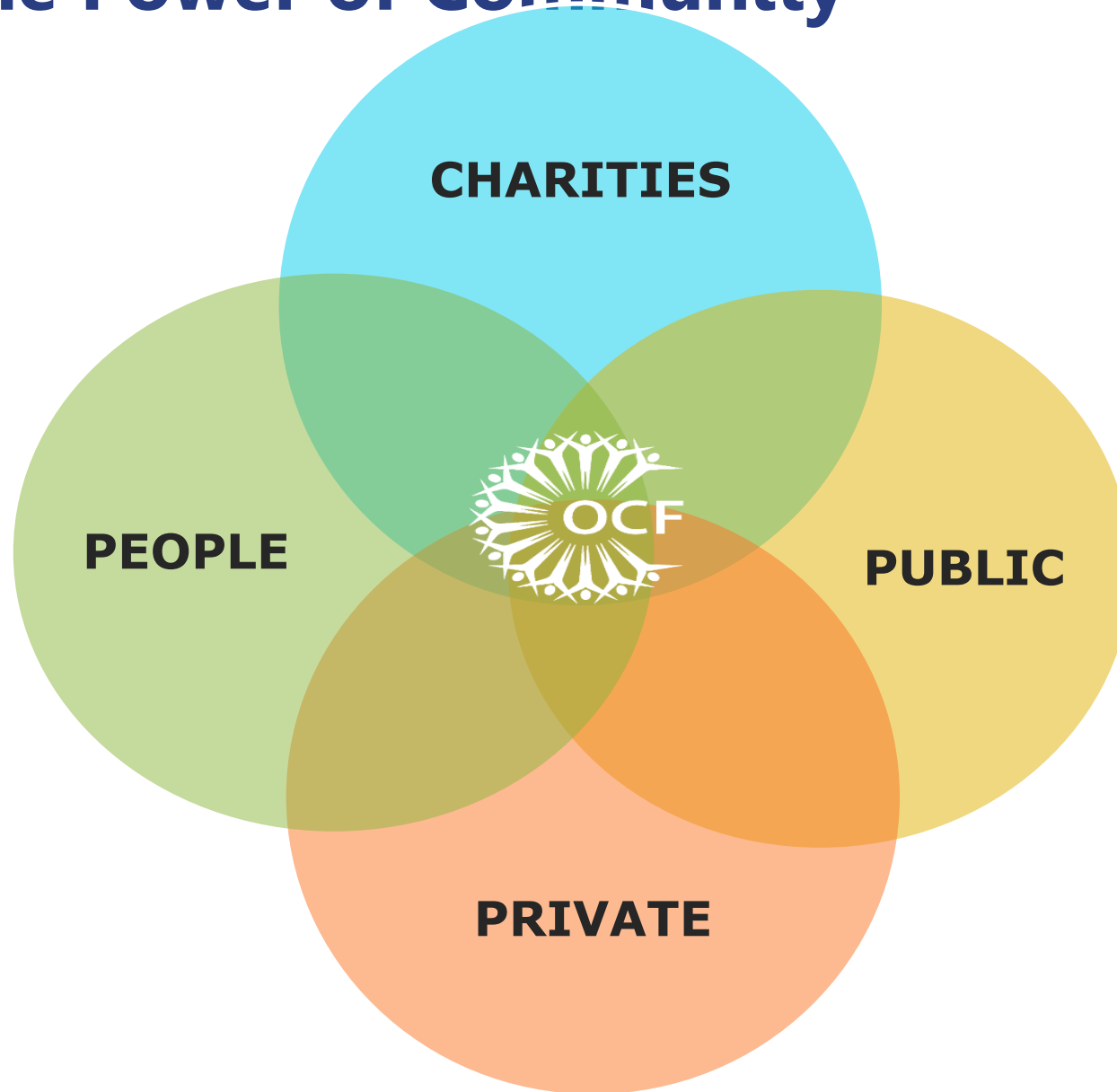
Celebrating 25 years in 2020

Moving beyond grants towards greater impact

Local Growth & global goals

Inclusive growth.. voice, wealth, livelihoods and futures

Unlocking the Power of Community

CHARITIES

PEOPLE

OCF

PUBLIC

PRIVATE

Inclusive Economy: everyone benefits

Prosperity	Dynamism and opportunity	Inclusion and equality
Health, wellbeing and happiness	Resilience and sustainability	Community, trust and belonging

Good stuff already happening

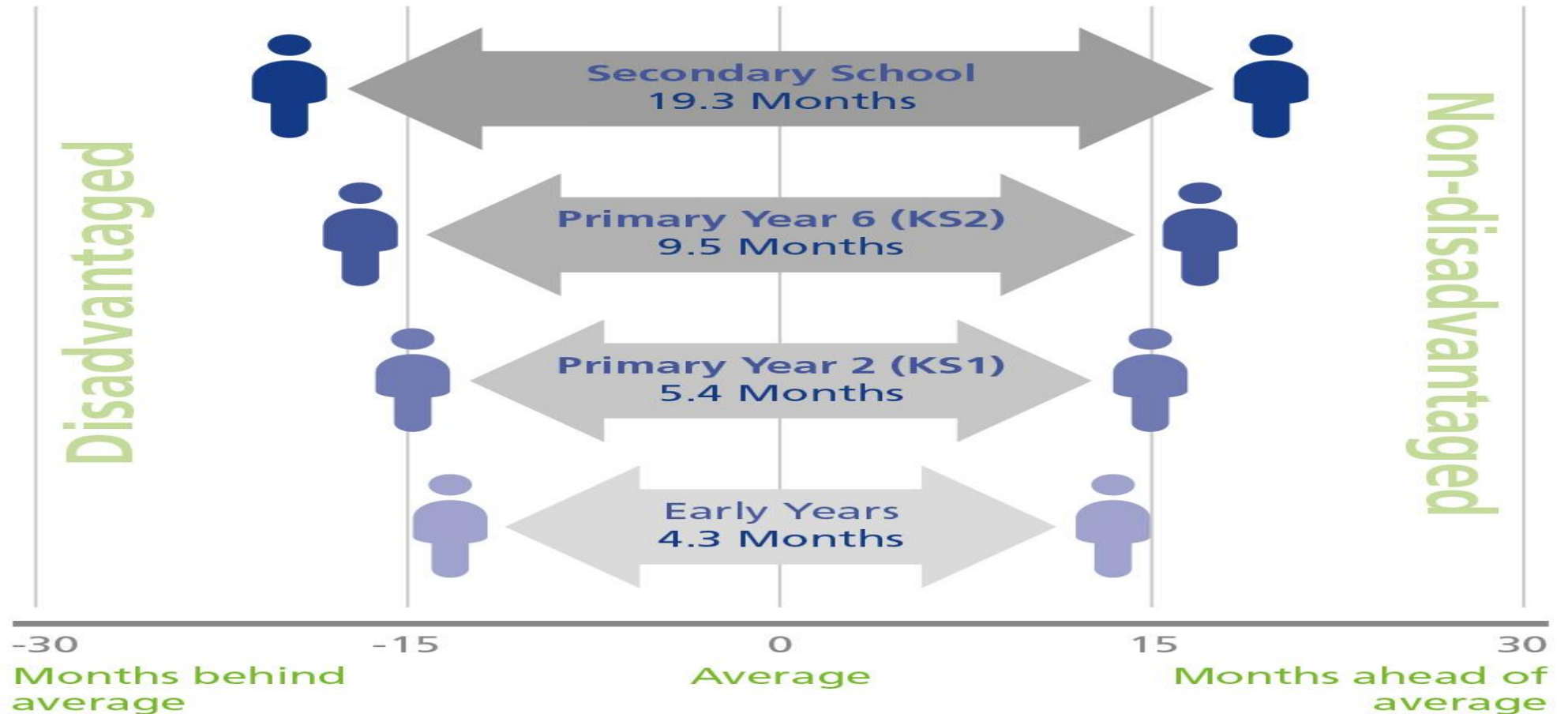# The 'snakes' and 'ladders' of life in Oxfordshire

OCF

BIRTH

7,537 babies born

13.1% aged 0-4 children in poverty

EARLY YEARS

9% of 4-5 year olds eligible for free school meals

Nearly 3/4 have good level of development by age 5

Only 1/2 of poor children achieve a good level of development

991 first time young offenders

46.3% good GCSEs in English and Maths

794 looked after children

SECONDARY SCHOOL

Almost 2 in every 100 children are excluded from school

6,263 young people with learning difficulties

619 young people admitted for self-harm

227 not in education, employment or training

6,830 apprenticeships started

78 young people are homeless

WORKING AGE

100% more savings required for 1st term buyers

52,479 income deprived

61,874 diagnosed with depression

79 sleeping rough

482 homeless

7,800 unemployed

£23bn gross value added

1,315 alcohol hospital admissions

11,970 occurrences of domestic abuse

49 deaths from drug misuse

OLDER PEOPLE

80% of older people feel ignored by society

13,500 older people living in income deprivation

55% increase in 85+ by 2031

Growing Minds for school readiness

A new OCF programme in Berinsfield and Littlemore

Closing the Gap

Secondary School
19.3 Months

Primary Year 6 (KS2)
9.5 Months

Primary Year 2 (KS1)
5.4 Months

Early Years
4.3 Months

Disadvantaged

Non-disadvantaged

-30   -15   0   15   30

Months behind average   Average   Months ahead of average

'Closing the Gap? Trends in educational attainment and disadvantage',
Education Policy Institute (July 2017)

OCF

Growing Minds for school readiness

Books: A conversation starter from birth

Supporting through trusting relationships in the home

Evidence-based programmes targeting the Home Learning Environment

- Imagination Library
- Home-Start
- Peeple
- The Berin Centre
- John Henry Newman Academy
- Health Visiting Service
- Register Office
- Evaluation including the University of Oxford

The Economics of Early Years Investment

… general expert consensus that it is somewhere between **economically worthwhile and imperative** to invest more heavily, as a proportion of both local and national spend, in the very earliest months and years of life.

Opportunity for acceleration and replication

Proposed Project Costs

- Year 1   £184,000
- Year 2   £168,000
- Year 3   £162,500
- Year 4   £125,500
- Year 5   £121,500
- Year 6   £117,500
- Year 7   £113,500

GRAND TOTAL COST £992,500

Oxfordshire
Community Foundation
Local people helping local people

jayne@oxfordshire.org

07775 625942

@jayneceo

About us

PUBLIC SECTOR REFORM

SOCIAL PROGRESS/ JUSTICE

ECONOMIC DEVELOPMENT

We are a Think **AND** Do tank.

National organisation for local economies - developing progressive economics for people, planet and place.

We work by thinking and doing, to achieve social justice and effective public services.

35 years old.

A new paradigm?

CAPITALISM. TIME FOR A RESET.

Business must make a profit but should serve a purpose too.

Visit FT.com/NewAgenda

FT FINANCIAL TIMES

THE NEW AGENDA

DON'T TRASH IT

Fundamental questions for local agency.
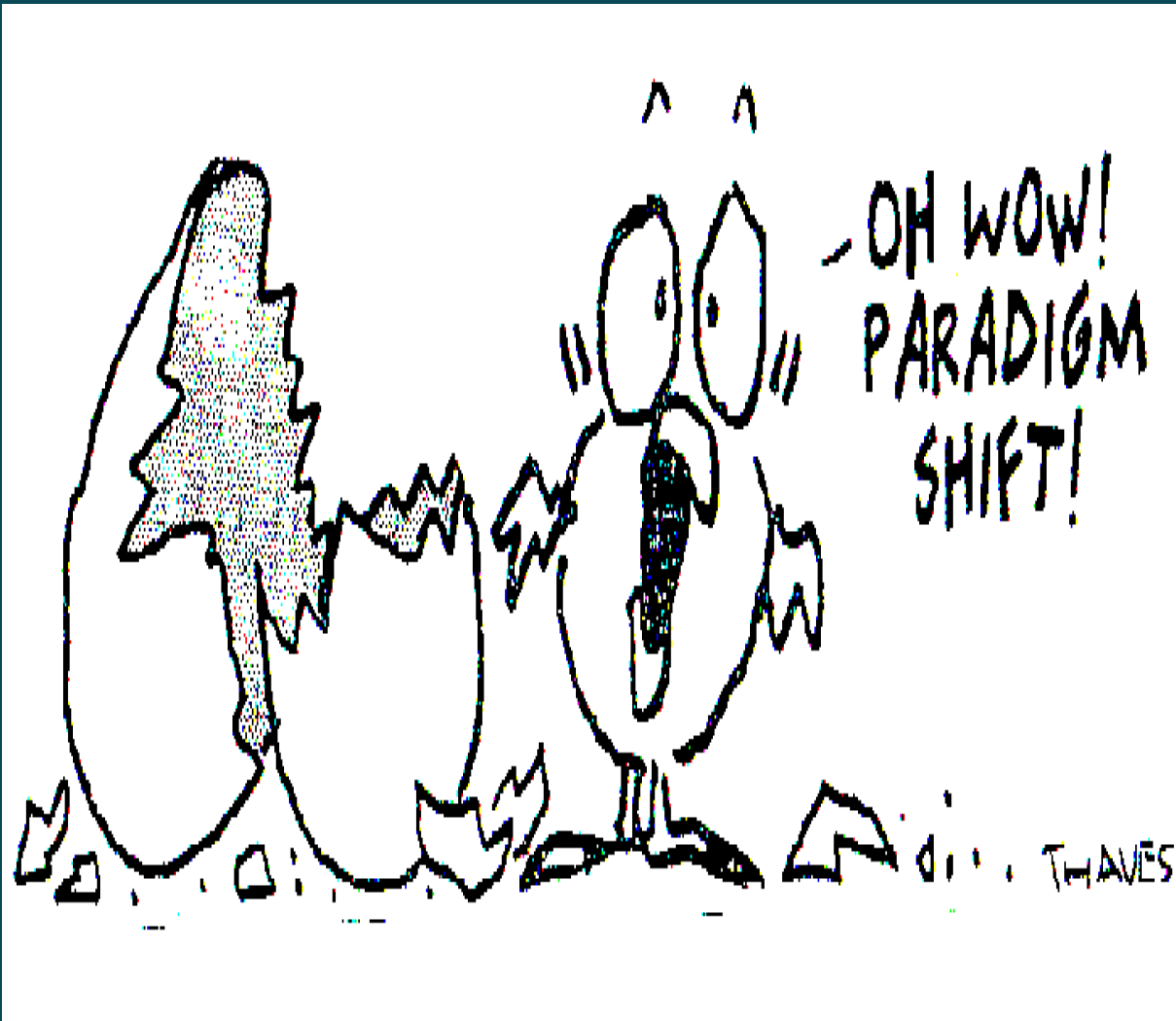
- Is this akin to 1945 or is it 1979 or 1997 or unprecedented?

- Is traditional local economic development inadequate?

- Do we bend growth or does it need a whole new rethink?

We have a wealth problem

THE WORLD'S WEALTH INEQUALITY

Jeff Bezos 5.30%

Bill Gates 8.80%

Larry Ellison 5.11%

Michael Bloomberg 4.69%

Carlos Slim 5.87%

Warren Buffett 7.13%

Amancio Ortega 7.86%

Mark Zuckerberg 5.23%

THE POOREST 50% OF THE WORLD

Sources:
https://www.oxfam.org/
https://howmuch.net/articles/the-worlds-wealth-inequality

howmuch.net

UK Wealth Distribution
Aggregate, By Decile and Component, 2010/12, £bn

ECONOMIC RESEARCH COUNCIL

1st 2nd 3rd 4th 5th 6th 7th 8th 9th 10th

■ Property Wealth (net) ■ Financial Wealth (net)
■ Physical Wealth ■ Private Pension Wealth

Source: ONS Wealth and Assets Survey
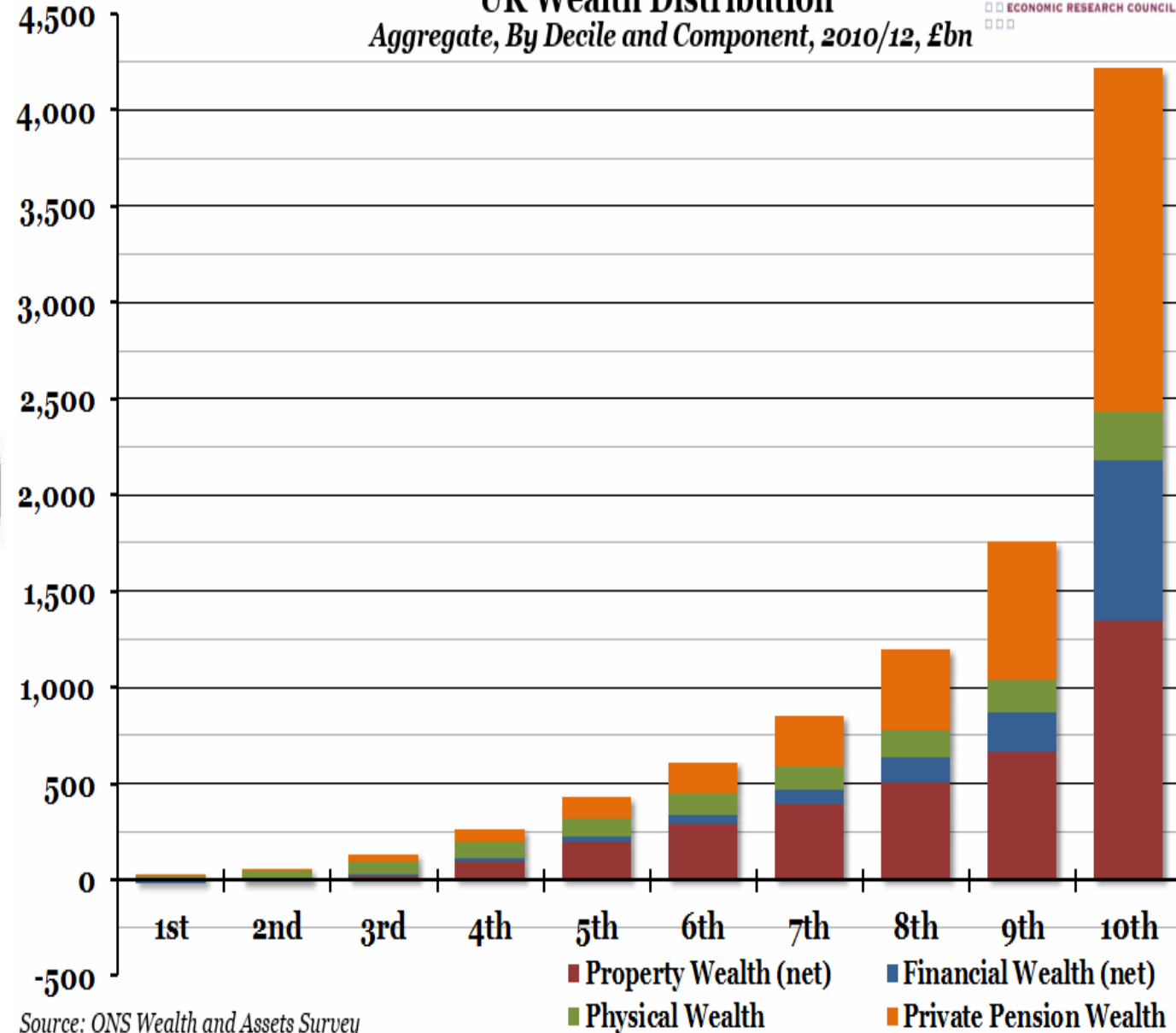
Arise community wealth building?

- NOT New/but NOT same old.

- Not spawned from 'Inclusive Growth', rather inclusive economy

- Lodged in UK and European social democratic traditions

- Create an economy where wealth is broadly, not narrowly held. Wealth with local roots and ownership..

LOCALISE. SOCIALISE. DEMOCRATISE

We have a growth and poverty disconnect
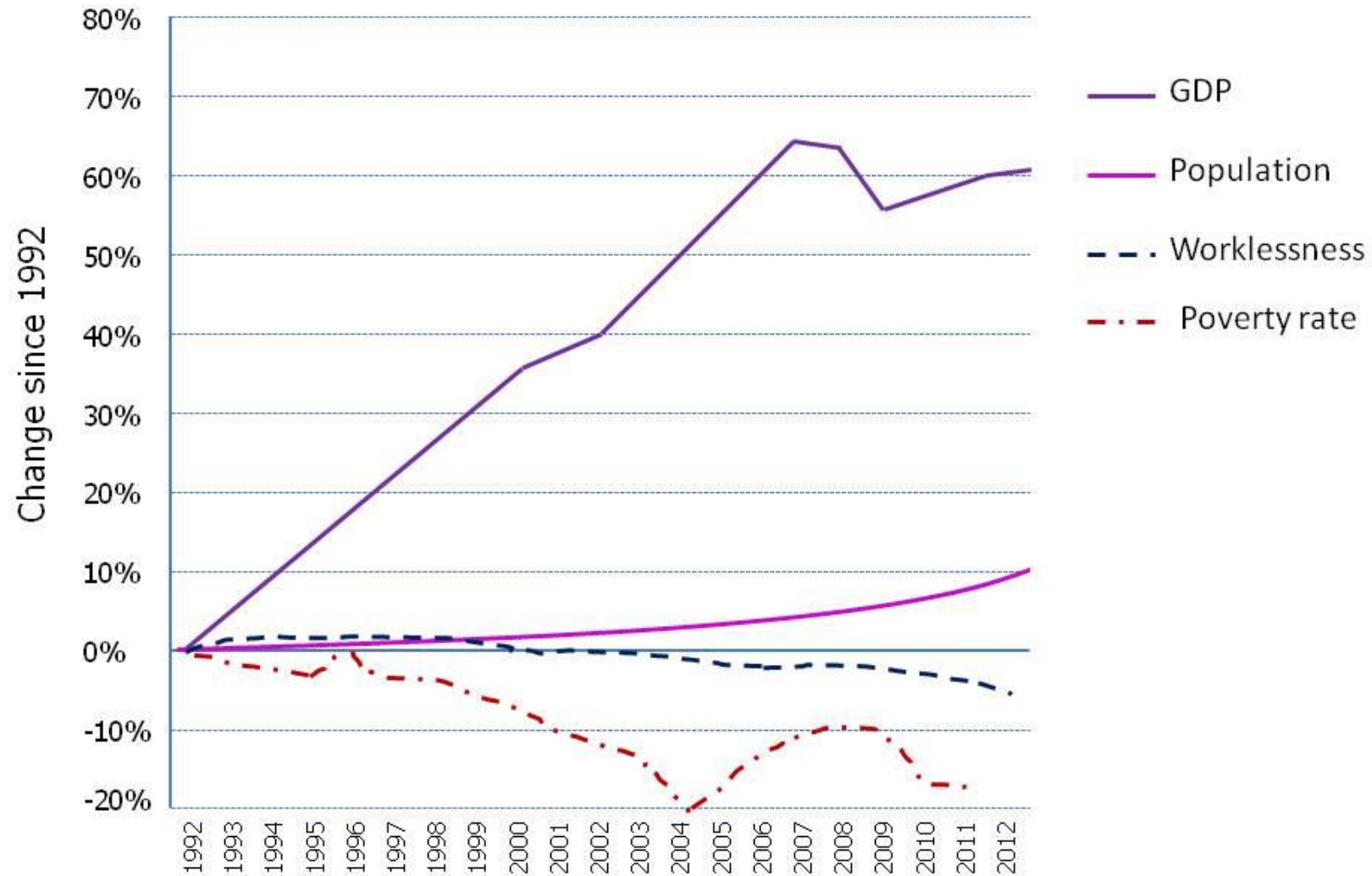
Source: ONS, DWP

Regeneration/redistribution?

UK government local and regional policy schemes and bodies, 1975-2015

1. Urban Programme (expansion)
2. Urban Development Corporations
3. Urban Development Grant
4. Derelict Land Grant
5. Regional Development Grant (revision)
6. Urban Regeneration Grant
7. Regional Enterprise Grant
8. City Grant
9. Training and Enterprise Councils
10. City Challenge
11. English Regeneration Budget
12. Single Regeneration Budget
13. Government Offices for the Regions
14. National Coalfields Programme
15. Regional Development Agencies
16. New Deal for Communities
17. Enterprise Grant Scheme
18. Urban Regeneration Companies
19. Local Strategic Partnerships
20. Neighbourhood Renewal Fund
21. Housing Market Renewal Pathfinders
22. Local Authority Business Growth incentive
23. Selective Finance for Investment
24. Working Neighbourhoods Fund
25. Local Area Agreements
26. Local Enterprise Growth Initiative
27. City/Economic Development Companies
28. Multi Area Agreements/City Region Pilots
29. Grants for Business Investment
30. Future Jobs Fund
31. Homes and Communities Agency
32. Enterprise Zones (new phase)
33. Local Enterprise Partnerships
34. Regional Growth Fund
35. City Deals
36. Growing Places Fund
37. Tax Increment Finance
38. Business Rates Retention

Operational in 2015

Closed since 2010

Closed prior to 2010

SOURCE: Funding and structures for local economic growth, National Audit Office, 2013

McKinsey & Company 8

A growing movement across many localities (selected)
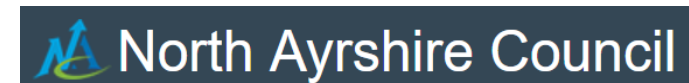
The power of Agency: Anchor institutions

CLES

Housing providers

police

Private Businesses

Education providers

Local government

Hospitals

Community wealth building
Five principles

Fair employment and just labour markets

Anchor institutions have a defining impact on the prospects of local people. Recruitment from lower incomes areas, paying the living wage and building progression routes all improve local economies.

Plural ownership of the economy

Developing and growing small enterprises, community organisations, cooperatives and municipal ownership is important because they are more financially generative for the local economy – locking wealth in place.

Making financial power work for local places

Increase flows of investment within local economies by harnessing and recirculating the wealth that exists, as opposed to attracting capital. This includes redirecting local authority pension funds, supporting mutually owned banks.

Progressive procurement of goods and services

Developing dense local supply chains of businesses likely to support local employment and retain wealth locally: SMEs; employee-owned businesses; social enterprises, cooperatives and community business.

Socially just use of land and property

Deepening the function and ownership of local assets held by anchor institutions, so that financial and social gain is harnessed by citizens. Develop and extend community use – public sector land and facilities as part of "the commons".

# Community wealth building: theory

How progessive do you want to be?

	Spend	Employment	Land and property	Local finance	Ownership of the economy	Anchor approach
Preston	CLES	CLES	Started	Started	CLES	CLES
Islington	CLES	CLES	CLES		CLES	
Wirral	CLES	CLES	CLES			CLES
Manchester	CLES					
Gateshead	CLES					CLES
Oldham	CLES					CLES
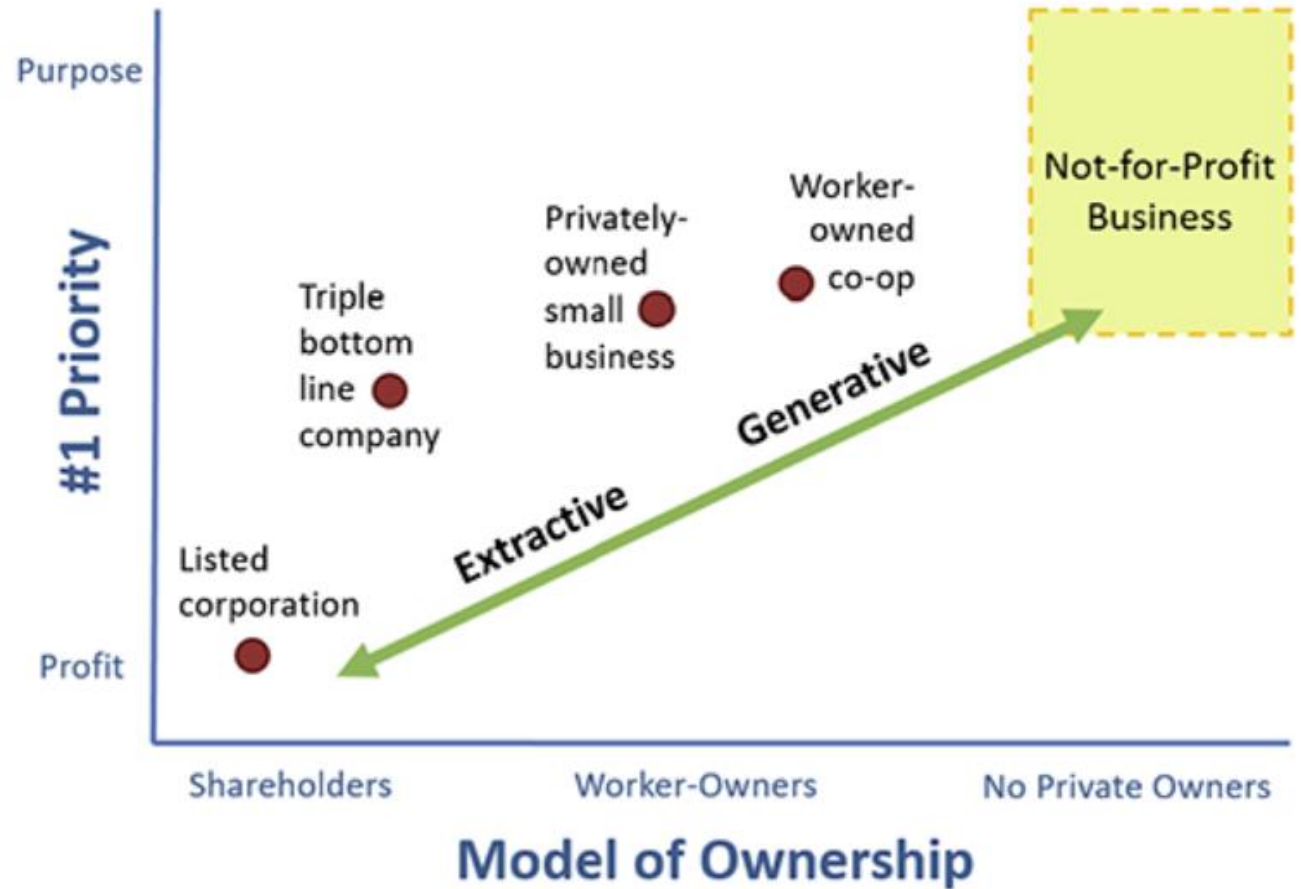
How progressive do you want to be?

- Oxford/Oxfordshire have growth/strong new economy. Easier to be bold?

- Does inclusion and green transition come from a bend to the growth model or a move for whole reset?

- Partnership means individual and collective agency to make the bold shift. Use pillars of CWB.

Thank you
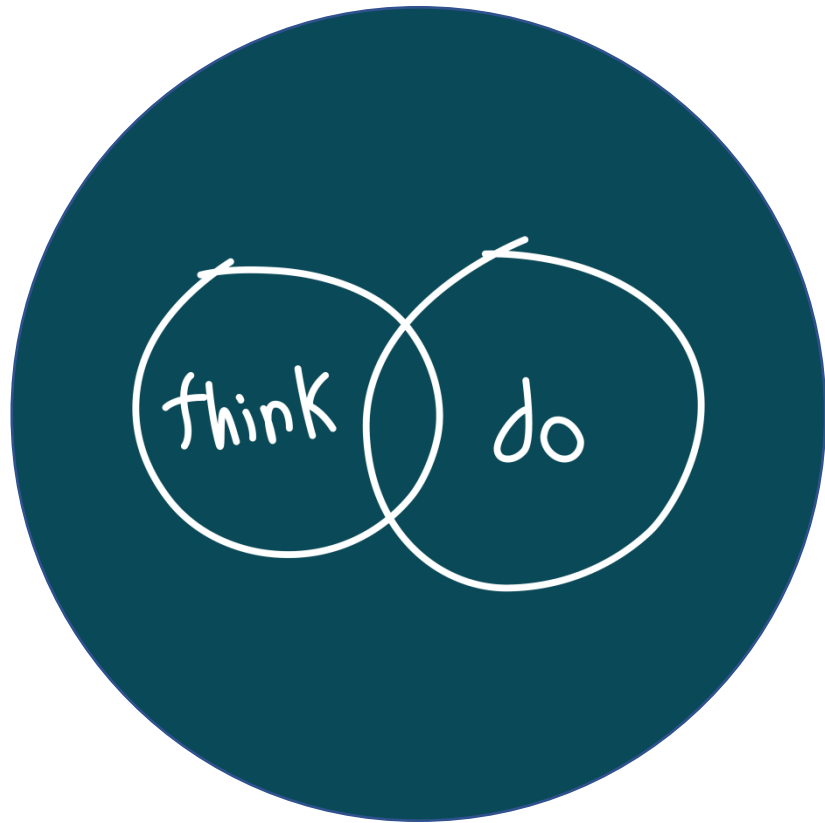
CLES

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