

Executive

21st March 2006

Report title: Sub Regional Economic Development Investment Plan (SREDIP)

Ward(s) affected: all

Report for: Decision

Report of: David Hennings, ACE Strategy

3. Purpose

To inform the Board of the North London Sub Regional Economic Development Investment Plan. Each London Sub Region has been asked to prepare a SREDIP by the GLA family. The SREDIP is intended to provide further detail to the London Economic Development Strategy for each sub region.

4. Recommendations

That Executive endorse this report before it goes to the Mayor of London for approval.

Report authorised by: **David Hennings ACE Strategy**Contact officer: Seema Manchanda
Head of Economic Regeneration

Telephone: 020 8489 2972

Executive Summary

The SREDIP outlines the vision for North London as:
To create a prosperous North London with a high quality environment that provides unrivalled opportunities for all of its communities, businesses and visitors.

It also set the four priorities for North London as:

- Town centres – employment, competitiveness, vitality.
- Transport accessibility – particularly orbital links.
- Upper Lee Valley – a key Opportunity Area and part of the major regeneration area in North London.
- External drivers of growth – ensuring residents gain as much as possible from the opportunities which will come from developments just outside the sub-region, for example the 2012 Olympics and the enlargement of Stansted Airport.

3. Comments of Cllr Harry Lister, Lead Member Regeneration

- 3.1 This report is brought to the board to inform members of the Sub Regional Economic Development Investment Plan for North London, for which each North London sub-region has been involved in consultation by the North London Strategic Alliance.
- 3.2 During consultation, Haringey members and officers discussed their concerns and what they felt had to be amended in the draft version of the Sub Regional Economic Development Investment Plan.

4. SREDIP Background

- 4.1 The North London Strategic Alliance (NLSA) is being funded by the London Development Agency (LDA) to produce an Economic Development Implementation Plan for the North London sub-region (SREDIP). Each London Sub Region has been asked to prepare a SREDIP by the GLA family. The SREDIP is intended to provide further detail to the London Economic Development Strategy for each sub region.
- 4.2 The Plan will identify additional or joint actions, where cross-borough and partnership working is the most effective way to enable the successful development and growth of North London, promote regeneration and attract public and private sector investment. It will not duplicate work more appropriately addressed at the local borough or London regional level.
- 4.3 The benefit to North London partners will be a collaborative effort to sustaining North London as a significant economic sub-region of London, an attractive business location and an attractive place to work and to live. It will also help make sub-regional flagship development opportunities a reality.

5. The process for developing the SREDIP

- 5.1 NLSA has led on the development of the SREDIP for North London. The process has been overseen by the NLSA Steering Group which is currently chaired by Anne Fisher, Director of Environment, LBH.
- 5.2 The consultation has taken place with local organisations in four key ways:
- Consultation event on 16th September 2005
 - Individual meetings with borough officers Autumn 2005
 - Drafts circulated to NLSA Strategy Group
 - Formal consultation period from October to November 2005
 - Meetings with Borough members – in Haringey Cllrs Lister and Hillman met NLSA on 12th January 2006
 - Final Draft prepared incorporating views from borough meetings – February 2006
 - Boroughs endorse North London SREDIP late March 2005 – at Haringey Executive on 21st March 2006
 - Final SREDIP endorsed by boroughs sent by NLSA to LDA 31st March 2006
- 5.3 Then the North London SREDIP will need to be signed off by the LDA Board in consultation with the Mayor.

6. Key Objectives

- 6.1 The North London SREDIP reflects the actions local partners consider to be of importance to North London. These actions will be consistent with the policies of the London Plan and other Mayoral Strategies. In particular, the North London SREDIP:

- reflects the priorities and objectives set out in the Mayor's Economic Development Strategy (EDS), a revised version of which was launched in January 2005. **Economic Development Strategy for London – 'Sustaining Success'** sets out priorities for the sustainable, equitable and healthy growth and development of London's economy to 2016.
- shows a close fit to the LDA's Sub-Regional Development Framework (SRDF) for North London, which aims to provide guidance on implementing the London Plan at the sub-regional level.

6.2 The activities identified for North London in the SREDIP will therefore be mapped in particular against the four major investment themes and related objectives set out in the Mayor's EDS. These are:

Investment in places and infrastructure - to accommodate growth and ensure sustainable communities and enterprises in London.

- Supporting the delivery of the London Plan, to promote sustainable growth and economic development.
- Delivering an improved and effective infrastructure to support London's future growth and development.
- Delivering healthy, sustainable, high quality communities and urban environments.

Investment in people – to improve economic inclusion and enable all Londoners to fulfil their potential.

- Tackling barriers to employment.
- Reducing disparities in labour market outcome between groups.
- Addressing the impacts of concentrations of disadvantage.

Investment in enterprise – to enable enterprise growth and competitiveness.

- Addressing barriers to enterprise start-up, growth and competitiveness.
- Maintaining London's position as a key enterprise and trading location.
- Improving the skills of the workforce.
- Maximising the productivity and innovation potential of London's enterprises.

Investment in marketing and promotion – to make sure that what London offers is understood, supported and valued.

- Ensuring a coherent approach to marketing and promoting London.
- Co-ordinating effective marketing and promotion activities.
- Maintaining and developing London as a top international destination and principal UK gateway for visitors, tourism and investment.

6.2 The North London Implementation Plan will take into account the information and issues raised in the North London SRDF to help identify where partnership and collaborative action at the sub-regional level can support the policies identified in it.

6.3 The Vision for North London is stated below:

To create a prosperous North London with a high quality environment that provides unrivalled opportunities for all of its communities, businesses and visitors.

- 6.4 Four priorities have been agreed by all the North London Stakeholders
- Town centres – employment, competitiveness, vitality.
 - Transport accessibility – particularly orbital links.
 - Upper Lee Valley – a key Opportunity Area and part of the major regeneration area in North London.

- External drivers of growth – ensuring residents gain as much as possible from the opportunities which will come from developments just outside the sub-region, for example the 2012 Olympics and the enlargement of Stansted Airport.

6.5 In particular for Haringey the following have been given priority in the document:

- Wood Green Town Centre and Tottenham High Road and the role of cultural industries in these areas
- Profile for the Haringey City Growth Strategy as a potential model for wider North London
- Transport projects at key interchanges including Wood Green and Tottenham Hale
- North Circular widening and long term support for WARME
- Inclusion of Tottenham in the Upper Lee Valley priority area

7. Legal Comments

7.1 The economic well being powers in the Local Government Act 2000 include power to do anything for the benefit of any person or area situated outside the authority's area if they consider that it is likely to achieve the promotion or improvement of the economic well being of their area. In addition to the Economic Strategy document mentioned on page 4 of the document, the Community Strategies of the participating Boroughs should include this economic Alliance to underpin the exercise of the power.

7.2 So far as Planning is concerned the Development Plan for London includes the London Plan (Section 38 Planning and Compulsory Purchase Act 2004) and the policies of the Boroughs must be in general conformity with the London Plan, but again some co-ordination should be followed through.

8. Finance Comments

Director of Finance comments that endorsement of this Plan should focus future funding on the economic priorities and vision of both Haringey & the North London Sub Region.

9. Equalities Comments

9.1 This plan has a strong focus on key deprived areas including the Upper Lee Valley, Tottenham and Wood Green.

10. Recommendations

10.1 That the Executive endorse the strategy before it goes to the Mayor of London for approval.

Economic Regeneration Achievements 2002 - 2006

Business Initiatives

- Delivery and implementation of the Haringey City Growth Strategy to support the growth of the local economy. Engaging over 3000 local business through the promotion of 4 key sectors. Over 250 BME businesses supported through NRF funding allocated through HCG.
- Co-ordinating LDA and EU funding to improve business workspace provision and business support e.g. securing £1.2 million funding through ULV Business Umbrella, and developing workspace projects.
- Haringey Council's Trade Local and Haringey SME Procurement Pilot - over 1,000 local businesses being provided with procurement support and the production of a toolkit for organisations to achieve supply chain diversity. This material has been disseminated nationally by the Small Business and via Haringey Council's website. Haringey Council is now taking 'lessons learned' out across the capital through Buying a Better London – the London Centre of Excellences SME/BME/Regeneration project.
- Developing a single point of contact for business – Corporate Business Partnership set up bringing together business facing services (waste, planning, ER, neighbourhoods, licensing etc) and improving business content on Haringey website updated in line with national standard BVPI 157.
- Promoting inward investment and securing business retention in the borough through working with North London Ltd.

Employment and Skills

- Employment Partnership has new action plan for 2005-07 to tackle worklessness in Haringey.
- Established Enterprise Partnership and re-energised Haringey Employment Partnership resulting in 4,500 residents into employment per year.
- Workstep contract negotiated for 3 years with JCP.

External Funding and partnerships

- Secured £2million package of projects under LDA / EU for Upper Lee Valley includes funding for Stansted Runways to Work, support for Construction Web, Employ ULV, Urban Centres for City Growth, Industrial estate developments and cultural quarter.
- Client management of Urban Futures leading to successful delivery of 4 SRB programmes: Haringey Heartlands, Tottenham Futures, West Green and Northumberland Park.
- Continued implementation of Cultural Strategy leading to progress on Bernie Grant Centre, Wood Green Film Festival, Tottenham Festival and the rollout of the Wood Green Cultural hub.
- External Funding Strategy produced and Intelligence on external regeneration funding is now being shared Council-wide through the External Funding Forum.
- The 3rd Wood Green International Short Film Festival took place successfully in Feb and is being expanded into an even bigger and better three-day event, March 24th to 26th 2006.

Town Centres

- Reinvigorating Wood Green Town Centre partnership with private sector, initiated Masterplan process, secured a Police Business Support Team, and carried out a BID feasibility study.
- Participation in ODPM project Cleaner Safer Greener to develop town centre management and business improvement districts partnerships project.
- Production of Wood Green Spatial Plan and Business Improvement District feasibility study which has involved extensive consultation with business and residents.
- Business Lounge launched in Wood Green Library with business support software packages available in libraries across borough.

Sub Regional Work

- Delivering work on regeneration activity sub regionally through involvement with the ULV, NLSA and the growth corridor.
- Input to Sub Regional Development Framework and Sub Regional Economic Development and Investment Plan.

Economic Regeneration Priorities 2006 – 2010

- Regeneration policy and evidence based programmes. ER has identified a number of indicators that can be used to measure economic performance.
- A new approach to tackling high levels of worklessness.
- Ensuring new developments in the borough secure wide range of benefits for local communities including facilities, jobs and training.
- Delivering programmes to boost the local economy – growing the clusters , developing a volunteer bank, drive up standards of business support etc.
- Addressing low ambition and aspiration amongst young people. Youth enterprise a priority working with HEBP, schools and other partners to work on innovative enterprise programmes aimed at both secondary and primary students.
- Maximising Olympic benefits for Haringey residents and businesses.
- Maximising funding for regeneration programmes.
- Wood Green Town Centre and borough town centre strategy
- Developing and delivery of Local Area Agreement.