



Sharing Experiences of Targeted Analysis

Coventry's Experience with Targeted Analysis: Notes for Discussion

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14 November 2017



Inspire policy making by territorial evidence

Why Coventry are Involved in ESPON

Identify sustainable strategic solutions to long-term economic challenges/policies

- Despite our area's economy growing faster than national average:
 - Shortage of available development land
 - Pressure on transport infrastructure and power supply
 - Not enough businesses innovating
 - Not enough SMEs "fast growing"
 - Skills shortages hinder the growth of key sectors
 - Pockets of unemployment and deprivation
 - Lack of long-term security over availability of funding

Why ReSSI?

Good practice in sustainable & inclusive regional strategies and policies

- Opportunities to identify good practice and learning points from other regions with similar economic challenges (Italy, Denmark, Portugal):
 - Modernise traditional manufacturing sectors
 - Addressing socio-economic challenges amid backdrop of austerity
 - Changes in regional governance structures – abolition of Regional Development Agencies and emergence of private sector-led LEPs & WM Combined Authority
- Opportunities to engage with both academics and regional stakeholders:
 - We are strong in economic policy, strategy and project development, relative to other English regions, but want to improve further
 - Ability to engage with regions in other Member States, as well as UK regions

Designing Proposal and Targeted Analysis

Designing the project scope

- Coventry City Council wanted to learn good practice from overseas in addressing these challenges – engagement in ESPON and Interreg
- Particular interest in improving smart specialisation approach
 - Develop strategic approach to economic development, building on key sectors
 - Enhancing social inclusion, alongside generating economic growth
- Built on experiences with INTERREG and H2020, as well as liaison with neighbouring authorities to identify partners
- Liaison with Coventry University once project was live to further define research questions and focus of case study

Designing Proposal and Targeted Analysis

Experience in applying results

- Working relationship with Coventry University on Local Enterprise Partnership has been enhanced (both on Drafting Group for Strategic Economic Plan)
- Regular communication throughout project to discuss and test findings
 - Stakeholder meetings adding further value
- Final report to be prepared shortly
 - Regional workshop to discuss findings and how learning points can be applied
 - Inform future project and policy design – regional and national levels
 - Particular input into design of future regional development projects (SME support, innovation ecosystem) and Strategic Economic Plan

Importance of Targeted Analysis

Vital to improving project and policy development process

- Directing finite funding and human resources more effectively
- Delivering both smart specialisation and social inclusion effectively
- Understanding the roles of different stakeholders in improving policy and practice
 - Learning points for CCC, CWLEP, WMCA and UK Government
 - Challenging existing practices
 - Further strengthen public-private sector partnership working
 - Strengthen project development processes in competitive funding environment
 - Opportunities for intra and inter-regional co-operation