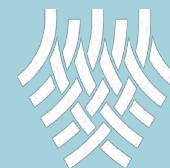


# Aidan Donnelly

## Interim Head of Economic Development

[www.midandeantrim.gov.uk/planning-development/economic-development](http://www.midandeantrim.gov.uk/planning-development/economic-development)



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# Economic Priorities for the Mid & East Antrim Area

28 September 2016



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# Development Process

## November 2015 to date



Engagement

- Appointment of SQW
- 3 Stakeholder Workshops
- One to One Consultations
- Business Survey
- 2 Councillor Workshops
- 3 Community Planning Events



Developing the Evidence Base & SWOT

- NISRA & Government Department Statistics
- Appointment of Cambridge Econometrics - Future Projections to 2030
- Stakeholder Feedback



Identifying the Economic Priorities

- Priorities as Identified by Local Businesses & Economic Partners
- Consideration of Existing & Planned Programmes from Economic Partners



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# Our Economic Partners



# Challenges Along the Way . . . .



2014-2018 Economic Shocks

Major Local Redundancies - JTI Gallaher, Michelin

Loss of c2,000 jobs

4,700 - 6,600 Replacement Jobs Required



2015 Local Government Reform

New MEA Council  
New Powers & Responsibilities

Promotion of Entrepreneurship & Business Start

Provision for Under-represented groups

Promotion of Social Enterprise



2016- ? Brexit

Uncertainty Post-Brexit

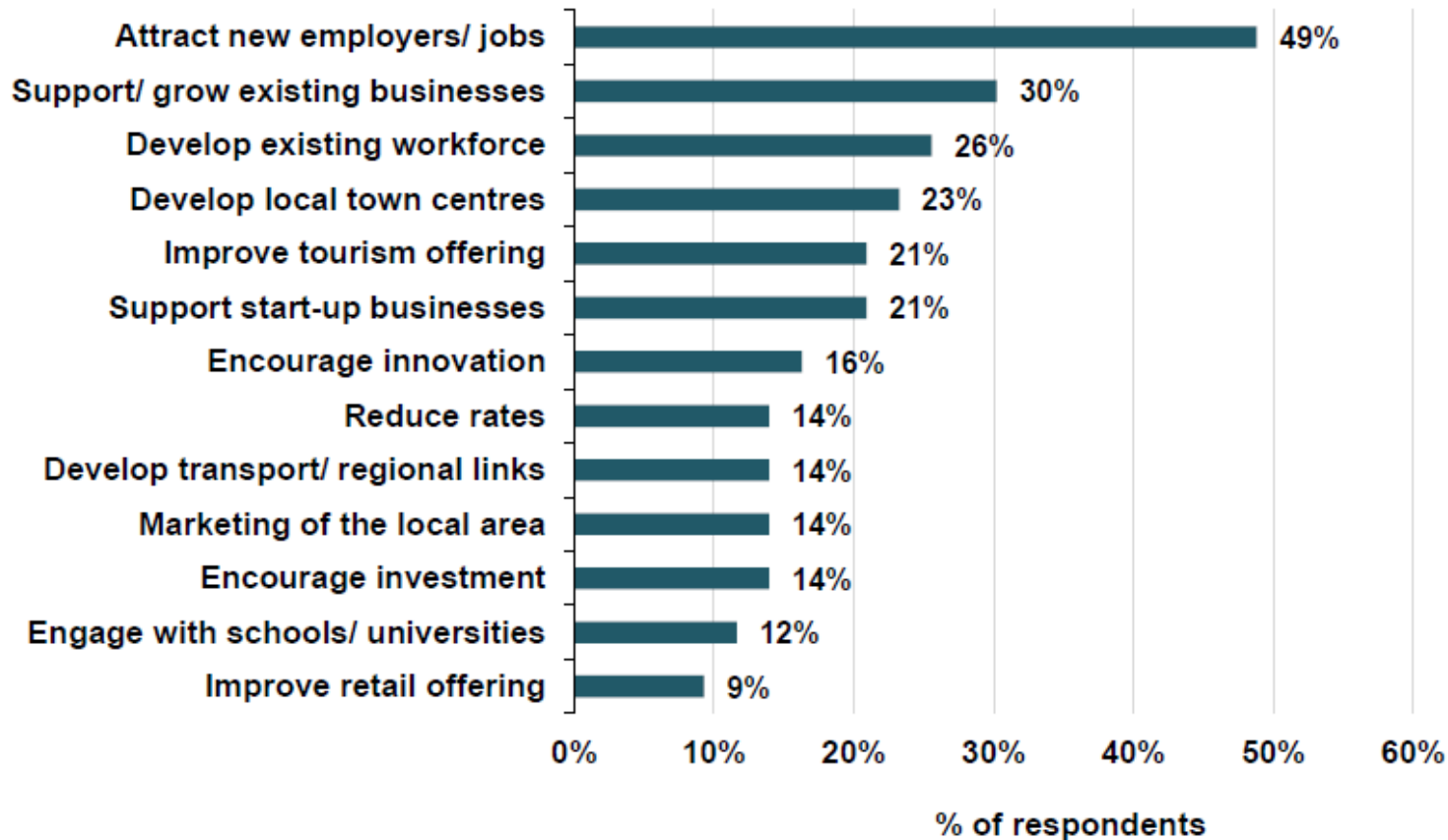
- EU Funding
- Trading Arrangements
- Immigration
- Level of National Support



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# Emerging Priorities . . .



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# Area SWOT

## Strengths

- Sectoral strengths in Manufacturing, Engineering, Agri-Food
- Strong SME supply chain
- Source of well-paid jobs. Good work ethic & **a 'can do' attitude**
- Higher than average economic activity & employment rates

## Opportunities

- New Council & new responsibilities for local economic development, planning, community planning
- Ensure the area is an attractive place to live, work, invest & visit
- Support the development & growth of the SME supply chain
- Encourage better export performance
- Support start-up activity following redundancies
- Potential to build FDI proposition

## Weaknesses

- Recent major redundancies in the manufacturing sector
- High energy & regulation costs
- Relatively low enterprise rates
- Small number of knowledge driven businesses
- Limited number of recent FDI projects
- Skills levels fairly low overall
- Limited broadband availability in rural areas

## Threats

- Knock-on effects of major redundancies for suppliers & the local economy
- **The implications of 'Brexit'**
- Down-sizing of the manufacturing sector
- Loss of skilled labour & R&D positions
- Loss of competitiveness of town centres with out-of-town locations
- Physical & digital isolation

# Suggested Outcomes for 2030

By 2030, we want Mid & East Antrim to be:

- A nationally competitive economy, with Output, Productivity & Wage Rates at least 95% of the UK (including London) average
- **Northern Ireland's leading centre for Advanced Manufacturing & Agri-Food** with recognised capabilities in Tourism, Financial & Business Services and Digital Technologies
- Operating with an economically active population equal in size in percentage terms to the UK (including London) average, known for its high-level skills and providing critical labour mass in our priority sectors
- A proud, vibrant & ambitious place, which collaborates with other centres, encourages business & its investment and is recognised for people wanting to live and work here



# Questions

1. Is the SWOT accurate - any changes/additions?
2. Do you agree with the Suggested Outcomes/Vision for the Mid & East Antrim area?



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# How We Propose to Respond . . .

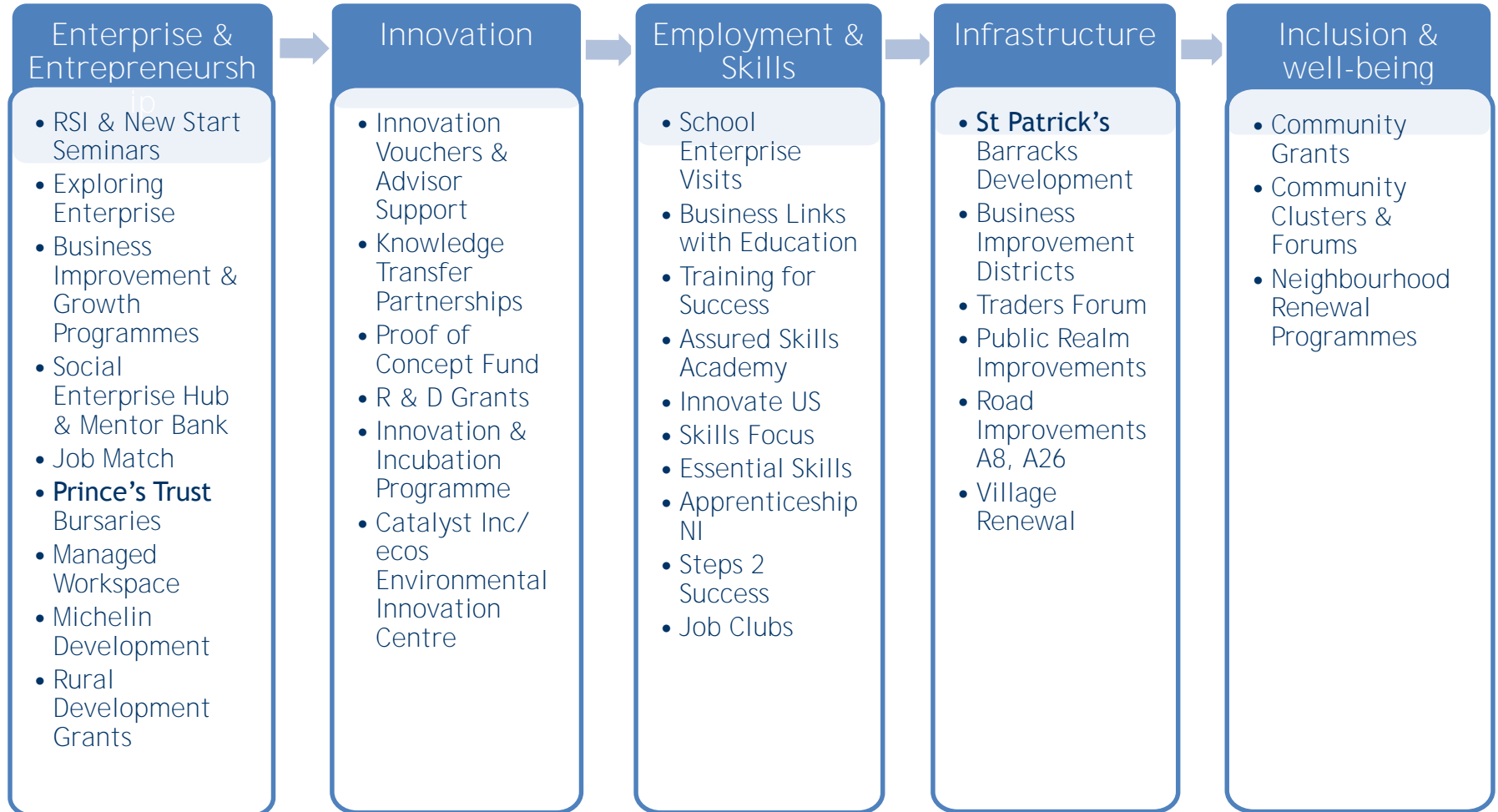
← Building real economic capacity and capability and robust M&EA →

← Improving the profile and banding of M&EA, incl for FDI →

Strategic Priority	Strategic Priority	Strategic Priority	Strategic Priority	Strategic Priority
Enterprise & Entrepreneurship	Innovation	Employment & Skills	Infrastructure	Inclusion & Well-being
<b>Rationale</b>	<b>Rationale</b>	<b>Rationale</b>	<b>Rationale</b>	<b>Rationale</b>
Too much reliance on a small no. of <b>employers....</b> Need more start-ups & growth from indigenous firms	Low levels of innovation & limited HE engagement Low number of Knowledge Economy jobs	Risk of losing highly skilled workers Need to move skills up the value chain & also improve employability skills	Untapped potential of local environment & assets & need to regenerate town centres Need to use L&P assets better & promote borough generally	Continuing pockets of deprivation & economic inactivity Insufficient awareness of job opportunities in some areas
<b>Objectives</b>	<b>Objectives</b>	<b>Objectives</b>	<b>Objectives</b>	<b>Objectives</b>
Create culture of enterprise in businesses & education system Increase birth rate & growth of local firms Grow the business base through new inward investment	Increase level of innovation, R&D & HE/FE engagement Encourage new technology firms to the area Develop a strong innovation ecosystem	Retain as many JTI/Michelin skills as possible Change mind-set towards entrepreneurship & vocational training Support local firms to grow through tailored skills support	Improve profile of the borough for investment & tourism Improve start-up accommodation/grow-on space & SFBB connectivity Improve town centre offer & east-west connections	Increase economic activity levels Promote social economy Promote employment & training opportunities for all

← Strong Strategic Fit →

# Existing Actions . . .



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# New indicative actions ...

1. Strategy launch
2. M&EA Leaders Programme
3. Local Business & Skills Barometer including Smart Specialisation Plan
4. M&EA Client Managers & Business Escalator Programme
5. Enterprise & Innovation Promotion Programme
6. Place Promotion
7. Town Centre Regeneration
8. Integrated Property Programme
9. Broadband Benefits Realisation Programme
10. Priority Sector Strategies
11. The Opportunity Factory



# Questions

1. Are the New Actions appropriate - any gaps?
2. Who is best placed to Lead/Deliver?
3. Can we consider Prioritisation of Actions?

