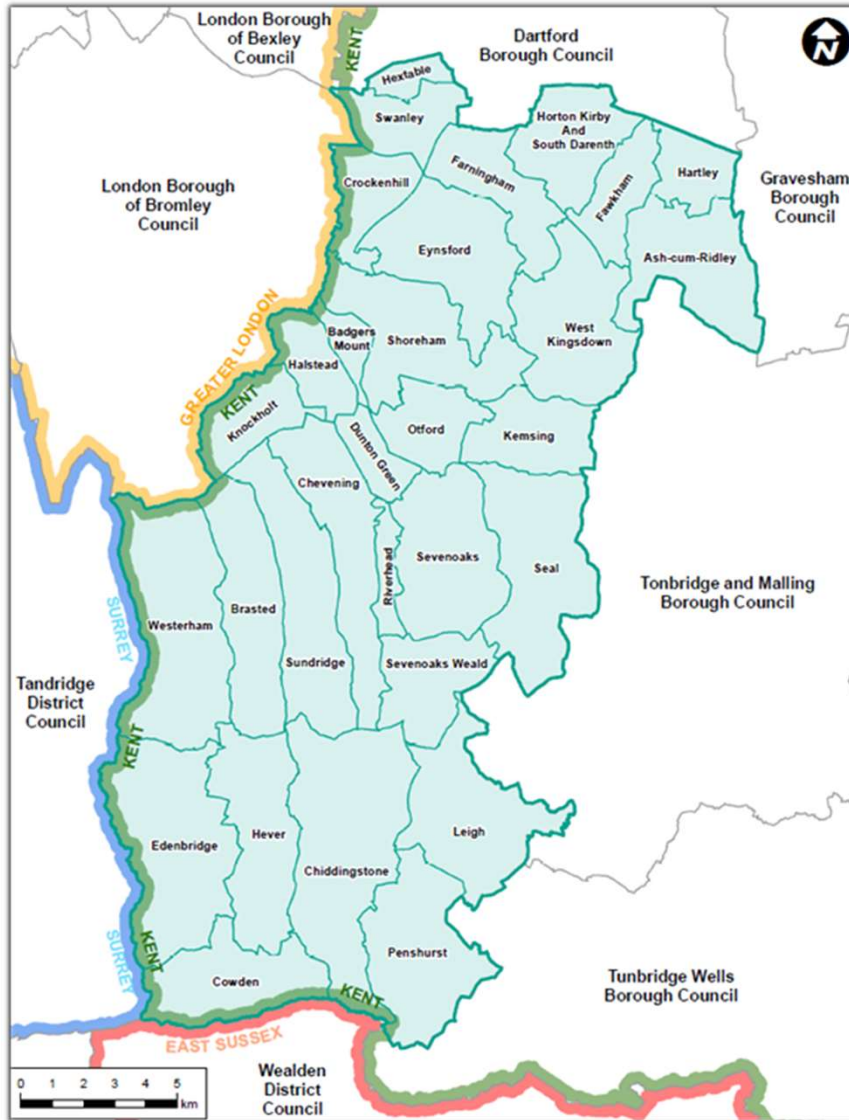


# Sevenoaks: “*best of both worlds*”



## *Emerging Economic Development Strategy Outline*





# District Headlines

Population 118,800  
projected to rise to  
137,200 by 2031



47,020 households



84,100 economically  
active residents projected  
to rise to 99,000 by 2031



30.4% with qualifications  
to level 4 or equivalent  
and above



71.5% of 16-64 year olds  
are in employment



Median weekly earnings:  
£580 for District residents  
£543 for employees in  
District businesses



6,580 enterprises  
registered for VAT



£3,204 million GVA



90.5% of businesses have  
fewer than 10 employees



From 28 minutes to London  
2hrs to Europe



Gatwick within 45 minutes  
Heathrow within 75 minutes  
Biggin Hill within 30 minutes



Dover within 75 minutes



52.5% of those in  
employment drive to work



3.9 m visitors generated  
£230m and 5,032 jobs in  
the Visitor Economy



93% of the District is  
designated as Green Belt and  
60% in an Area of Outstanding  
Natural Beauty



# SELEP Recovery & Renewal Strategy

## Agreed framework

**Vision:** To create a strong platform for recovery and growth in the South East; bolstering our role as the UK's global gateway, delivering investment to drive innovation, productivity and sustainable growth and powering trade and prosperity throughout the UK

**Purpose:** To set out the distinct strategic economic opportunities that will drive SELEP's economic recovery and renewal and will direct decision making and investments across the SELEP area.

### Strategic Priorities

1: Business Resilience & Growth

2: UK's Global Gateway

3: Communities for the Future

4: Coastal Catalyst

### Objectives

To support business **innovation** and increase investment in **R&D**

To drive **trade and growth** in a post CV19 and post Brexit economy

To deliver a **skilled workforce** that drives employment & productivity

To improve **digital & physical connectivity** and capabilities

To put **clean growth** and climate change at the heart of what we do

To support **equality** to ensure everyone has opportunity to thrive

To promote greater resilience in our **places** and support growth

### Deliverables e.g.

*Single pipeline of projects for capital investment; delivery of GBF projects and other major housing and infrastructure; SELEP funding for SMEs, sectors and skills; enhanced business support; improved digital infrastructure and skills; strengthened local supply chains; investment in towns and high streets; greater emphasis and innovation to support clean growth*

### Key Challenges:

- Loss of up to £12bn in 2020
- Growing unemployment and inactivity
- Significant sector impacts
- Unemployment / lower skill levels
- Economic inequalities across people and places
- Impacts of rapid technological change
- Large scale infrastructure development
- Ability of businesses to adapt to CV19 & requirements of Brexit

# Sevenoaks EDS Emerging Outline

- ❑ Strategic Priorities
  - ❑ Environmental Sustainability
  - ❑ Green Recovery
  - ❑ Business Resilience and Growth
  - ❑ Infrastructure first
- ❑ Thematic Areas
  - ❑ Skills and employment
  - ❑ Tourism and rural
  - ❑ Business and enterprise
  - ❑ Town centres
- ❑ Objectives
  - ❑ Skilled workforce
  - ❑ Digital connectivity and inclusion
  - ❑ Clean growth
  - ❑ Supporting innovation
  - ❑ Collaboration



# Sevenoaks Outline



- ❑ Deliverables
  - ❑ Kickstart Programme (Approved Gateway)
  - ❑ Branding Strategy (launch eta Summer 2021)
  - ❑ Tourism website and campaigns
  - ❑ Business and skills hubs (Physical and virtual)
  - ❑ Collaborative business support programme and network
  - ❑ Digital platforms
  - ❑ Promoting events
  - ❑ Investments in our towns (physical and other)
  - ❑ Sector support
    - ❑ Rural (DEFRA, UK Shared Prosperity Fund)
    - ❑ Tourism
    - ❑ Green technologies



# Indicative Timetable

- ❑ Finalise scoping end March
- ❑ Refine strategic framework May
- ❑ Final Draft July/August
- ❑ Finalise September
- ❑ Approval Winter

Will undertake a series of focus group meetings  
with key stakeholders





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