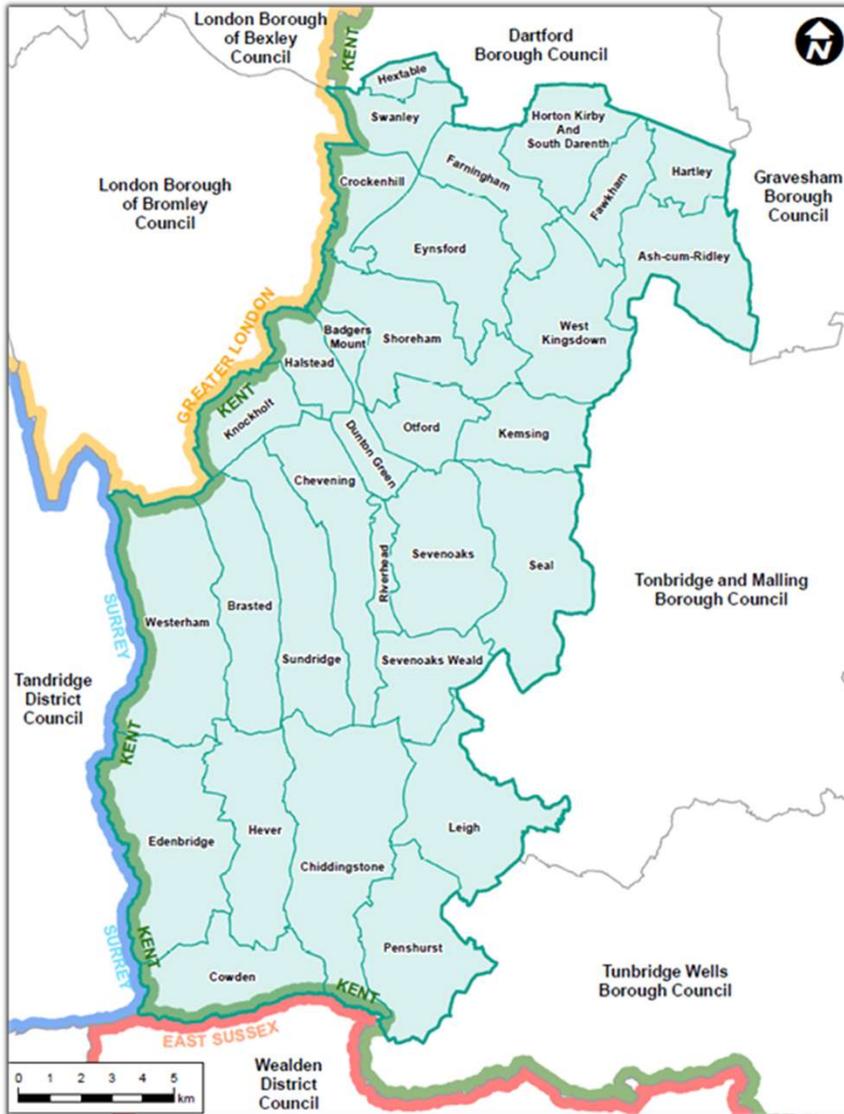


Sevenoaks: *“best of both worlds”*



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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