

Achieving Inclusive Growth

November 2020

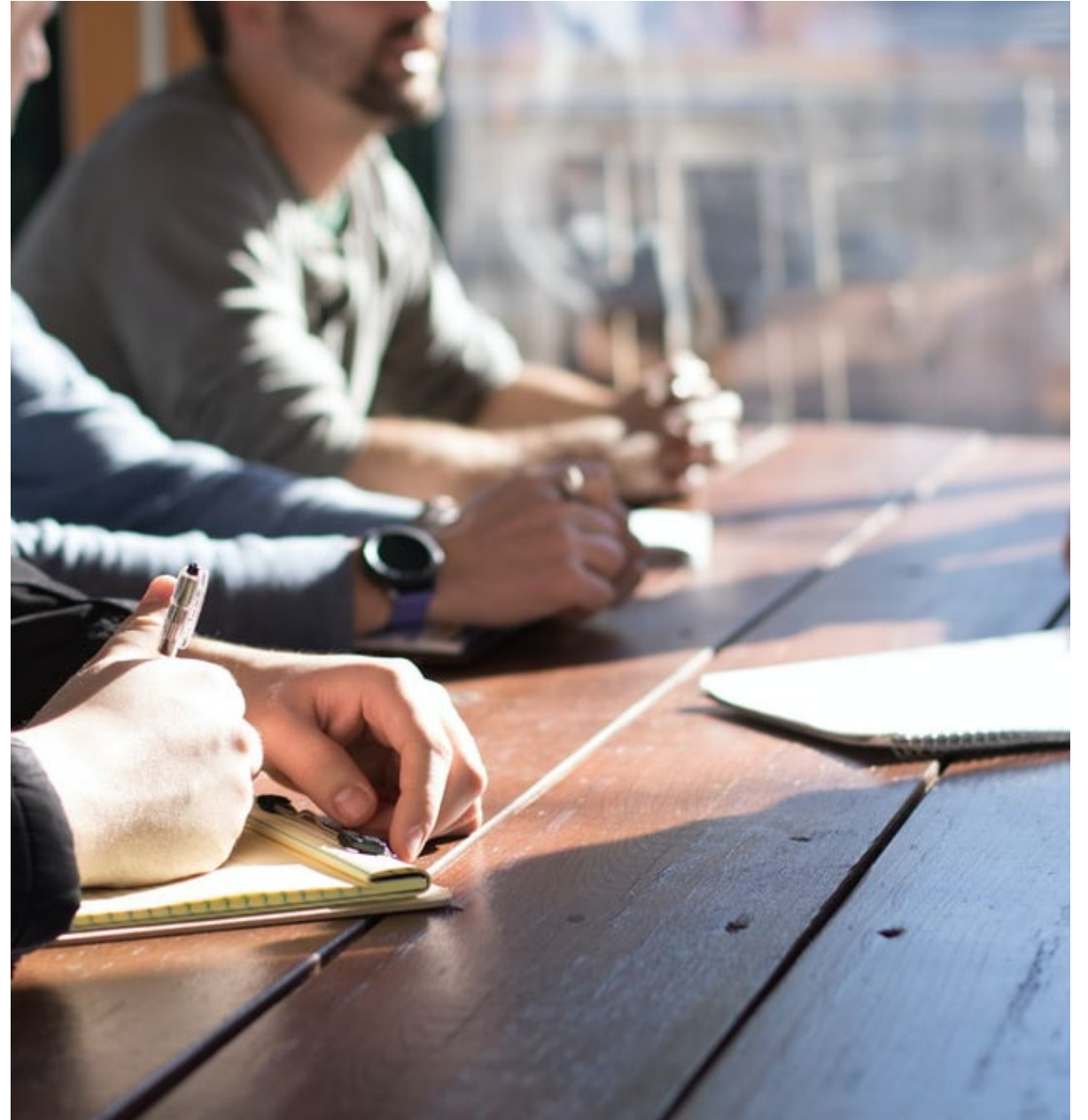
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Purpose of this document

This document aims to provide towns with advice on how they can achieve Inclusive Growth.

It provides practical advice and case studies on how to account for Inclusive Growth within the Towns Fund context.

“

‘Inclusive growth is economic growth that is distributed fairly across society and creates opportunities for all’

”

OECD

Contents

| | |
|----------------------------------------|----|
| <u>What is Inclusive Growth?</u> | 3 |
| <u>Drivers for change</u> | 8 |
| <u>Practical examples</u> | 10 |
| <u>Towns Fund and Inclusive Growth</u> | 16 |
| <u>Further resources</u> | 23 |

What is Inclusive Growth?

What is Inclusive Growth?

Inclusive growth means allowing everyone to contribute to the economy and benefit from economic growth to their full potential.

Towns face significant socio-economic challenges such as economic inequality, unemployment, poor living standards, and lack of opportunities for residents to fulfil their potential.

A focus on inclusive growth can help tackle some of these challenges to enable people and places to contribute and benefit from economic success.

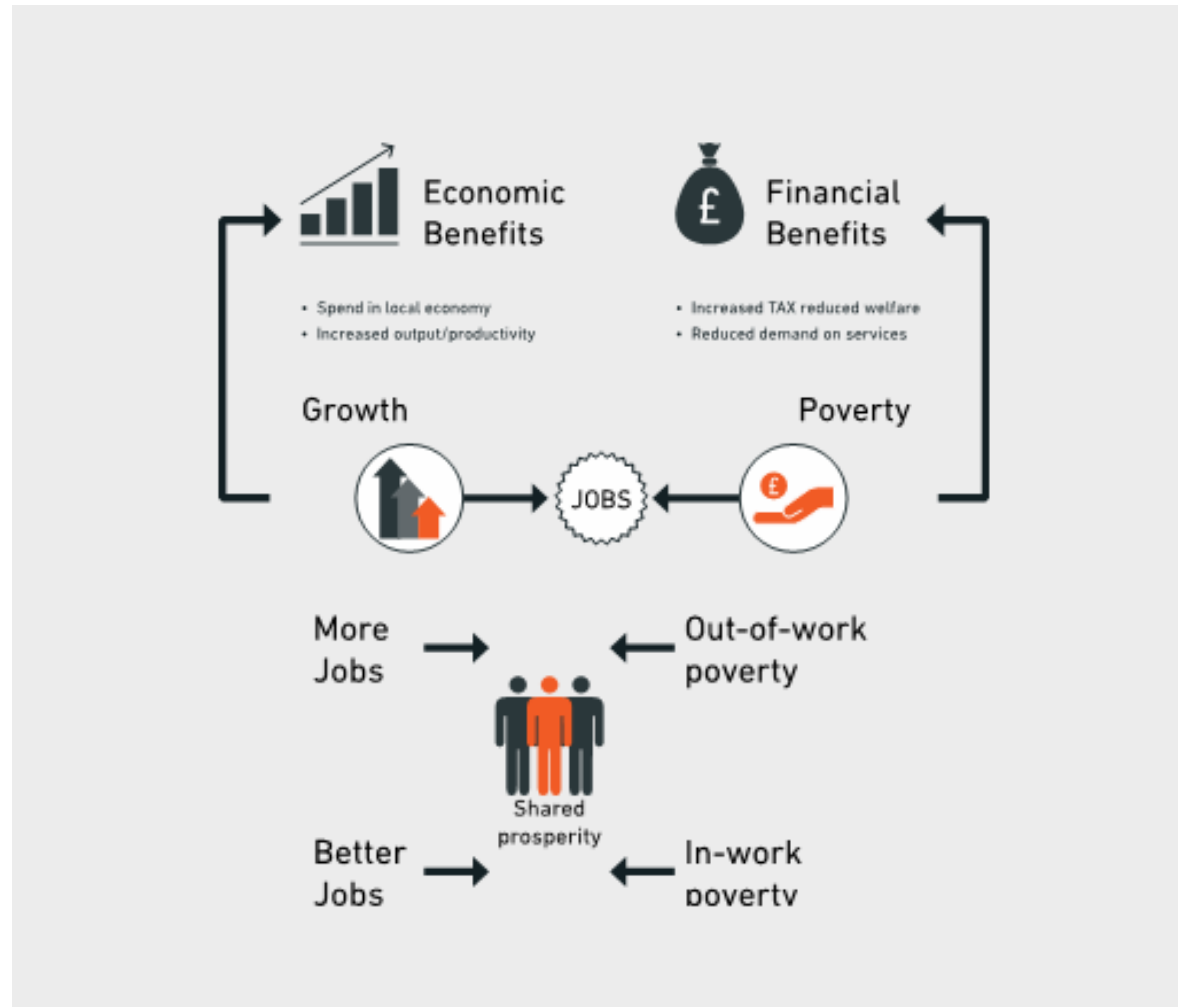
Responsibility for inclusive growth must be shared between individuals, employers and policy makers.

The Towns Fund provides an opportunity to deliver a more inclusive approach to development and growth, that seeks to combine a prosperous economy with a more equal society.

Inclusive growth can be focused on the following (see the next page for a visual representation):

- Tackling inequality
- Tackling low pay and insecure work by providing better jobs and support for people to progress
- Improving health and supporting people to live healthy and active lives
- Increasing productivity
- Improving living standards and housing quality
- Tackling unemployment

What is Inclusive Growth?



Produced by Joseph Rowntree Foundation within Leeds Growth Strategy, 2018
<http://www.leedsgrowthstrategy.co.uk/wp-content/uploads/2018/06/Leeds-Inclusive-Growth-Strategy-FINAL.pdf>

What is Inclusive Growth?

There are numerous reasons why inequality is rising in our towns

It is important for towns to understand their socio-economic context, to examine some of the reasons why there are inequalities. This will enable them to identify how they can facilitate economic growth, target and attract investment, and support inclusive growth.

Some trends that may have affected a town's socio-economic context are listed to the right.

- Structural shifts in the economy and labour market has resulted in increased low paid and low skilled work, and high paid and high skilled work, but a decline in mid level work. This has resulted in career progression moving further apart from people
- Underemployment and unemployment
- Challenges in attracting and retaining private sector investments and pressure on public sector spending
- Technological shifts
- Weak local supply chain
- Low levels of innovation and entrepreneurship
- Wider issues within education, skills, and health

What does it mean for the Towns Fund?

The Towns Fund encourages the incorporation of social and economic challenges through a focus and lens of inclusive growth.

The purpose of the Towns Fund is to drive sustainable economic regeneration and deliver long term economic and productivity growth, whilst tackling some of the significant social challenges faced by our towns.

Therefore, it is important for towns to understand how to drive and articulate good social outcomes and inclusive growth through the capital projects proposed in the Town Investment Plan. If these projects are not viewed through an inclusive growth lens from the outset, then opportunities to create positive social outcomes can be missed.

Towns need to strike the right balance between achieving social and economic outcomes and work in partnership with key partners in the private sector to achieve economic growth.

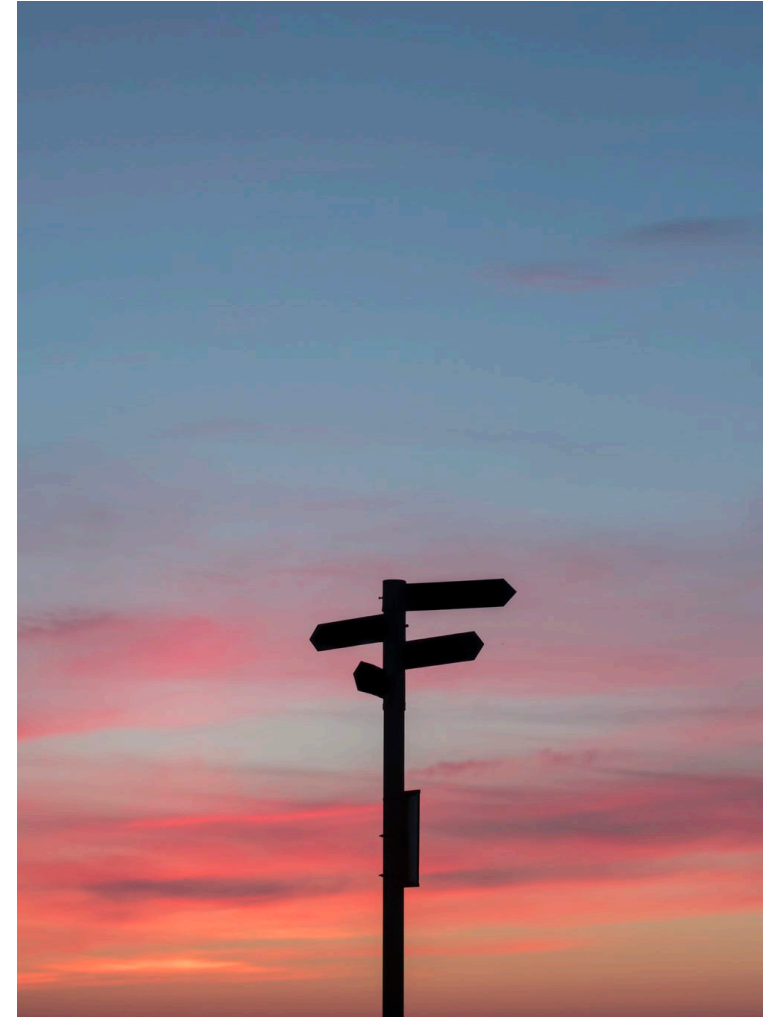
Drivers for change

Drivers for change

It is important to firstly understand the towns context and its drivers for change, this will enable towns to identify the key areas where action is needed to boost inclusive growth.

Towns should ask themselves:

- What are the implications of Covid-19 on our town?
- What are our main growth sectors within the town?
- How can we improve skills and boost productivity?
- How can we tackle an ageing workforce?
- How can we get young people in to jobs?
- What are we doing in digital and automation?
- How can we improve peoples health and wellbeing?
- How can we strengthen our local supply chain?
- What are the strengths of our neighbouring towns and cities and how do we ensure our residents and businesses can benefit from these?



Practical examples

How you can support inclusive growth through your projects

Understanding Inclusive Growth

These next few slides introduce different areas to focus on, understanding how to support inclusive growth. They provide big, small, national, and local examples of how inclusive growth can be achieved.



Understanding Inclusive Growth

Strategic alignment

Alignment and understanding of strategic economic drivers is important to deliver inclusive growth. When considering projects, consider strategies produced locally by your LEP, as well as policies championed by national government, such as the levelling up and climate change agendas.

Sectors

Growth and change within key sectors will drive economic growth. It is important to support growth sectors and the role they can play in providing jobs and apprenticeships, training, and improving skills. Support sectors which meet the local employment need but ones that enhance the existing base.

Example – Portland Works in Sheffield is a community benefit society operating a collection of workspaces for traditional and modern craftspeople. It has built on an existing historic sector in Sheffield and is showcasing the importance of small economics building community economic development.

Anchor Institutions

Are rooted in local places, hold significant wealth, and play an active role in protecting the economic resilience of their communities – examples are Universities, hospitals, and Local Authorities.

Example – Universities for Nottingham Civic Agreement. This agreement sets out initiatives to drive local recovery and renewal from Covid in Nottingham. Through this agreement the Universities, Local Authorities, and the Hospitals in Nottingham will develop these initiatives to improve levels of prosperity, opportunity, sustainability, health and wellbeing for local citizens.

Understanding Inclusive Growth

Transport

Improving transport mobility and accessibility can help tackle barriers to employment, barriers to key town services, and productivity, while also improve health and wellbeing through active travel links.

Example – Bike Life is the UK's biggest assessment of cycling delivered by Sustrans. It promotes inclusive city cycling and their data shows that there are 5 adult demographic groups who cycle less – women, over 65s, ethnic minority groups, disabled people, and people at risk of deprivation. They produce studies showing how towns and cities can reduce cycling inequality.

Working with businesses

Businesses play an important role in driving growth - they contribute to skills generation while also providing employment opportunities. They have direct and indirect influences in your economy: directly through employment and skills provision, and indirectly through wider spend in the economy, such as restaurants, housing and leisure. It is important to work with businesses so they understand the implications of their indirect spend in the economy and how to maximise the opportunities presented by this.

Housing

Housing poverty is a key issue in towns with old and vacant housing stock, rising fuel poverty, and a lack of affordable homes. Housing development provides and opportunity to create jobs and training opportunities for people.

Example - Community led housing is a new approach to generating local wealth and prosperity connecting people with affordable housing. Community Land Trusts provide an opportunity for communities to develop and manage homes and other assets with prices based on what people actually earn in their area now and in the future.

Understanding Inclusive Growth

Diversity and Inclusion

Diversity, equality and inclusion is integral to a strong economy and inclusive growth. Social inclusion and equality will result in increased productivity, equal society, improved employment outcomes, and improved health and wellbeing.

Example – Inspiring Change Manchester helps people with multiple and complex needs to overcome barriers and reach their full potential. They have a core group for women who partner with other organisations to ensure women's voices are heard at all levels of society through running events and campaigns.

Education and skills

Towns should consider the role of education and skills in enabling inclusive growth through addressing rising unemployment and creating jobs for all. There are opportunities to re-purpose and/or re-develop buildings for training, upskilling and re-skilling purposes, to provide opportunities for all outside of a formal education setting.

Example - Towns of Learning concept where the Royal Society of Arts has been piloting new approaches to learning in UK cities. Focuses on the role of 'place' in defining new pathways to learning behind formal education setting.

Employment

The employment structure of some towns results in people being in low paid and insecure jobs. There are practical ways to support individuals to step up and for businesses to create more accessible and intermediate jobs.

Example – Wakefield Council's Step Up programme provides support for individuals looking for work, changing careers or wanting to learn skills. It supports people to step up in their current roles or jobs. It also supports businesses to develop and train their existing workforce and help employees at risk of redundancy.

Understanding Inclusive Growth

Summary of the opportunities towns can consider to support inclusive growth

Sectors – opportunity to develop small and local economies and supply chains

Anchor Institutions – opportunity for local anchor institutions to recruit locally and invest locally

Transport – opportunity to develop inclusive transport that supports equality

Housing – opportunity to encourage community owned and managed assets to generate wealth

Diversity and inclusion – opportunity to support diverse groups through training and employment opportunities

Employment, education and skills – opportunities to develop learning pathways outside of the formal education system

Towns Fund and Inclusive Growth

How to articulate Inclusive Growth in your TIP

Although the Towns Fund is 90% capital this does mean there aren't opportunities for towns to achieve inclusive growth. In your Town Investment Plan you can express both the economic and social outcomes projects will achieve.

The examples on the next pages are to encourage thinking around inclusive growth and how to approach it through the Towns Fund.



Public realm
improvements



Community
hub



Business space
development



Active travel
links



Anchor
institution

How to articulate inclusive growth through the Towns Fund

Output
Public realm improvements



MHCLG Outcomes

Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors



Inclusive Growth Outcomes

Improving health and wellbeing

Improving job prospects through attracting businesses to that area

Provides opportunities for people to meet and connect

Improves the social life of communities

Enhance feelings of safety and belonging.

How to articulate inclusive growth through the Towns Fund

Output
Community hub



MHCLG Outcomes

Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors

Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access



Inclusive Growth Outcomes

Improved opportunities to offer employment and training spaces

Provides opportunities for people to meet and connect

Provides a safe and accessible place for all in the community

Enhance feelings of safety and belonging.

Strong sense of community ownership and participation

How to articulate inclusive growth through the Towns Fund

Output
Business space development



MHCLG Outcomes

Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors



Inclusive Growth Outcomes

Connecting people with employment opportunities

Providing accessibility and new space for businesses

Providing accessible and affordable office space for start ups

Providing space for training and skills development

How to articulate inclusive growth through the Towns Fund

Output
Active travel links



MHCLG Outcomes

Improved affordability, convenience, reliability, and sustainability of travel options to and from places of work

Improved affordability, convenience, reliability, and sustainability of travel options to and from places of interest (especially shops and amenities)

Reduced congestion within the town

Enhanced high street and town centre experience that prioritises the health, safety and mobility of pedestrians



Inclusive Growth Outcomes

Improving health and wellbeing

Providing active travel links for everyone, encouraging all to use them (inclusive cycling)

Providing affordable and sustainable options for travelling

Providing access to job and training opportunities

How to articulate inclusive growth through the Towns Fund

Output
Large public or private sector employer (Anchor Institution)



MHCLG Outcomes

Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors



Inclusive Growth Outcomes

Job creation including training and apprenticeship opportunities

Strengthened local supply chain

Physical regeneration through capital spend

Further resources

Social Value

Inclusive growth plays a key role in generating and creating social value.

See the resource <https://townsfund.org.uk/resources-collection/social-value-101>

This resource identifies the need/opportunity for development and infrastructure projects to create additional social value over their lifecycle and help to rebuild local economies. The document provides an insight into the benefits of social value, and how to implement it within development and infrastructure projects. It also highlights what towns should consider in undertaking social value impact measurement.

Further resources and guidance

- <https://www.jrf.org.uk/cities-towns-and-neighbourhoods/inclusive-growth>
- <https://www.oecd.org/inclusive-growth/>
- <https://www.portlandworks.co.uk/>
- https://www.universitiesfornottingham.ac.uk/assets/downloads/Universities_for_Nottingham_Civic_Agreement_2020.pdf
- <https://www.sustrans.org.uk/bike-life>
- <https://www.sustrans.org.uk/media/2930/2930.pdf>
- <http://www.communitylandtrusts.org.uk/>
- <https://inspiringchangemanchester.shelter.org.uk/>
- <https://www.thersa.org/cities-of-learning>
- <http://www.stepupwakefield.com/>
- <https://newstartmag.co.uk/wp-content/uploads/2016/09/Good-City-Economies.pdf>

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