

## Business Recovery and Growth Board

10 February 2022

### International Plan Strategy Update

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Is the paper exempt from the press and public?	No
<i>Reason why exempt:</i>	Not applicable
Purpose of this report:	Discussion
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

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#### Director Approving Submission of the Report:

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#### Executive Summary

SYMCA have commissioned an International Plan to which identifies actions can undertake to improve the region's performance across a range of themes, including:

- Enterprise and commercialisation propensity;
- Location and destination development;
- Investment/business/talent attraction and graduate retention;
- Inclusive growth and optimisation of existing assets and institutions;
- Perception of 'place' brand and perception of our promoted specialisms among target audiences

An important element for realising this Plan will be to improve our understanding of 'what good looks like': gaining better insights and monitoring across key indicators of success.

## **What does this mean for businesses, people and places in South Yorkshire?**

The vision is for SYMCA to have a strong international reputation as a thriving and well-connected region. In order to realise that we first need to understand how the region is performing against a set of key metrics of success, and to use this to build a strategy for how to improve and develop the narrative for the proposition and promotion of the region.

The resultant strategy and actions when subsequently agreed, established and adopted will be used to attract new inward investment to the region either in terms of new companies locating here or foreign-owned existing investors to expand their operations and create new jobs and develop new skills for people in the region.

Key sectors identified in the Strategic Economic Plan will form the basis for future development and investment. Deeper understanding of these key sectors and international propositions from this project will start to help us identify how we support and encourage South Yorkshire businesses export and grow their products and services into global markets

As noted below, we are working in partnership with local authorities and other stakeholders to ensure we are developing an International Plan that is relevant to the whole of South Yorkshire and the business base.

## **Recommendations**

None as this is a discussion paper.

## **Consideration by any other Board, Committee, Assurance or Advisory Panel**

N/a

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## **1. Background**

- 1.1 SYMCA issued an Invitation to Tender in August 2021 to invite consultants to submit a tender to prepare an International Plan on the YORtender Portal system requesting submissions by the deadline of 4 November 2021
- 1.2 SYMCA received four submissions from this process for review.
- 1.3 A panel of officers representing Policy, International & Procurement teams reviewed the four submissions and scored them for selection
- 1.4 One submission scored the highest and won the tender. This was a joint submission from OCO Consulting supported by Metro Dynamics. Procurement subsequently awarded the contract to OCO Consulting.
- 1.5 The project inception meeting was held on 13 December 2021 and the project work commenced in January 2022

## **2. Key Issues**

- 2.1 The approach to the project is summarised below.

## 2.2

### Phase 1: Benchmarking our Region

This phase will identify relevant comparative UK and International regions and identify a comprehensive set of performance indicators on chosen peer regions , including, business makeup , scientific and technology acumen, entrepreneurship, skills base and distinctive capabilities, talent appeal, environmental performance, ‘place’ appeal, and social outcomes/inclusion; as well as innovation, investment performance, amenities, domestic and international links and accessibility.

A gap analysis will determine SYMCA’s performance compared to peer regions and a SWOT analysis to establish the regions strengths and weaknesses in performance and potential investor perception.

The report on this phase will comprise a benchmarking report and include an evaluation of SYMCA’s comparative performance. It will include a monitoring framework upon to measure ongoing performance and provide recommended targets for SYMCA.

## 2.3

### Phase 2: Mapping, Policy Review & International Plan Development

The consultants will conduct literature review and stakeholder consultations to understand international activity. This will include a review of existing policy and practice using the peer comparator regions in Phase 1 to understand best practice and how SYMCA could work to develop a more attractive position on the international stage.

Consultants will provide an assessment and set of recommendations on how SYMCAs brand can be developed and areas in which propositions, sector or otherwise, and promotional activity could be produced to appeal to international audiences.

Workshops will be set up with SYMCA and stakeholders to present findings and recommendations.

## 3

### **Options Considered and Recommended Proposal**

None, this is a report on progress.

This report is an update paper on the project activity being undertaken to develop the International Plan and we will be reporting on the completion of the project together with the findings and recommendations at the next meeting.

## 4

### **Consultation on Proposal**

### 4.1

Stakeholders will be consulted at each stage of the project.

## 5.

### **Timetable and Accountability for Implementing this Decision**

### 5.1

The project will complete by 31 March 2022

- 5.2 The project findings and recommendations will be made following completion of the project
- 6. Financial and Procurement Implications and Advice**
- 6.1 None
- 7. Legal Implications and Advice**
- 7.1 There are no legal implications arising from this report. The MCA has economic development functions that allow expenditure for the purpose of economic development and regeneration
- 8. Human Resources Implications and Advice**
- 8.1 None
- 9. Equality and Diversity Implications and Advice**
- 9.1 None
- 10. Climate Change Implications and Advice**
- 10.1 None
- 11. Information and Communication Technology Implications and Advice**
- 11.1 None
- 12. Communications and Marketing Implications and Advice**
- 12.1 Upon review of the assessment and recommendations on how SYMCAs brand can be developed and areas in which propositions and promotional activities sector based can be revised to appeal to international audiences. These will be informative for inclusion into the marketing and communication strategy for business and skills.

**List of Appendices Included**

None

**Background Papers**

None

