

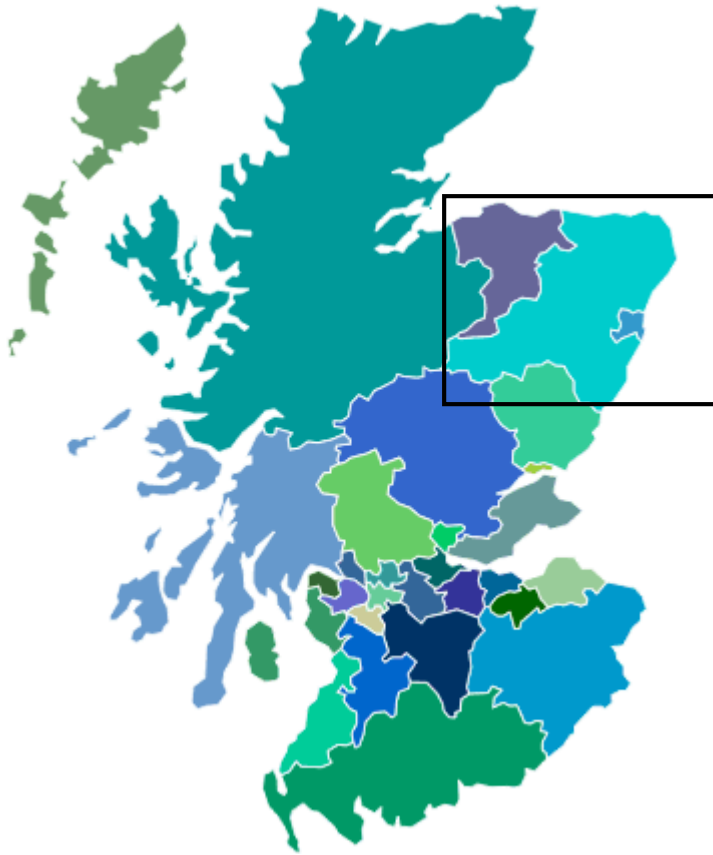
Opportunity North East Private sector CLLD?

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Where is North East Scotland?



- 0.6 M people
- Aberdeen
- Oil and Gas
- 2nd wealthiest area of UK
- Culturally distinct

What is ONE?

- Private sector economic development organisation for NE Scotland
- Pump primed by Wood Foundation
- £25M (£50M if matched)
- 5 years
- Led by businesses, but partnering with Local Govt, academia, national enterprise organisations
- Formed after period of consultation with all stakeholders, led by Sir Ian Wood
- Result – 4 priority sectors
- One Chief Executive, 4 sectoral boards, one main board



Oil & Gas

Life Sciences



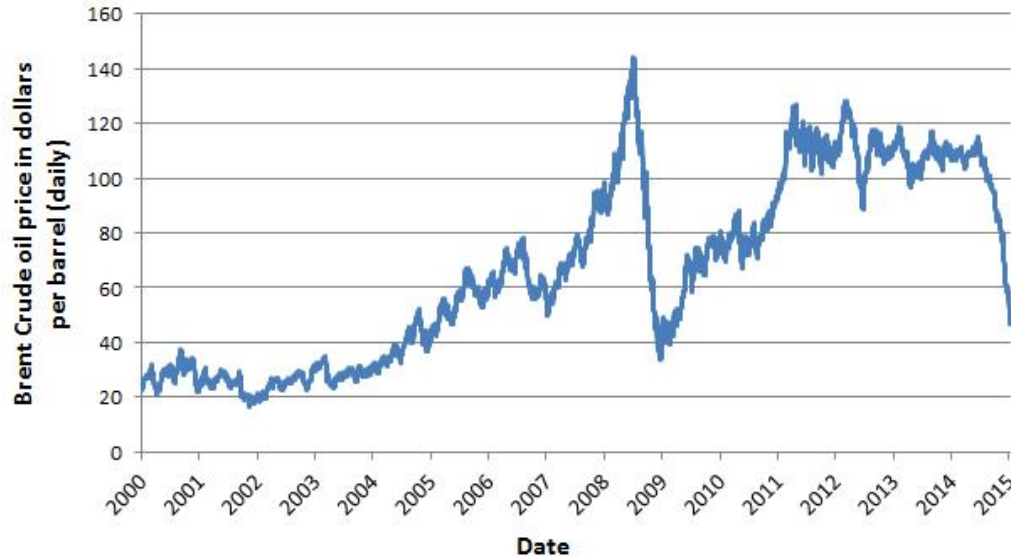
ONE

Food
Drink
&
Agriculture

Tourism



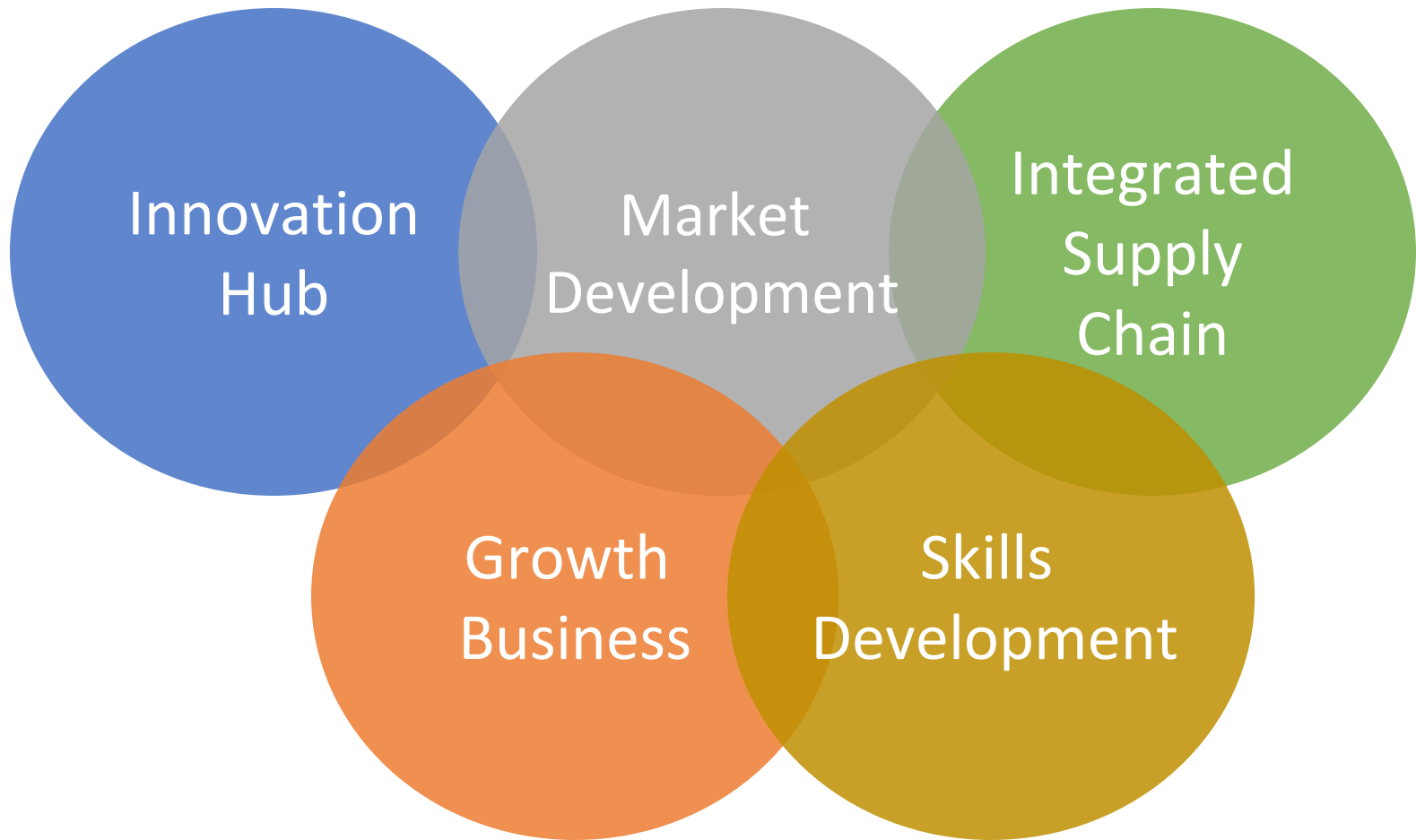
Why?



- Choice: Museum or Renaissance? Vision
- Too reliant on oil
- Opportunity created by change in cost structure
- National policy heavily centralised, not regionalised
- Build on non oil strengths
- “City Deal”

Food Drink and Agriculture Why?





How do we set our direction?

Broad Operational Plan, sets priorities, agreed by board.

Action Plan based on Op Plan

Invite industry and key stakeholders to come forward with priorities

Looking for step change in GROWTH, whether individual business or larger project

How do we work?

Partnerships, leverage, add value, coordinate, accelerate.

Match fund

Very light touch process – we do the justification/ approval work. Board approval if > £x

Fund people, expertise, knowledge. Not Capital grants, but looking at finance and do help source it.

Small team of trusted facilitators. Joint posts/ secondments.

Leader observations

- Leader application/ monitoring too complex
- Other funding processes easier (Lottery) or simply avoid/ delay (very few applications)
- Small projects not justified
- Rate of support insufficiently flexible
- Project officers lack time
- Continuity important
- Not widely understood
- LAG membership not attractive to private sector if little action
- BUT THE BENEFITS STAND – local relevance, builds local capacity, holistic view

Rural economic development observations

- Rural/ Urban?
- Vast number and type of supports often available = too complex
- National programmes too rigid, don't give local staff flexibility
- Regional strengths not being recognised by national organisations – one size fits all.
- Key to economic development is “difference”. People can rally around a local Vision
- Must take RISKS and accept some failure = learning
- Private money creates challenges but also focus
- Competition between regions is a good thing

Conclusion?

- Local leadership and vision is key – disgruntled people are looking for it!
- More CLLD!
- Private sector investment/ involvement
- Balance output and process complexity
- No rural /town boundaries?
- Independent organisations, avoid politics
- New funding mechanisms create huge scope for CLLD; crowd funding
- Our experience so far: Local bottom-up initiative creates passion, desire to succeed, better focus on local strengths and weaknesses, vastly better local networks, more learning, more maturity, bigger ambitions, more links across the entire rural economy