



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



Understanding your Local Economy

10 November 2014, Nottingham

Aim/Objectives

- **Aim**

The aim of today is help local VCS organisations to understand how to prepare for an economic (EUSIF) application

- **Objectives**

- Understand how their local economy works and learn about how money flows into and out of that community;
- Consider ways in which community-based action can be used towards developing a more sustainable local economy
- Knowledge of key local economy stats/source of economic stats

Usual (Economic) Statistics

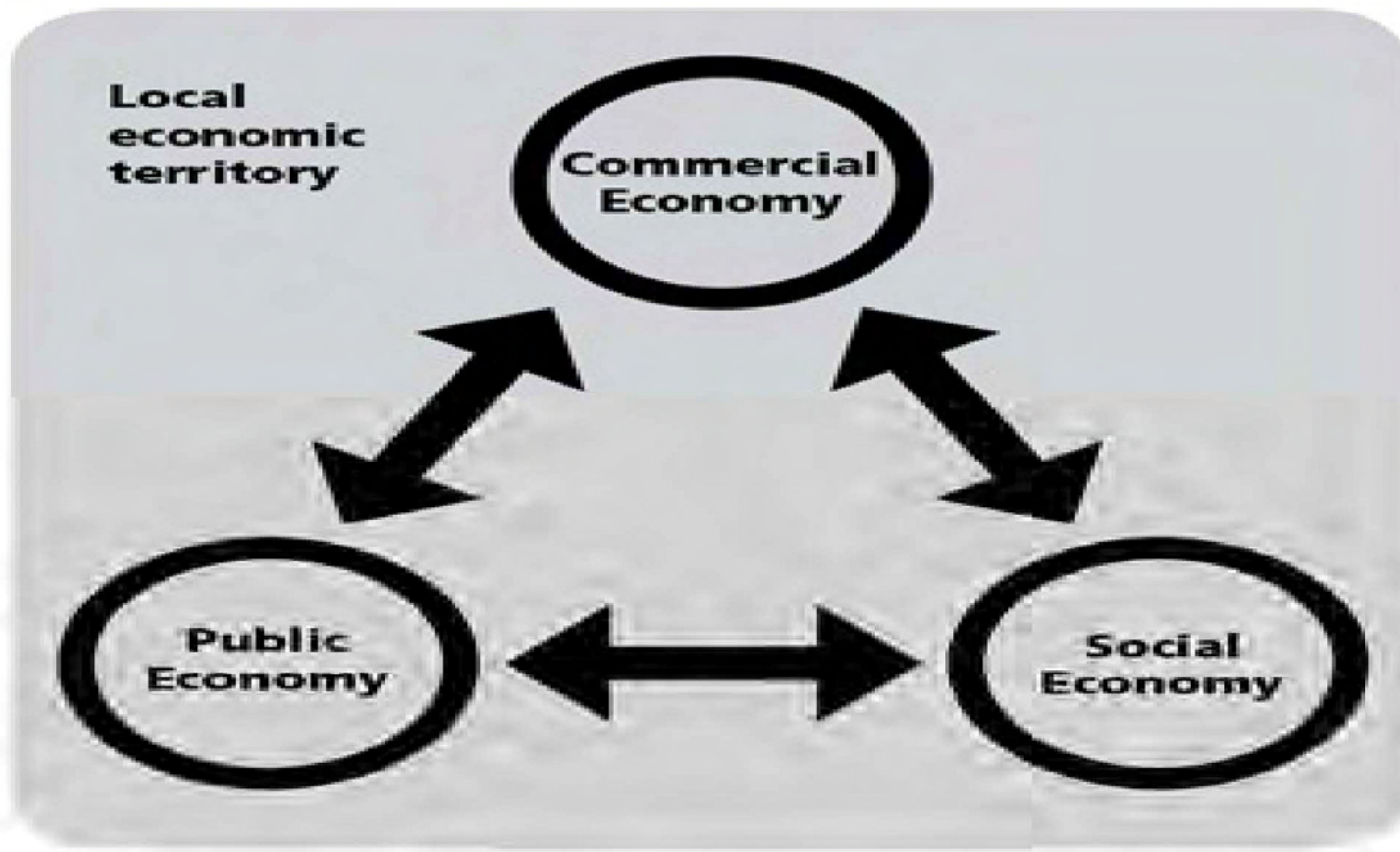
- Employment/Unemployment
- Business Birth Rates
- Vat registrations
- GDP/GVA
- Statistics linked to deprivation – housing/crime/education etc
- This workshop is linking VCS/community to economy

Why do people vote less when a

- Asda
- Tesco's
- Sainsbury's
-
-
-
- moves nearby?

What is local economic development?

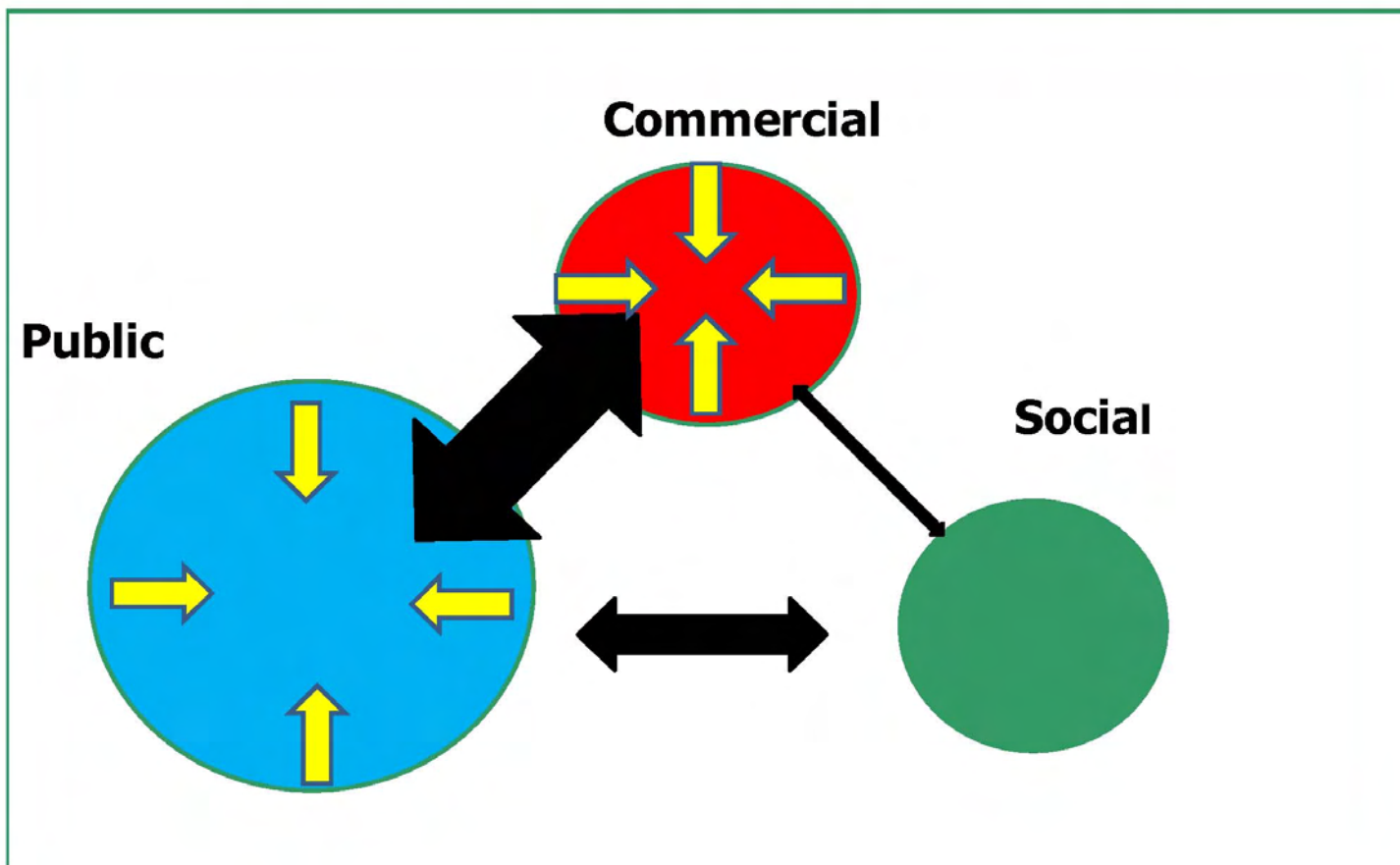
- Business Start-up/Growth
- Education/Skills
- Transport
- Planning
- Environmental Service
- Housing/Social Services/Health/



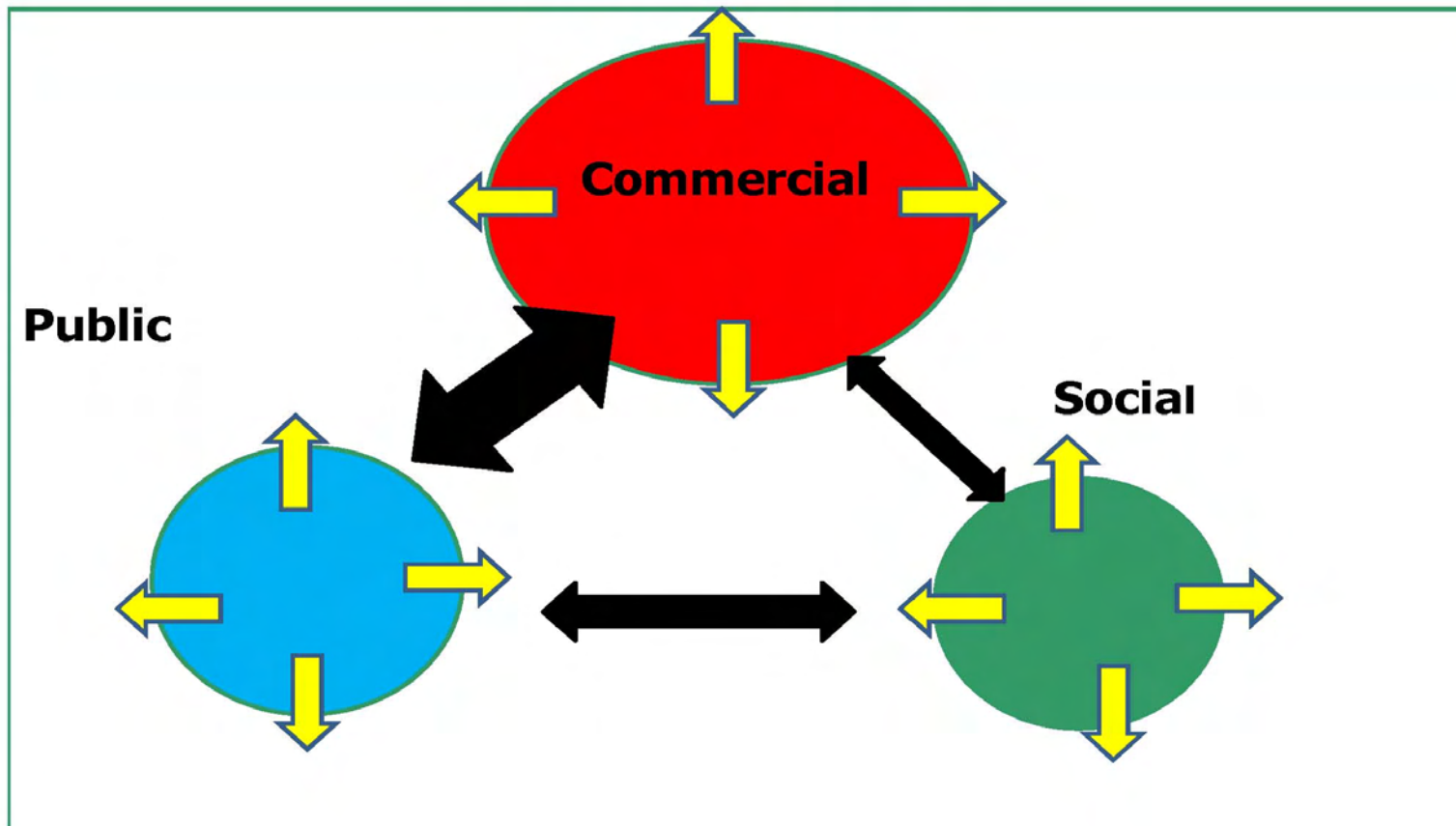
Example: The town which has lost an economic purpose - Ashington

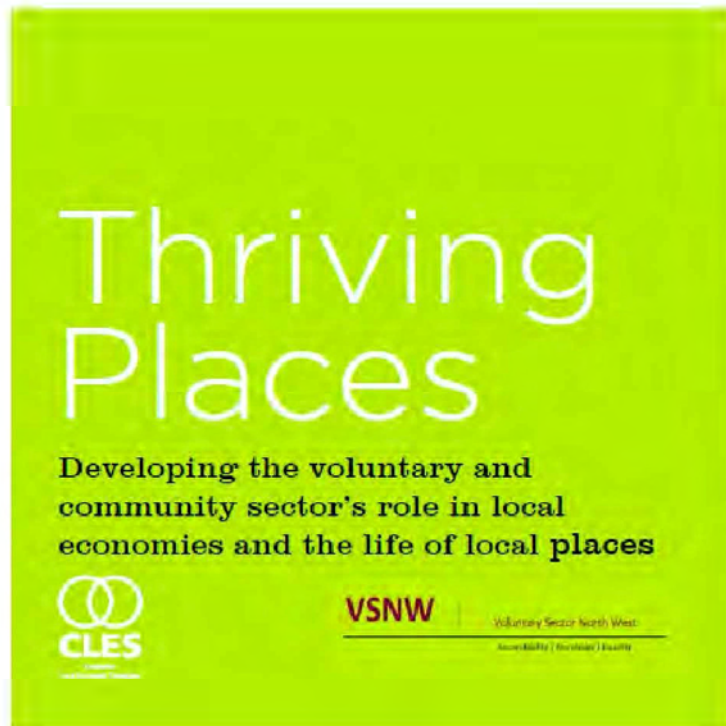


Example: The town which has lost an economic purpose - Ashington



The town which is developing FAST!— Dandenong. VIC





- Not enough recognition of community and voluntary sector role
- Not seen as important to 'economy'
- Sector works in silos

Market Failure

- Capitalist society – ‘the market will provide’ –
Business support eg
- Where it doesn’t (or does so inefficiently), ‘market failure’ occurs & public Sector intervention is justified
- Market failure = “ an imperfection in the market mechanism which means that the market has not and cannot deliver an efficient allocation of resources”
- Rationale = “the justification of a policy intervention in terms of the market failures it aims to correct

Types of Market Failure

Information asymmetry

- unequal access to full information

Coordination failure

- action by public bodies is needed to coordinate approaches & alleviate confusion

Public goods

- Goods in the public interest, but not provided by the market alone

Types of Market Failure

Externalities

- when the production of goods/services by one person/group affects the welfare of another (+/-)

Social/Distribution failure

- Justifying public intervention in order to address inequity (people/places)



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Inflows/Outflows Exercise

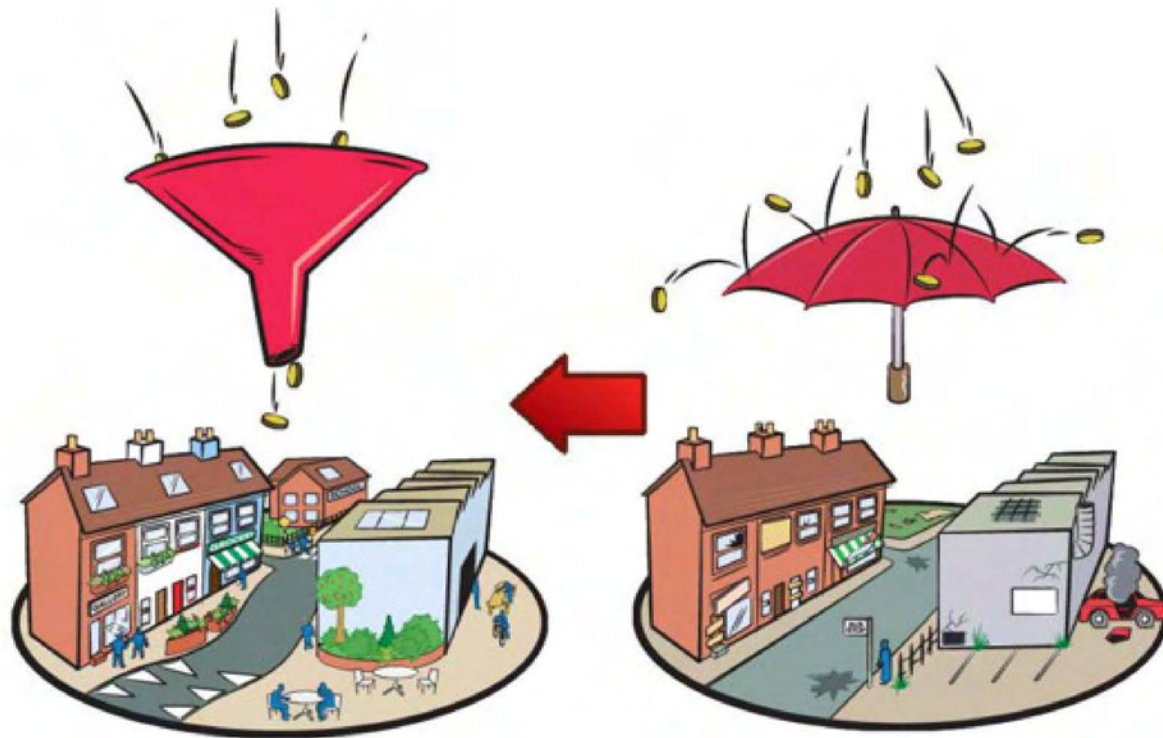


Illustration by Rory Seaford of The Creative Element,
www.pluggingtheleaks.org/resources/plm_ptl_images.htm

How?

The ideas gaining ground

Hook the local into global, whilst protecting the local

- Shorten supply chains (i.e. Food) –EG

Social success as an input and outcome of economic success

- ‘bootstrap economics’, co-production, co-design

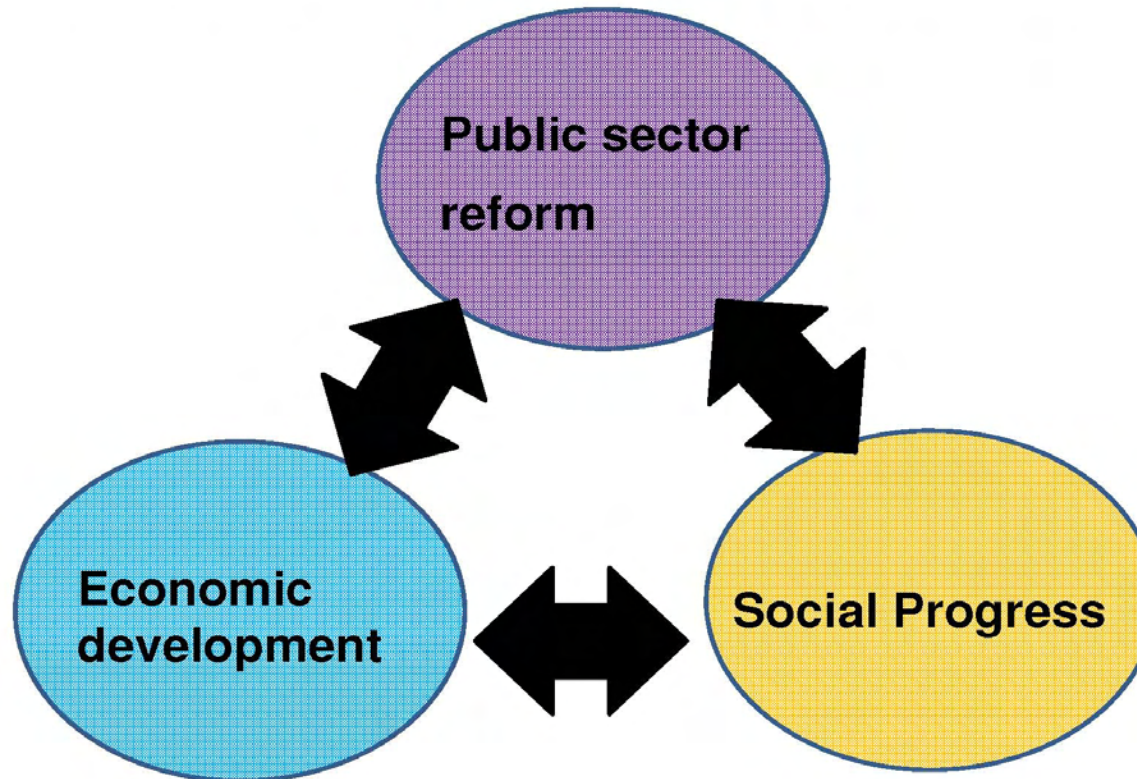
Large expenditure on infrastructure is hard so need economic alternatives

- Wealth built in and built locally

Aligning development with economy, community and place

- ‘Whole place’ ideas to economy – Systems approach

Public sector reform, social progress and Economic development are interdependent



How?

Competitive Advantage

An understanding of the competitive nature of the global economy and its affects on places

- An area attains competitive advantage if its businesses are competitive. They become competitive through innovation
- 4 determinants (Factor conditions, demand conditions, related supported industries and firm strategy, Structure and rivalry)

How?

Comparative Advantage

Like competitive advantage, but opposed to competition recognises the interdependency of place – having assets and resources that others don't have

- More about geographies of place
- It's about conceding ground and maxing on what the area does best
- Been in the doldrums a bit as places compete vigorously
- Means places may be economically producing things which are resource intensive



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The multiplier effect

Slides:

Trickle up/down cartoon

The multiplier effect

Trickle Up/Trickle down

Key concept: 'Trickle down' or 'Trickle up' or 'Torrent down'

Trickle down

- Big investment will result in jobs, more wages, more spend, better local shops etc.

Torrent down

- Flood of local benefits from Investment
- Plug the leaks and lock in wealth

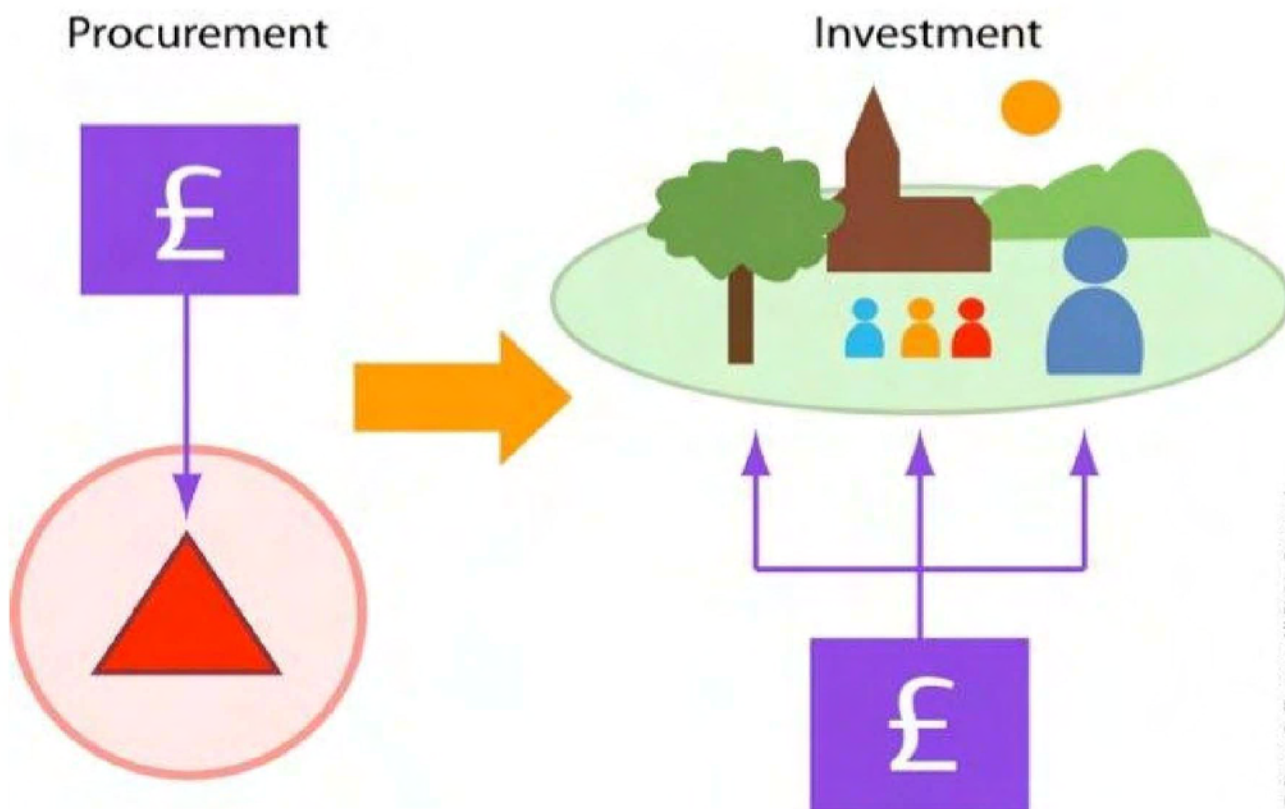
Trickle up

- The poor more likely to spend higher proportion of their money
- The poor more likely to spend their money locally

Multipliers

Tools for measuring economic impact and flow of money

- Enables the calculation of an organisations economic contribution to its community
- Local: specific local economy or set of local economies
- Multiplier: how much a specific inflow of income into a local area circulates



Small local firms assist local economies?



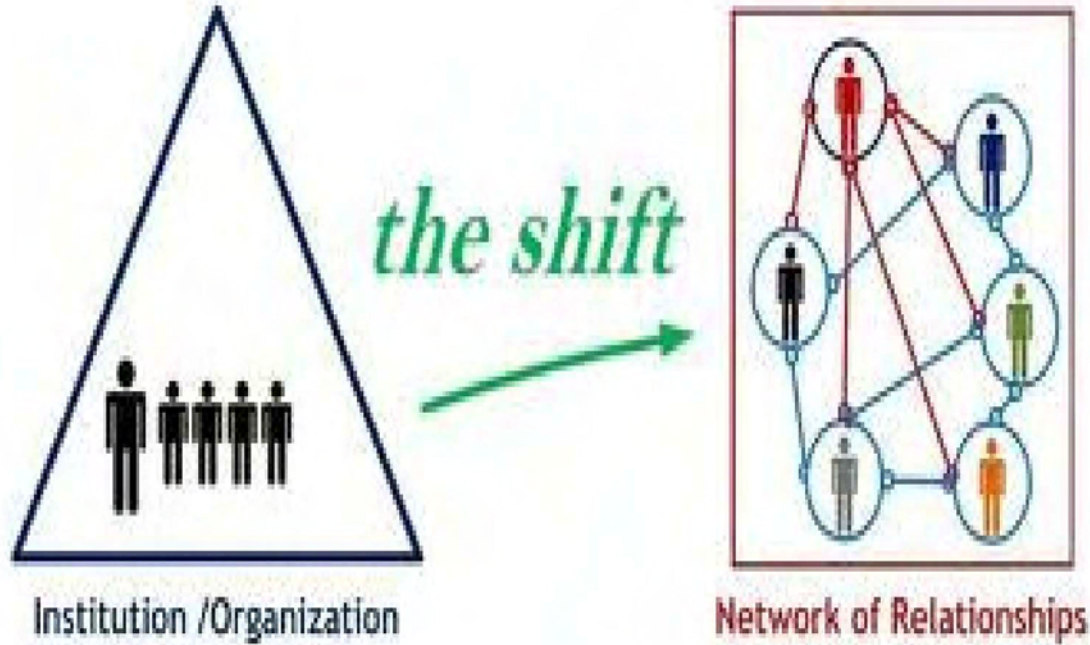
Federation of Small Businesses
The UK's Leading Business Organisation

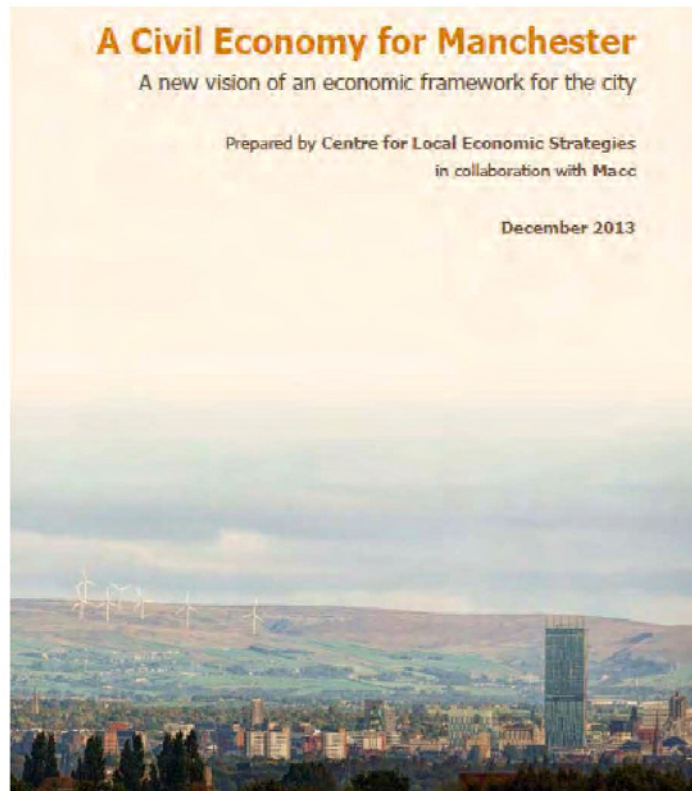


Local Procurement
*Making the most
of small businesses*

<http://www.fsb.org.uk/policy/assets/local-procurement-2013.pdf>

- 47% of total procurement spend by local authorities is with SMEs;
- 63p for every £1 spent with SME's remains local but only 40p for every £1 spent with large firms remains local.
- small local firms generate 58% more benefit for local economies than large local firms.





- Strong communities and social inclusion as inputs to and outcomes of economic and business success
- Creating an economy which works for all
- Refocusing on how economic success is perceived around the experiences of people and communities within an economy

VCS is central to economic and place success....

- **...a role in its own right**, not just deliverer of services
- **...delivering** social success as an input not just an outcome of economic success
- **...guaranteeing** an economy works for its people, and serves collective societal interests
- **...ensuring** economy stays real: Economy comes from Greek word *oikonomos*, "one who manages a household"

VCS Economic Contribution

- 2% of workforce
- 11,000+ registered organisation across EM
- Spend of £1.2bn in EM economy
- £2.5bn + of capital and fixed assets
- Volunteers
- High level and diverse skill base
- Geographical spread
- Established networks and communication