



Sheffield City Region

**DISCOVER HOW DESIGN OF LOCAL
POLICY IS ELEVATED BY ENGAGING DATA
ANALYSIS: A LEP PERSPECTIVE**

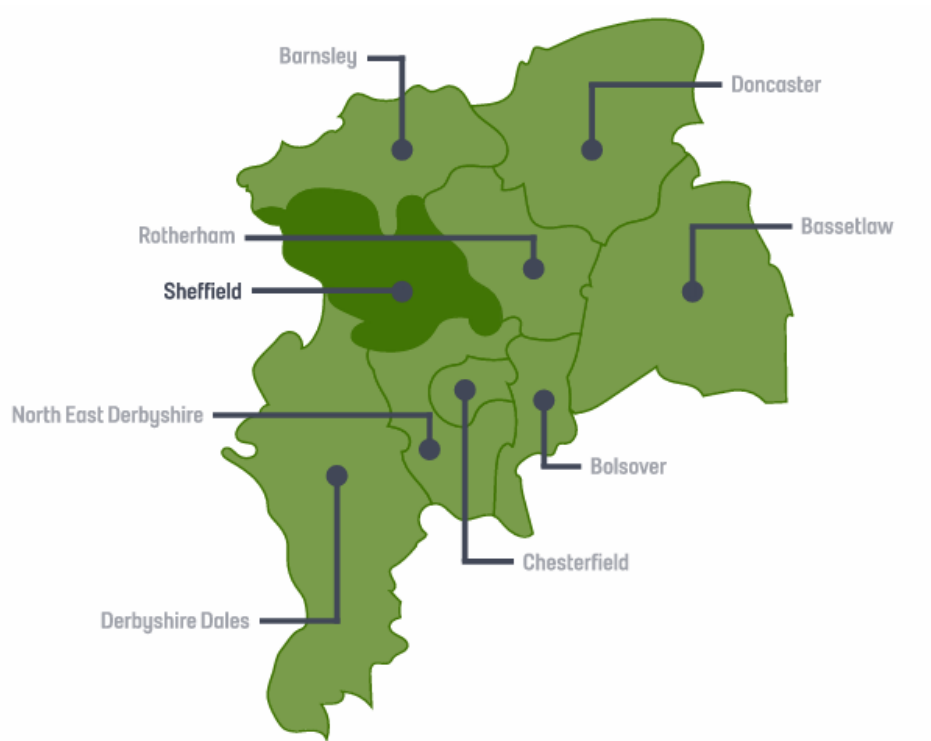
Dr Lisa Clark
23rd November 2017

31/01/2018

Sheffield City Region



Sheffield City Region



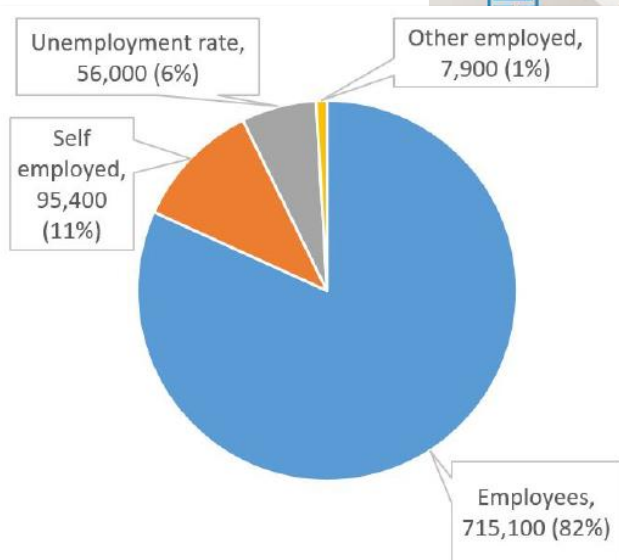
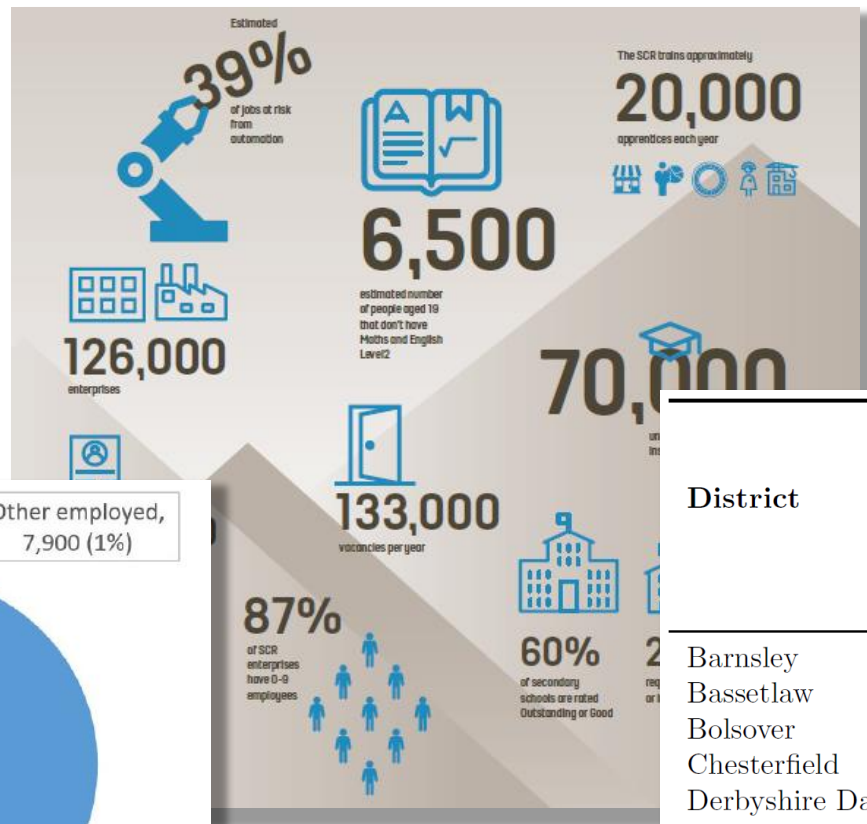
	SCR LEP	SCR Combined Authority
	9 districts	4 LAs
Working age population	1,153,000	871,200
Employment rate	71.3%	69.7%

Objectives



- How to make dull data compelling!
- How data viz can aid policy design
- From a LEP / CA perspective
- Let me take you on a data journey...

BASIC IS NOT NECESSARILY WRONG!



District	Total number of enterprises	% of total enterprises
Barnsley	13745	10.90
Bassetlaw	8565	6.79
Bolsover	8415	6.67
Chesterfield	7435	5.90
Derbyshire Dales	10185	8.08
Doncaster	20830	16.52
NE Derbyshire	7265	5.76
Rotherham	15305	12.14
Sheffield	34355	27.24
SCR	126100	100

Areas I'll cover in this talk

- Local policy areas:
 - GVA
 - Labour Market
 - Business Growth
 - Skills & Employment
 - Hard to Fill Vacancies
- Strategic Economic Plan!



METRICS AND TARGETS

The Metrics

We have set a small number of headline targets to steer, which shape the overall policy approach of the region and ensure how SCB is growing. A supporting framework will provide a tool to assess SCB's progress on a wider range of targets. Taken together, improvement in these areas ensure that SCB's economy is growing, and meeting all residents to reach their potential.

Inclusive growth underpins our vision, and we are committed to a city region where all residents have access and ability to enter good work. We have adopted the GVA Inclusive Growth Commission's Quality GVA metric as one of our headline targets as that is clear assessment of how inclusive growth achievements.

GVA	% annual growth	2015-2020 target
Employment	% annual growth	2015-2020 target
Business	% annual growth	2015-2020 target
Inclusive Growth Index	Partly with UK	2015-2020 target
Inclusive Growth Productivity	% annual growth	2015-2020 target
Inclusive Growth Employment Rate	Partly with UK	2015-2020 target
Household	2015-2020 target	2015-2020 target

We believe that these targets are achievable, and we will continue to strive for inclusive growth, meeting the needs of all residents, rather than just the majority. They will require significant economic interventions and this plan sets out a high level of ambition. There are policy challenges which introduce more uncertainty into the forecast. These include any forecasting any difficulty to do with regional growth on a wide range of policies, and little hard information at this point. There is a large spread in forecast outcomes, depending on the outcome of negotiations. Our targets are based in this context as our best prediction of SCB's potential, given what we know at this point.

Bottom up GVA by Local Authority, 2015



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City Region**

LABOUR MARKET

WHO WORKS WHERE? SECTOR SIZES

Number of employees

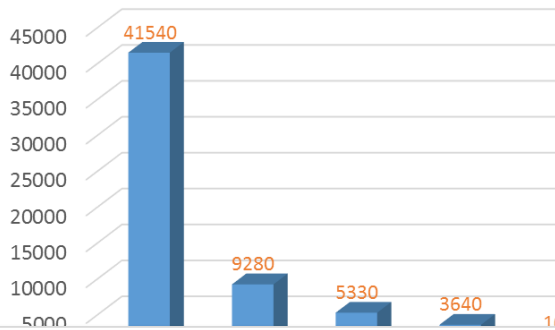
SIC

Date	0 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000+	Industry
2010	0	0	0	0	0	0	0	0	0	0100 : DEFRA/Scottish Executive Agricultural Data
2010	0	0	0	0	0	0	0	0	0	0111 : Growing of cereals (except rice), leguminous crops and oil seeds
2010	0	0	0	0	0	0	0	0	0	0112 : Growing of rice
2010	0	0	0	0	0	0	0	0	0	0113 : Growing of vegetables and melons, roots and tubers
2010	0	0	0	0	0	0	0	0	0	0114 : Growing of sugar cane
2010	0	0	0	0	0	0	0	0	0	0115 : Growing of tobacco
2010	0	0	0	0	0	0	0	0	0	0116 : Growing of fibre crops
2010	0	0	0	0	0	0	0	0	0	0119 : Growing of other non-perennial crops
2010	0	0	0	0	0	0	0	0	0	0121 : Growing of grapes
2010	0	0	0	0	0	0	0	0	0	0122 : Growing of tropical and subtropical fruits
2010	0	0	0	0	0	0	0	0	0	0123 : Growing of citrus fruits
2010	0	0	0	0	0	0	0	0	0	0124 : Growing of pome fruits and stone fruits
2010	0	0	0	0	0	0	0	0	0	0125 : Growing of other tree and bush fruits and nuts
2010	0	0	0	0	0	0	0	0	0	0126 : Growing of oleaginous fruits
2010	0	0	0	0	0	0	0	0	0	0127 : Growing of beverage crops
2010	0	0	0	0	0	0	0	0	0	0128 : Growing of spices, aromatic, drug and pharmaceutical crops
2010	0	0	0	0	0	0	0	0	0	0129 : Growing of other perennial crops
2010	0	0	0	0	0	0	0	0	0	0130 : Plant propagation
2010	0	0	0	0	0	0	0	0	0	0141 : Raising of dairy cattle
2010	0	0	0	0	0	0	0	0	0	0142 : Raising of other cattle and buffaloes
2010	0	0	0	0	0	0	0	0	0	0143 : Raising of horses and other equines
2010	0	0	0	0	0	0	0	0	0	0144 : Raising of camels and camelids
2010	0	0	0	0	0	0	0	0	0	0145 : Raising of sheep and goats
2010	0	0	0	0	0	0	0	0	0	0146 : Raising of swine/pigs
2010	0	0	0	0	0	0	0	0	0	0147 : Raising of poultry
2010	0	0	0	0	0	0	0	0	0	0149 : Raising of other animals
2010	0	0	0	0	0	0	0	0	0	0150 : Mixed farming
2010	0	0	0	0	0	0	0	0	0	0161 : Support activities for crop production
2010	0	0	0	0	0	0	0	0	0	0162 : Support activities for animal production
2010	0	0	0	0	0	0	0	0	0	0163 : Post-harvest crop activities
2010	0	0	0	0	0	0	0	0	0	0164 : Seed processing for propagation
2010	0	0	0	0	0	0	0	0	0	0170 : Hunting, trapping and related service activities
2010	0	0	0	0	0	0	0	0	0	0210 : Silviculture and other forestry activities
2010	0	0	0	0	0	0	0	0	0	0220 : Logging
2010	0	0	0	0	0	0	0	0	0	0230 : Gathering of wild growing non-wood products
2010	0	0	0	0	0	0	0	0	0	0240 : Support services to forestry
2010	0	0	0	0	0	0	0	0	0	0311 : Marine fishing

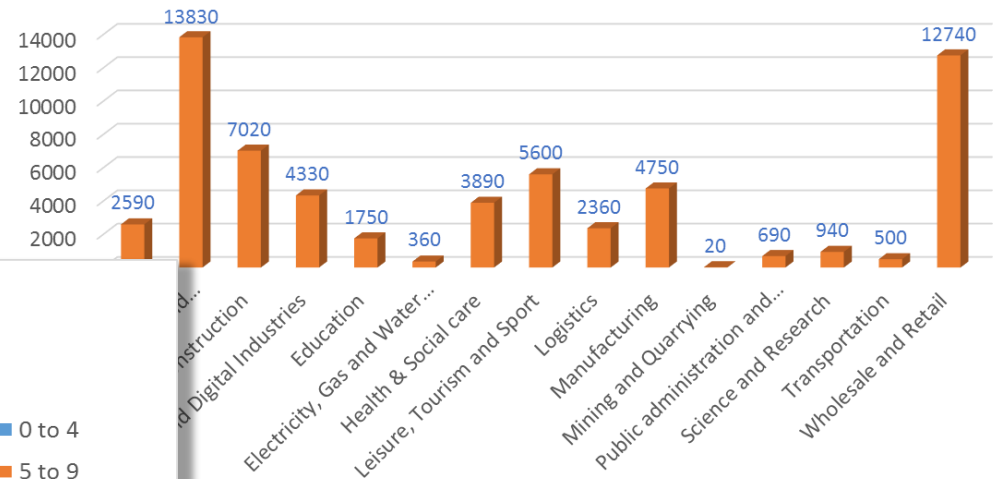
- What are the main sectors in SCR?
- What does each sector look like?
- How many people are employed in each sector?
- How would we engage with sectors?

SECTOR SIZES

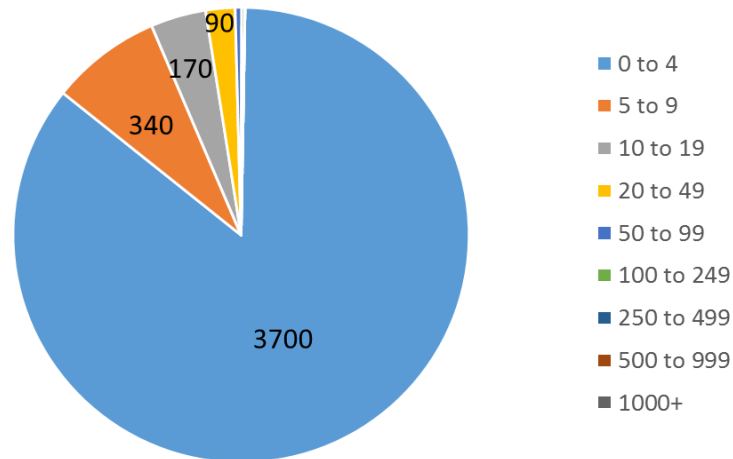
Number of companies by size



Number of companies by sector

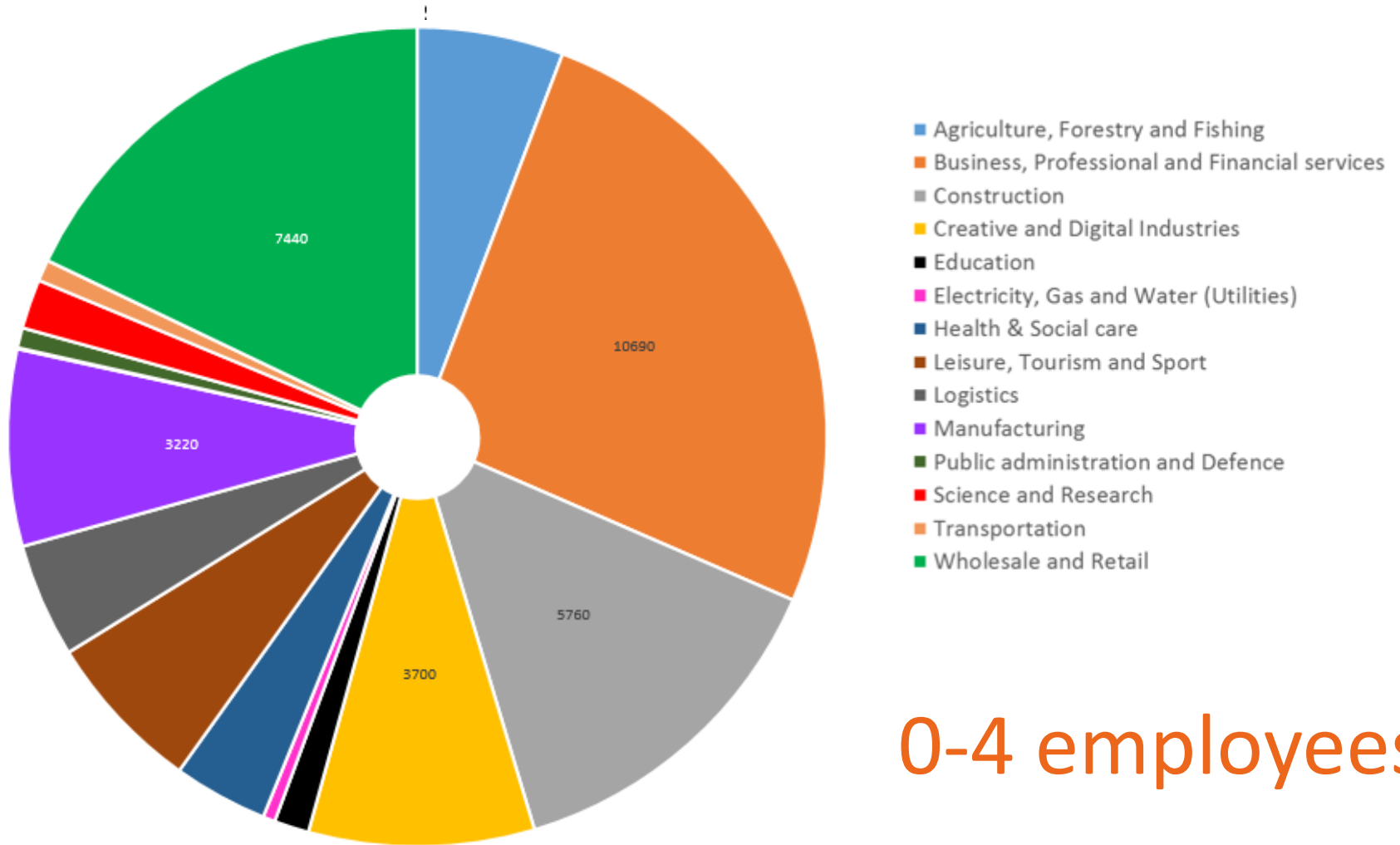


CDI sector: Number of companies by size



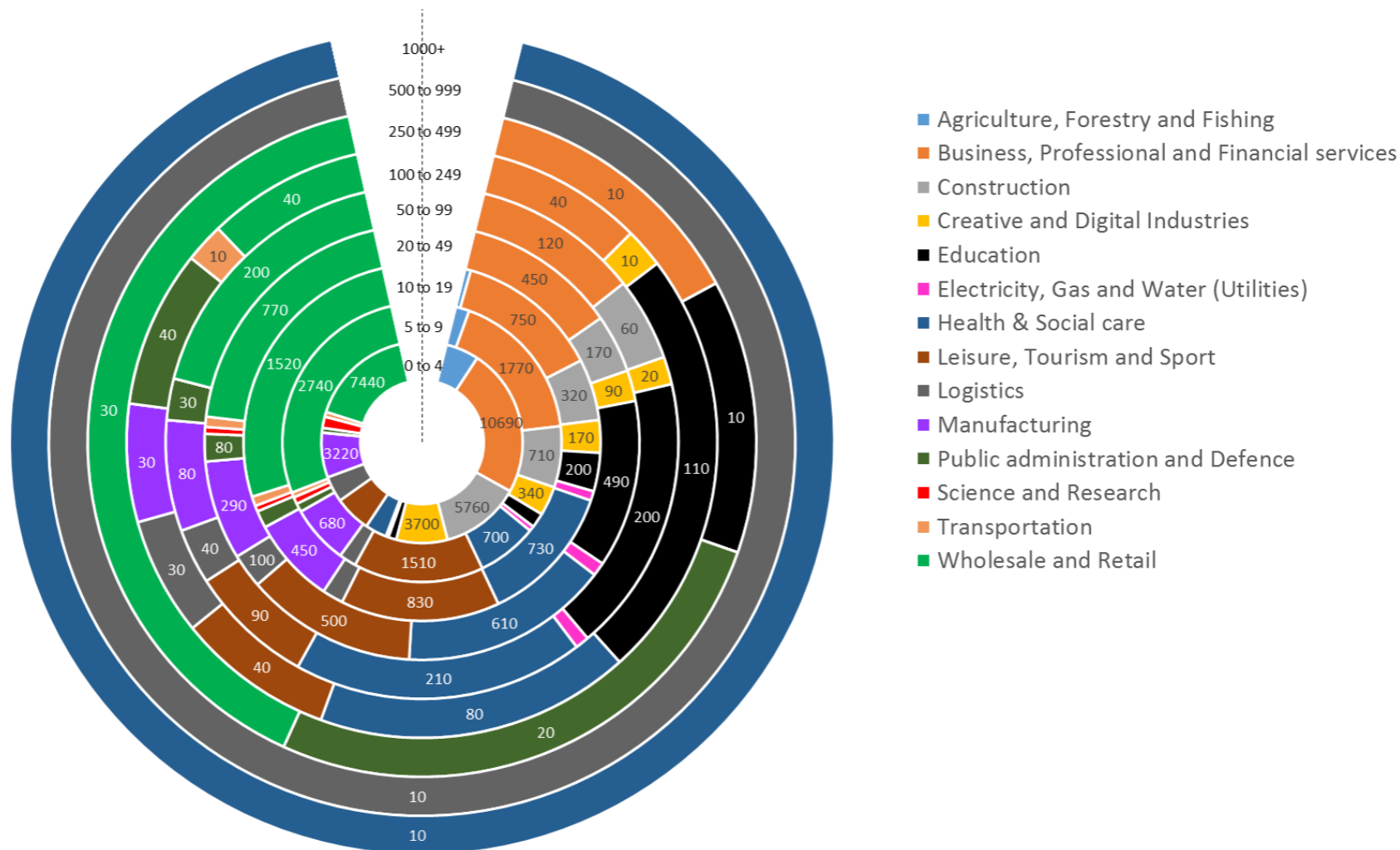
- What about other sectors?
- Do we really want lots of piecharts?

NUMBERS OF COMPANIES BY SIZE



0-4 employees

SIZE OF COMPANIES (IDBR)

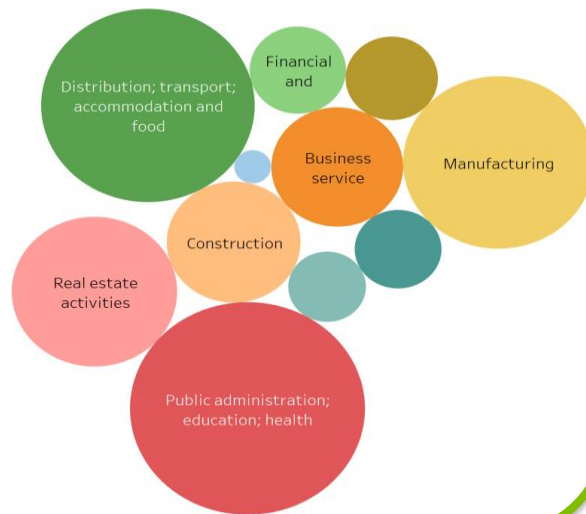


GVA



- 2015: Total GVA in SCR = £33,213 M
- Growth of +3%

Industrial split:



OR

District split:



GVA



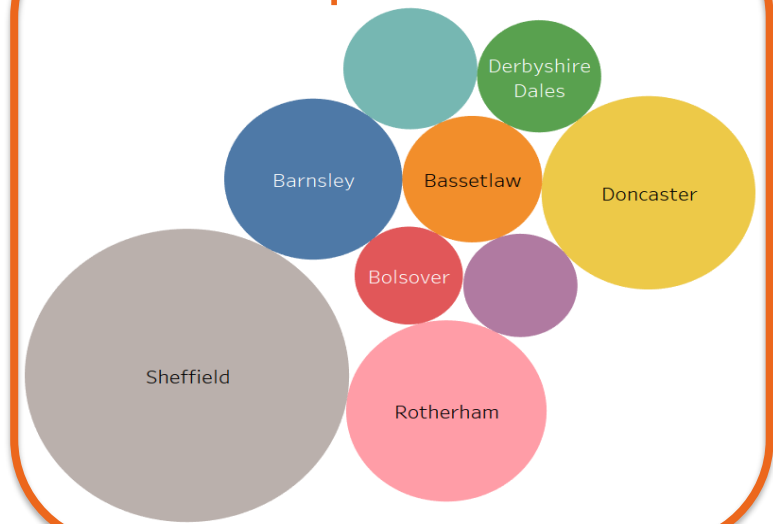
- BUT...
 - Are all sectors represented in all districts?
 - What is the recent growth (or shrinkage)?
 - Is a target for each district or whole SCR? What is attainable?

Industrial split:



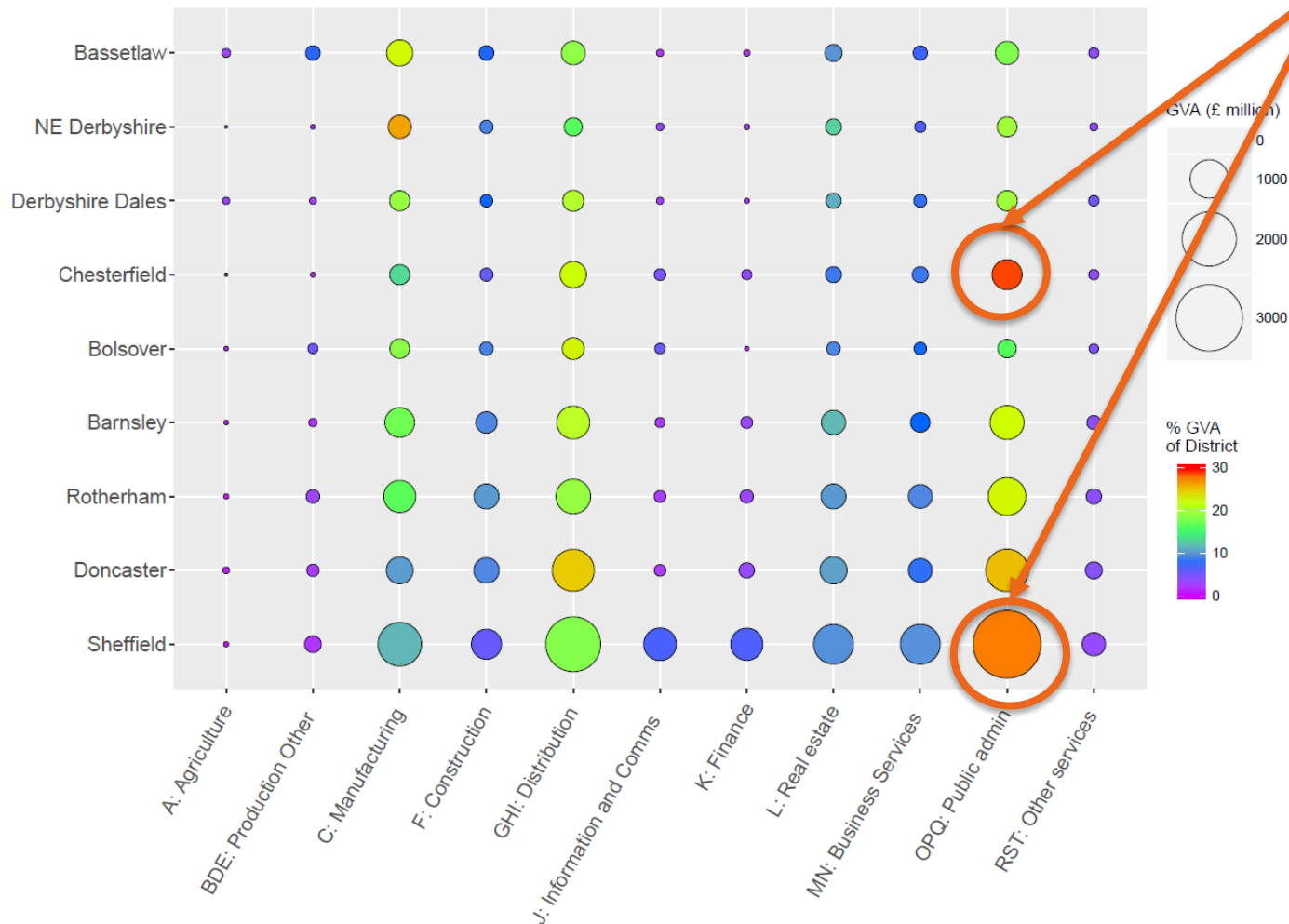
AND

District split:

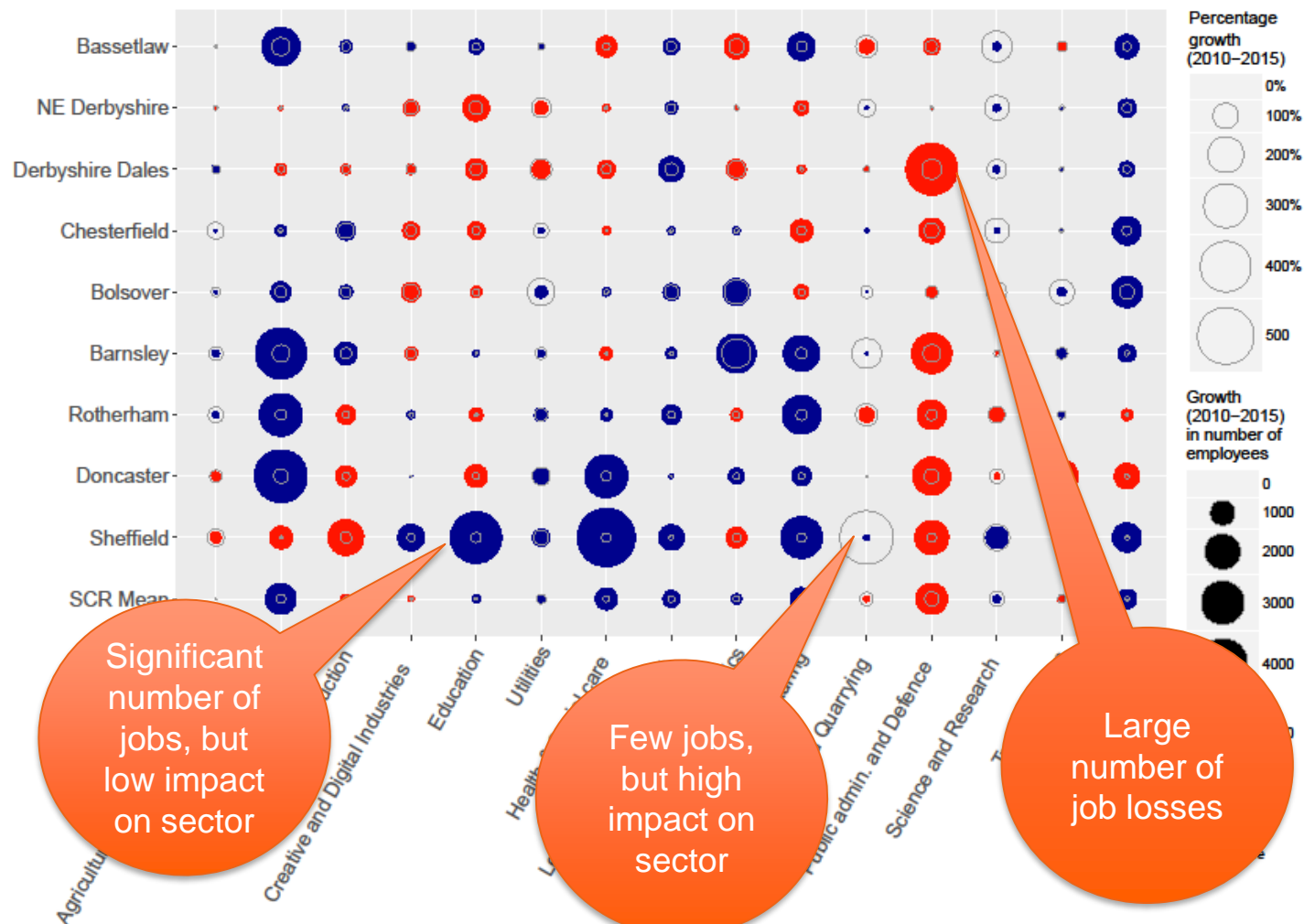


GVA BY SECTOR AND DISTRICT

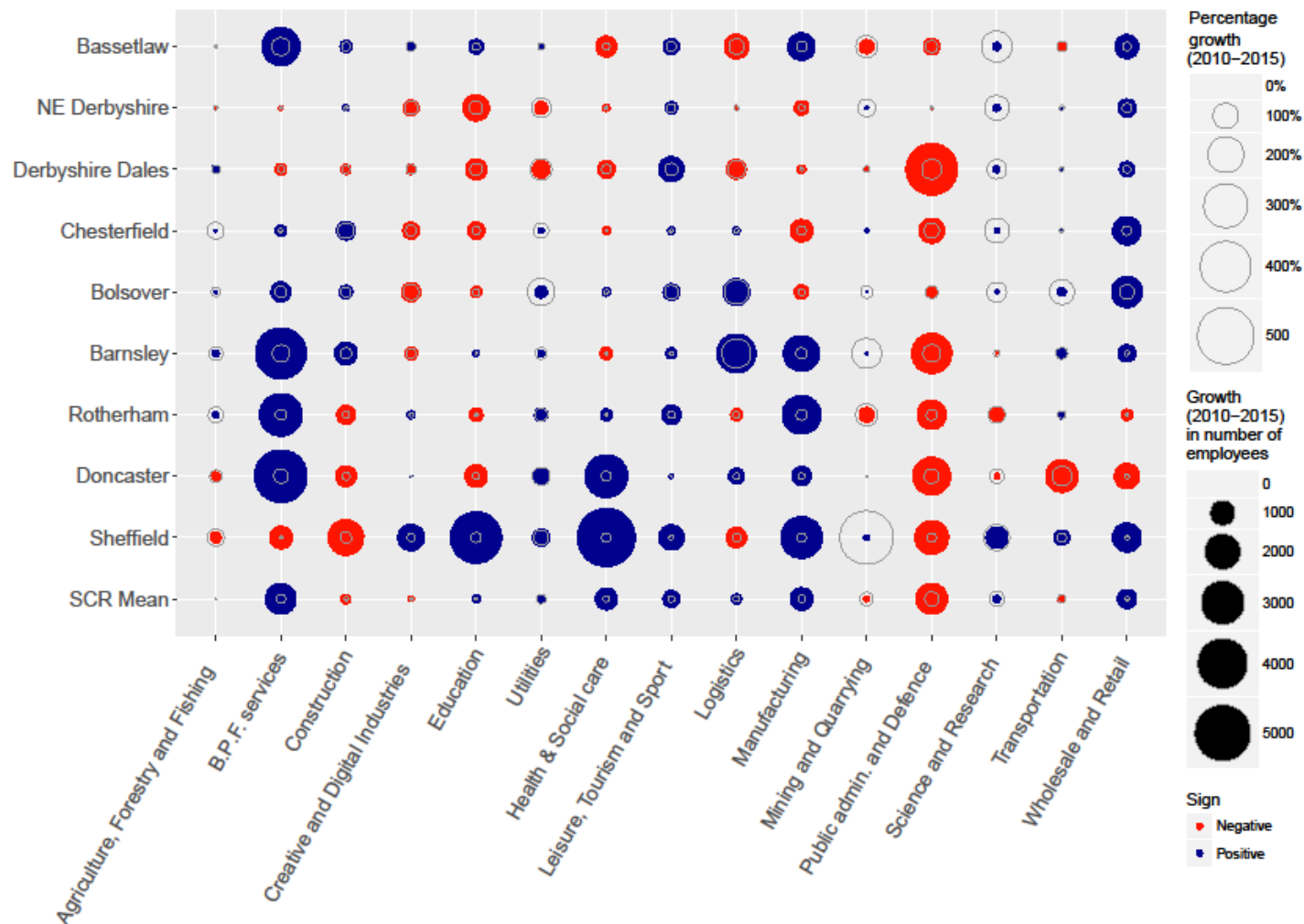
Chesterfield and Sheffield's GVA come from Public Admin



HISTORIC GROWTH OF SECTOR (JOBS)

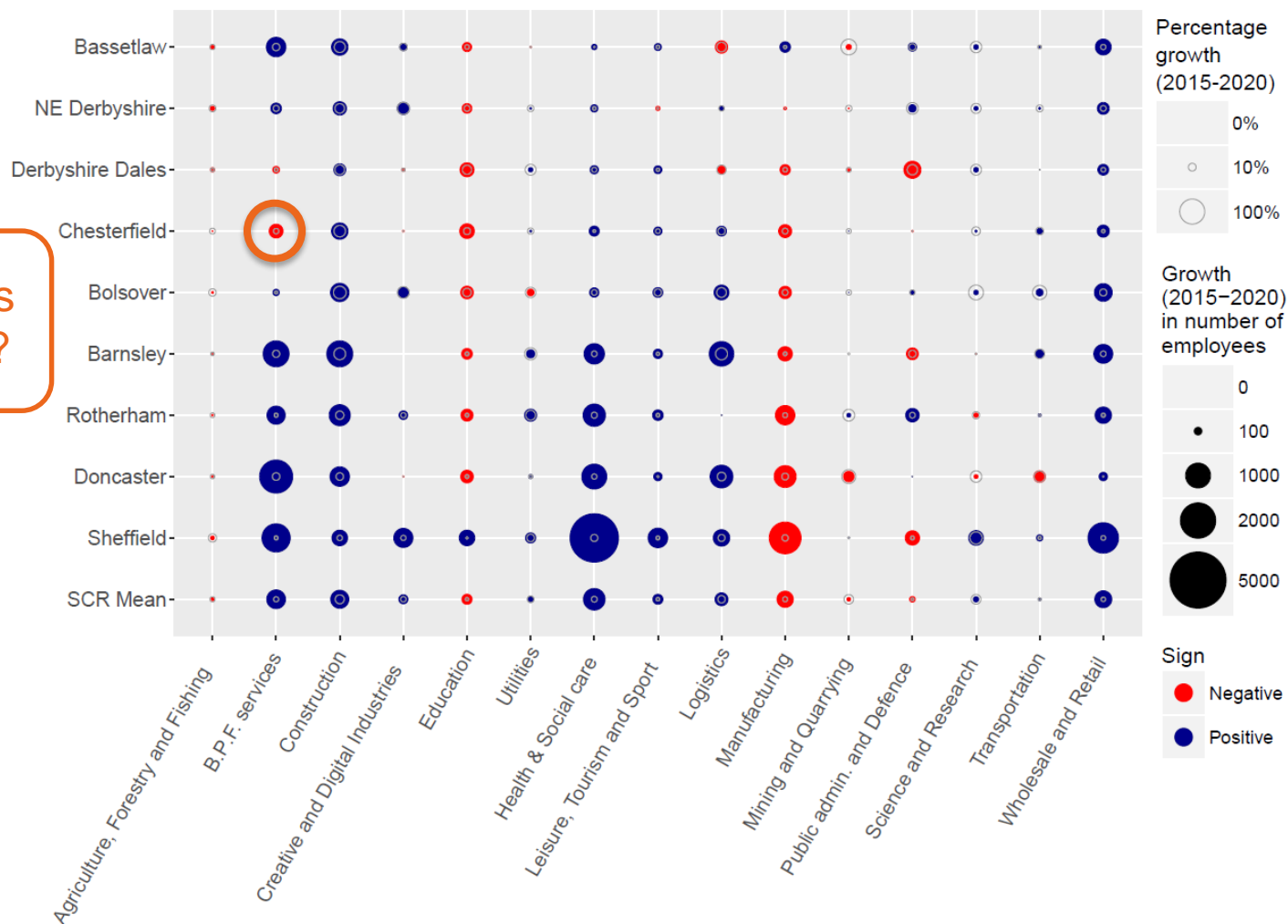


HISTORIC GROWTH OF SECTOR (JOBS)

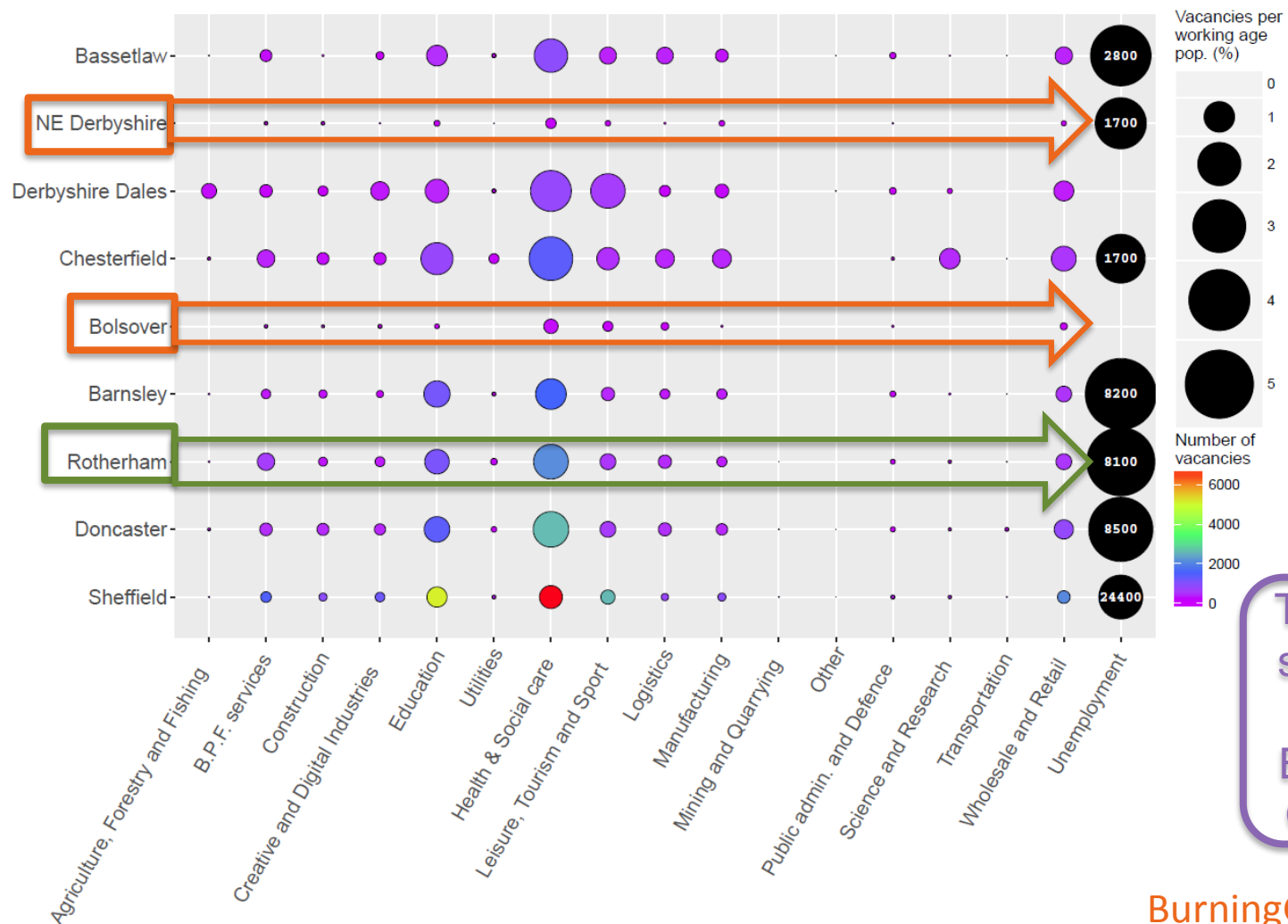


FUTURE JOB GROWTH BY SECTOR

Business support?

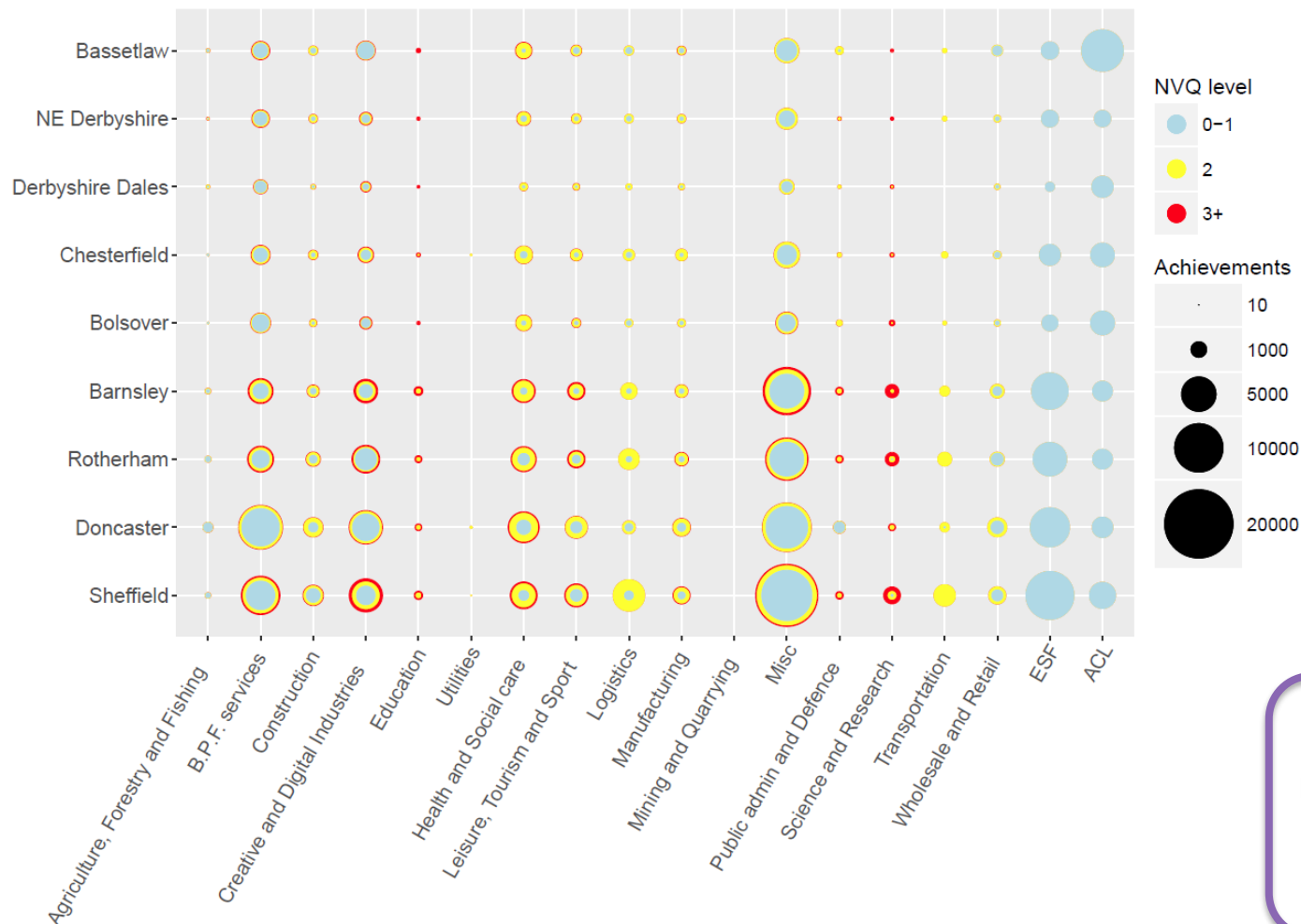


VACANCIES BY SECTOR AND DISTRICT



BurningGlass Data

SUPPLY OF SKILLS – FE (EDUCATION AND TRAINING)



Skills
related to
business
growth!

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STRATEGIC ECONOMIC PLAN

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STRATEGIC ECONOMIC PLAN



Metrics for INCLUSIVE INDUSTRIAL STRATEGY



GVA



Employment



Business Counts



IG: Median Earnings



IG: Productivity

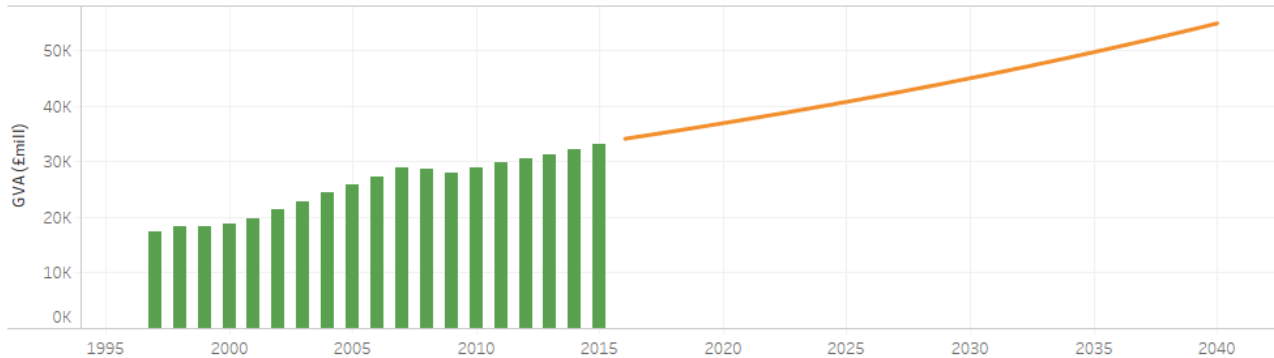


Employment Rate

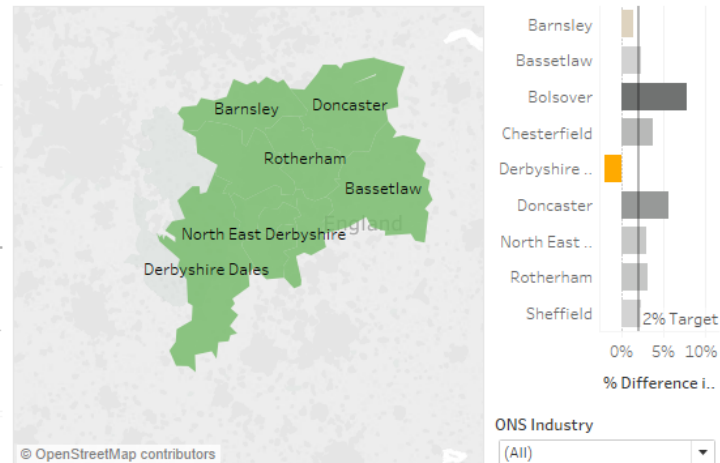
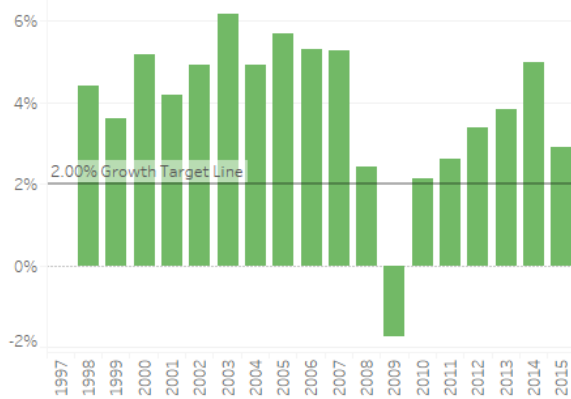
STRATEGIC ECONOMIC PLAN



Total GVA and Target



Year on Year GVA Growth



Version: 1

Date: 6 - Sept - 2017

HARD TO FILL VACANCIES

Over 250 businesses and 250 candidates surveyed

Two sides of the coin:

Why do
businesses
find it hard to
recruit?

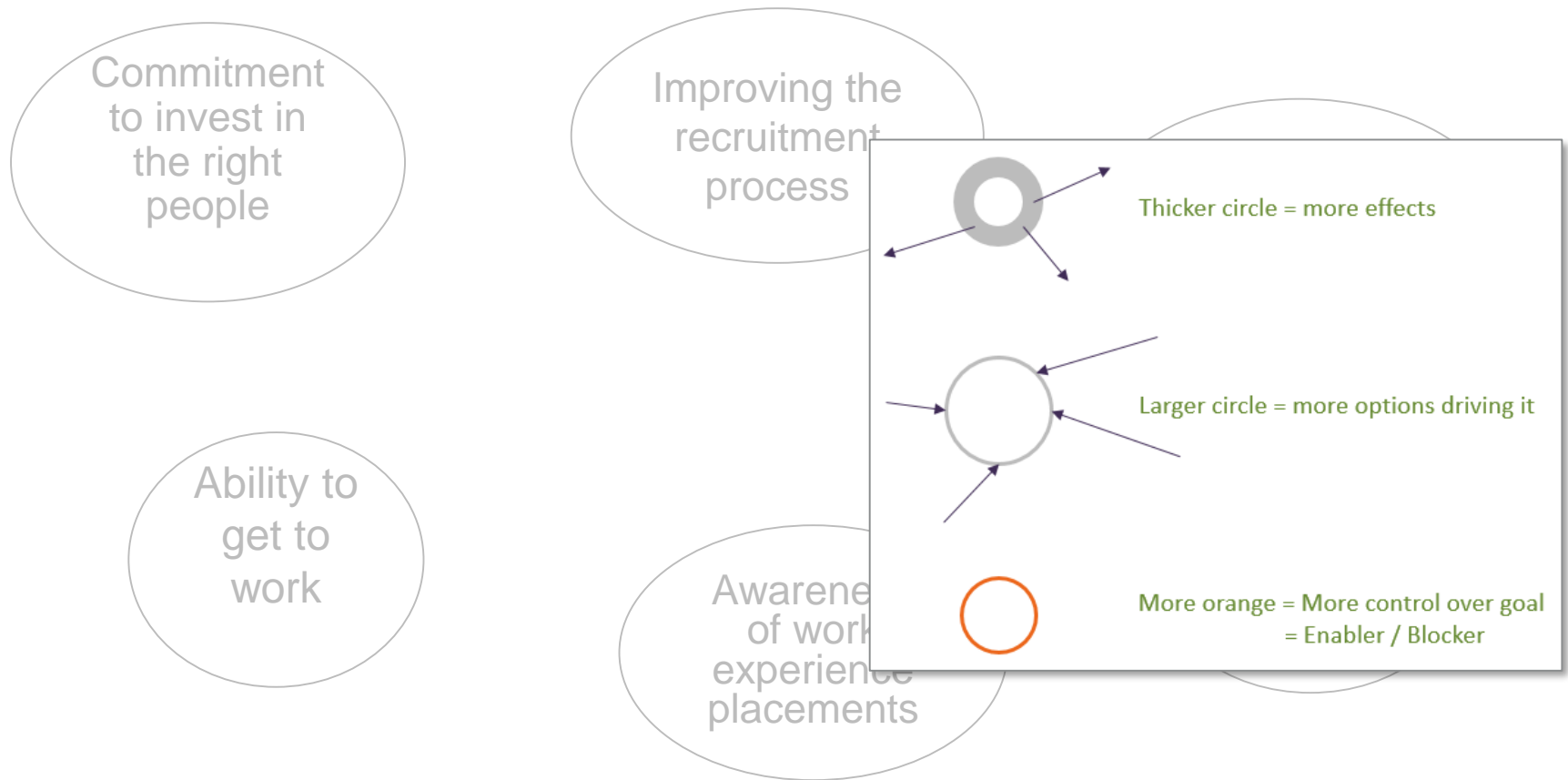


What is the
candidate
experience?

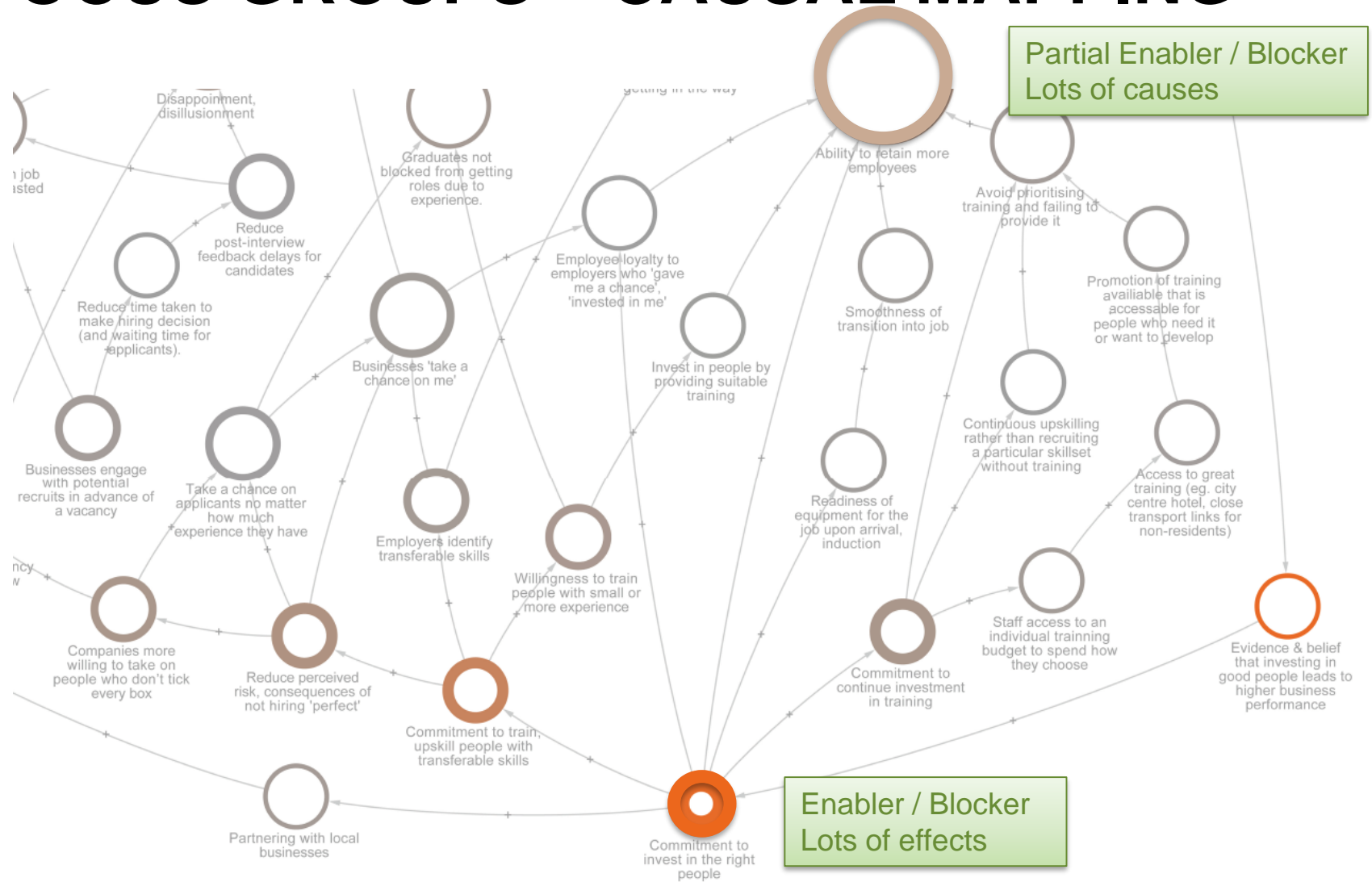
FOCUS GROUPS – CAUSAL MAPPING



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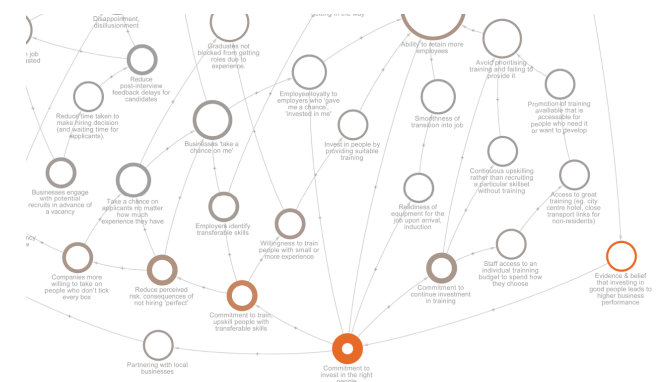
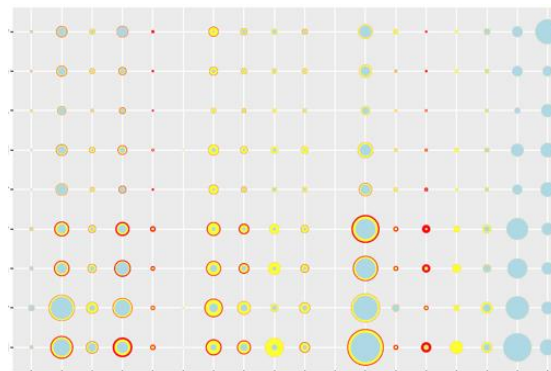
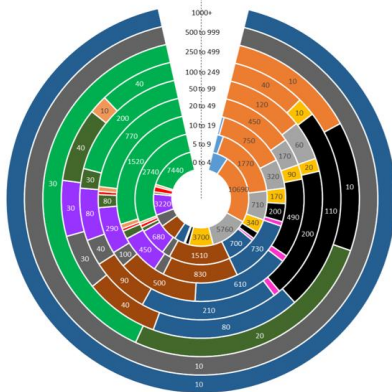


FOCUS GROUPS – CAUSAL MAPPING



SUMMARY

- Data definitely has the ability to be
- But with a little time, it can be transformed into something that enables policy design!
- Beautiful is compelling!



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