

## Overview of CPD courses

The IED has developed a comprehensive programme of CPD events, based on topics which our members have told us they want training on.

These are run across the country and online and are offered at cost to our members. Non IED members are also more than welcome to attend.

The courses we have run to date have received excellent feedback and in addition to providing excellent learning, are an ideal opportunity to share best practice with colleagues across economic development and related fields.

These workshops and bespoke courses can also be delivered in-house; contact [admin@ied.co.uk](mailto:admin@ied.co.uk) for further information. For the latest calendar of CPD courses please visit the [events calendar](#) on the website, or get in touch with us at [admin@ied.co.uk](mailto:admin@ied.co.uk)

### Delivering Place Competitiveness

This CPD module is a one-day course to allow delegates to explore the aspects that result in place competitiveness and how this may be influenced. The course considers the definition of place competitiveness, the position of different UK towns and cities and several case study examples. The course is run in a participative manner and is aimed at creating a practical experience with applicability to all economic development practitioners both from the course learning, examples of good and poor practice and the interaction with other delegates.

Topics covered:

- What makes up competitiveness
- What can be influenced
- Differences in product for different audiences
- Return on investment
- Promotion
- Delivery model

### Social Value and Inclusive Growth

This CPD module is a one-day, interactive course enabling delegates to discuss and overcome the challenges of achieving inclusive growth. It takes a comprehensive look at what needs be included in an effective strategy, how and what to measure, and some of the changes that need to be in place in order to embed inclusivity in local and regional activities. The workshop includes external speakers sharing their practical examples, learning and experience of how to achieve more inclusive outcomes.

Topics covered:

- Understanding inequality and exclusion
- Creating an inclusive growth strategy
- How to increase the number of quality jobs - and equal access to them
- Benchmarking inclusion improvements – what are we measuring
- Achieving place leadership around a clearly defined and shared mission
- Learning what works elsewhere in skills, enterprise and employment

## **Economic Data and evidence-based strategies**

This one day CPD course provides an introduction to developing economic strategy and using data effectively to examine the economic characteristics, strengths and weaknesses of different places. It covers how this intelligence can be used to design bespoke interventions to boost economic growth and productivity through the lens of public policy and strategy.

Topics covered:

- The value of data
- Sourcing and applying data
- Choosing the right geography
- Getting from data to strategy – the logic chain
- The different types of evidence-based strategy
- Incorporating other types of evidence
- Monitoring performance and evaluation

The course is run in a participative manner and is aimed at creating a practical experience with applicability to all economic development practitioners both from the course learning, examples of good and poor practice and the interaction with other delegates.

## **Business Case development including Green Book**

This is an introduction to the development of business cases for the public sector – and how to avoid the five cases model kicking the enthusiasm out of proposed projects. The course will consider:

- The strategic outline case
- The outline business case
- The full business case

The course will consider the level of detail required in each case and the proportionality of the case versus the size of the public sector contribution.

The course will then use real examples to work through the requirements of:

- The Strategic Case
- The Economic Case
- The Commercial Case
- The Financial Case
- The Management Case

The course will also consider how project alternatives are worked through and also how the economic outputs are calculated.

## **Inward investment attraction and the financial conversation**

This course introduces you to common financial concepts and language used by investors when making investment decisions. It develops your confidence to ask great financial questions, enabling you to better support your region to match solutions and incentives to attract and retain businesses to your region.

By the end of this course you will have an improved understanding of corporate finance terminology and methodologies, including:

- How finance influences investment decisions;
- Understand financial jargon and principles of corporate finance;
- How to demonstrate the financial competitiveness your region to a potential business/investor;
- Develop your awareness and knowledge of finance methods used by investors to select projects;
- Key account management and prioritisation using simple financial ratios. The financial insights will help you identify high growth businesses and at risk businesses in your region; and
- Develop your ability to promote your region as a financially attractive investment location.

Participants should have a basic understanding of how their economic development team supports inwards investment and local businesses whether directly or working with a LEP. Some understanding of how businesses raise finance is beneficial. The Trainer will distribute reading prior to the course.

## **Delivering rural economic growth**

This CPD module is intended as a one-day course to allow delegates to explore the key characteristics of rural economies and consider the most appropriate strategy they might follow in stimulating rural economic growth. The course considers the definition of rural economies, the position of different rural settings across the UK and several case study examples. The course is run in a participative manner and is aimed at creating a practical experience with applicability to all economic development practitioners both from the course learning, examples of good and poor practice and the interaction with other delegates.

Topics covered:

- How rural am I?- the rural\_urban classification and how to use it
- Common characteristics of rural economies and tools for analysis
- Rural growth theories and their real life application
- Market failure and the role of social enterprise
- Key resources for rural growth
- The nirvana of sustainable rural places and the trade offs involved

## **Getting the best value from public contracts and procurement**

This one day CPD course provides an introduction to how to get the greatest value from contracts and the procurement process. It will cover what mechanisms public sector clients can put in place to improve the delivery of local social, economic and environmental benefits, as well as forging effective and beneficial links with supply chains. Examples of good and practice will be included.

Topics covered:

- The procurement process
- Communicating with supply chains
- Setting out what can reasonably be achieved from a contract
- Handling levies
- The legal position
- Some dos and don'ts
- Monitoring performance and evaluation

The course is run in a participative manner and is aimed at creating a practical experience with applicability to all economic development practitioners both from the course learning, examples of good and poor practice and the interaction with other delegates.

## **Sustainable economic growth and the low carbon economy**

The course explores the UK's Clean Growth Strategy, what that means at a local level in terms of industry, commercial occupiers and domestic energy consumers. The Course will examine current energy policy in terms of power, heat and mobility – and the interventions being undertaken by Government to stimulate change in this area. The course will then examine how areas can reduce their carbon footprint – and use case studies to emphasise the point. Having considered carbon reduction, the course will then examine the ways in which such a shift can improve the local economy in terms of business growth, new inward investment and skills. We will also introduce some financial models that show how the approach is achievable and not technology dependent. Finally we will consider 'whole economy' smart systems and where the future may be leading us.