

## **Introduction to Economic Development Modules**

**Choose from one or all of 5 half-day modules designed to give those new to economic development (for example, new public sector board or committee members) a real flavour of some of the key disciplines.**

All half day workshops would run from 9.30am to 12.30pm or from 2.30pm to 5.30pm, although if delivered on a bespoke basis this can be changed to suit your needs. **They can also be run online via webinar.**

### **1. An Introduction to economic development**

This half day CPD course is intended to provide a broad introduction to economic development, what it is, who are the key players and how it can be delivered. The course is designed for people working in a role which requires a wide understanding of the role economic development plays in driving vibrant and sustainable economies. It is aimed at creating a good understanding for both economic development practitioners and those who have recently become involved in economic development, including councillors and Local Enterprise Partnership board members. Topics that will be covered as part of this course include:

- The economic development landscape - what form economic development takes in different places and the key players involved
- The government's approach to economic development
- The role and remit of Local Economic Partnerships (LEPs)
- Funding streams available to support economic development

### **2. How economic development shapes places and creates communities**

This half day CPD course will provide a broad introduction to how planning, property and infrastructure can either enable or constrain economic development. Attending will provide you with an understanding of the key policies, processes, players and pressures at work in this field.

The course is designed for those requiring a wide understanding of the economic development field and currently have limited awareness of the physical development process. It will be particularly relevant for those new to the field of economic development or whose primary experience lies in other areas, this includes councillors and Local Enterprise Partnership board members.

Key topics within this session include:

- The fundamentals of land, property and regeneration
- The planning process
- Delivering infrastructure
- Securing commercial and residential development
- Key funding streams

### **3. Skills – how to ensure your local economy has the right skills to grow**

This half day CPD course is intended to provide an overview of the current skills landscape in England and highlight the challenges and opportunities within the sector. It will look at how skills are an integral part of economic development and the need to ensure effective relationships between schools/colleges/universities and businesses to ensure a pipeline of talent to meet and anticipate skills needs.

The course is designed for individuals/teams working in roles which require an understanding of the importance of skills to drive economic sustainability and growth. This includes the importance of partnership working between Local Authorities, Local Enterprise Partnerships, businesses and education/training providers.

Topics that will be covered as part of this course include:

- Overview of the skills landscape, policy and offer for post 16 education
- Apprenticeships - including the levy and apprenticeship reforms
- Training and recruitment for hard to reach groups and inclusion
- Further Education – including T Levels • Higher Education
- Partnership Working – school liaison and work experience
- The role and remit of Local Economic Partnerships (LEPs)

### **4. The role of Economic Development in facilitating business start-up, growth and productivity**

This intensive half day CPD course is intended to provide an introduction to engaging and supporting businesses, from start-up to scale-up. The course is designed for those requiring a wide understanding of the role economic development plays in driving a thriving business sector, particularly SMEs who represent 99% of all businesses and provide 60% of UK employment. It will increase understanding for both economic development practitioners and those who have recently become involved in economic development, including councillors and Local Enterprise Partnership board members. The course aligns with Module 6 of our Excellence in Economic Development standard.

Topics that will be covered as part of this course include:

- Engagement - how to reach individuals and businesses
- The barriers to start up, including in deprived communities
- The barriers to sustainability, growth and scale
- Examples of what works to overcome barriers
- Why increasing innovation and productivity is vital
- Examples of what works
- Financing business
- Key account management principles for large businesses/FDI

## **5. Economic Development's role in attracting and securing investment**

This half day session is intended to introduce the activities involved in the promotion of an area and the attraction of inward investment interest and converting projects into successful investments. In particular the detailed comparative data and financial information involved in creating a compelling investment case – and what makes a difference in inward investment attraction.

Topics that will be covered as part of this course include:

- Detailed comparative analysis of locations securing investment, the origin of investment and the sectors generating projects
- Why companies invest overseas and the response of agencies in attraction ▪ Developing a headline case for the attraction of investment
- How companies make investment decisions
- Detailed investor conversations & analysis - Location shortlisting; Qualitative Evaluation; Financial business cases
- Decision makers and the process – making a difference
- Key steps against stages of investment decision making
- Delivering on implementation

**For information on how these courses are run and associated fees, please do get in touch with us at [admin@ied.co.uk](mailto:admin@ied.co.uk)**