

# Shaping the development of Doncaster's Economic Strategy 2030

**A regenerative and inclusive economy for thriving people, places  
and planet**

Health and Wellbeing Board  
1<sup>st</sup> September 2022



# Purpose / Agenda

Building on Team Doncaster's latest Borough Strategy, [Doncaster Delivering Together](#), and the recent award of City Status, the Council is developing a new Economic Strategy to address the challenges of our time.

Your voice is crucial in helping us to shape the development of the strategy. We want Doncaster to be the best place to do business and create good jobs, whilst being home to an economy that is both **regenerative** and **inclusive**; an economy that works for **people, places and planet**.

## Agenda:

- Overview of established strategic goals that will feed into the strategy
- What is influencing our thinking : regenerative principles, circular economics, and qualitative growth
- Engagement and Themes so far
- Discussion

# The Starting Point – *Inclusive Growth Strategy*

- Launched in November 2018 – the IGS sharpened the focus on creating **growth** that benefitted the whole borough...
- One mission: *To enable Doncaster people, places and businesses to enjoy improved prosperity by participating in a growing and productive economy*
- Six drivers of inclusive growth, with ‘game changing actions’



# However we know significant challenges remain.....

- Long term we have replicated our economy as opposed to transformed it. This is reflected with some of our **Wellbeing Challenges...**
- Relatively poor **productivity** levels:
  - 2019 per hour worked = £27.25 vs £35.15 national average
  - 2019 per job filled = £43,835 vs £56,670 national average
- **Low skills** equilibrium and an emerging **digital** by default economy
  - Exacerbated by an exodus of young people and talent, multiplied by an ageing workforce
  - There is a need to create the demand and supply for higher skills and reflect the shifting needs of businesses whilst supporting workers to reskill and upskill
- Poorer **health** standards compared to regional and national averages – especially long term health conditions within our working age population
- **Low standards of living** for many residents across the borough
- **Inequalities** within the borough and between the borough and elsewhere
  
- And this is also in the wake of the **Climate & Bio-Diversity crisis** and our local ambition to be net-zero by 2040 and to achieve 85% of this by 2030... and
- The impact of **Covid-19** to people, businesses, organisations and services

IGS helped us move a lot of curves, and creates a platform to build upon... but we have a long way to go still – especially to be place-based and ensure our approach is **Fair & Inclusive**

This should drive our focus for a new economic strategy that aims to tackle these challenges...

# Therefore our new strategy needs to respond to a number of drivers for change...

Doncaster Delivering Together gives us the main strategic ambition for the Borough, but multiple drivers for change have and will emerge:

## National – New PM and Gov'

- Build Back Better: Our Plan for Growth
- Skills for Jobs White Paper and Skills & Post-16 Education Bill
- Levelling Up White Paper and the Levelling Up Missions
- Funding bid opportunities, including: Shared Prosperity Fund, Levelling Up Fund
- Brexit

## Local

- City Status
- Locality Plans
- Education and Skills 2030 Actions & GELP expansion of the **Talent and Innovation Eco-system Model**
- Masterplanning
- Adopted Local Plan

## Regional

- SYMCA SEP and forthcoming Skills Strategy
- Investment Strategy and Gainshare
- South Yorkshire Integrated Care System

Collectively, the Climate Crisis and demand to be net-zero has and is influencing policy across all geographical levers, as well as the need to understand the role of the economy post Covid-19

Wrapped with our need to understand:

- New ways of working (including hybrid off/wfh working) and the future of the high street
- Digital transformation
- The ever increasing cost of living crisis
- Ageing and predominately unhealthy population

# Our Borough Strategy sets a framework for this...

New **drivers for change** including the new borough strategy have helped build on our ambitions and develop our priorities to improve **wellbeing**...

In September 2021, we launched **Doncaster Delivering Together**.

- One central mission: Thriving People, Places and Planet
- 6 Wellbeing Goals: including a **Prosperous & Connected Doncaster** and a shift towards a **Wellbeing Economy**
- The increased focus on **Wellbeing Essentials** and **Environmental Safeguards**
- Great 8 Priorities: all of which the economy can help shape and deliver...



- Supported by Tier 1 strategies already published and new ones emerging:
  - Environment & Sustainability Strategy 2030
  - Education & Skills 2030
  - Housing Strategy
  - Local Plan 2015-35
  - Community Safety Strategy
  - Culture Strategy (in development)

# With clear ambitions.....

## Doncaster Delivering Together

- Develop a regenerative borough, for example by developing a circular economy that keeps finite resources in a loop of use and reuse
- Create and attract a significant number of new green jobs and businesses and a use of a fair and just green revolution to address challenges like unemployment, poverty and health inequalities
- Develop the 'foundational economy' which produces essential goods and services, and promote health as the new wealth, which is valuable in its own right and also contributes to a thriving economy and place.
- Look to embed the work by Sir Michael Marmot for a Fair & Inclusive Doncaster
- <https://www.youtube.com/watch?v=0t09CJbulE&t=1s>

Prosperous   
and Connected

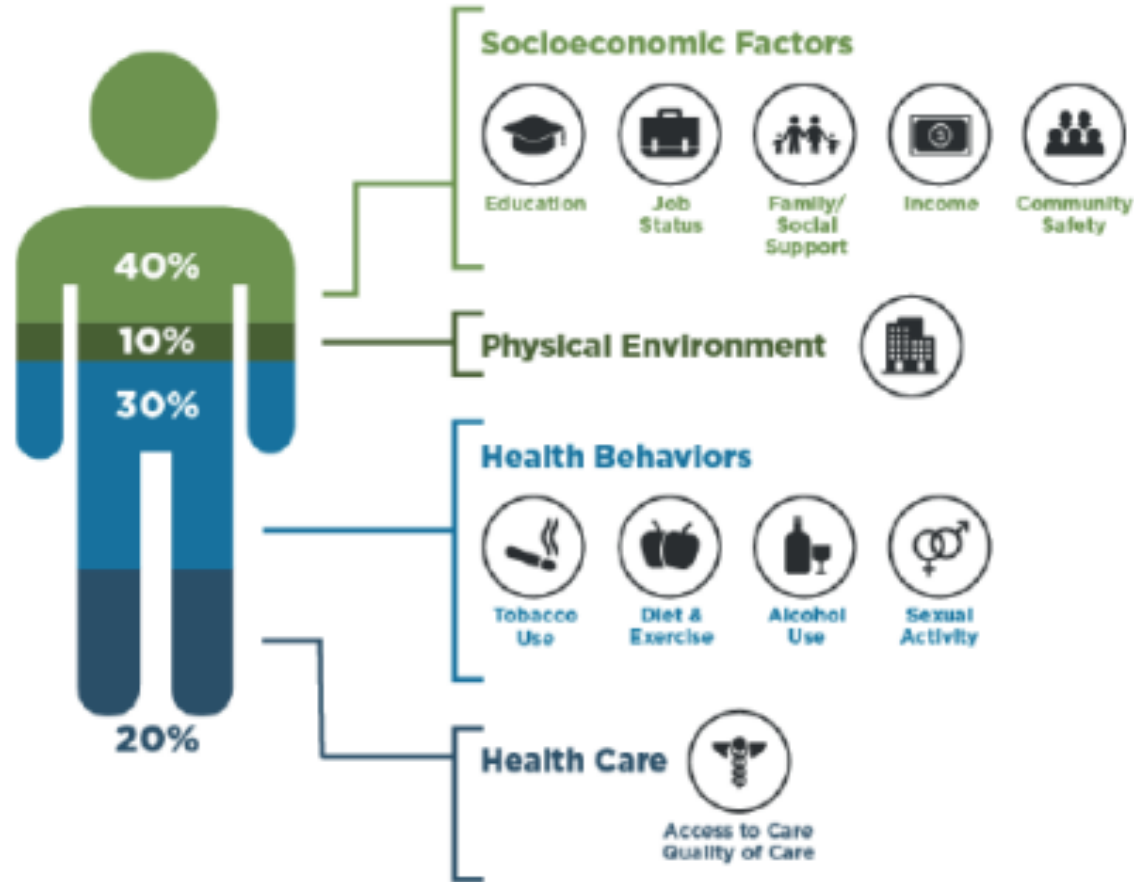
# So what does this look like in practice?

- Addressing our problems, **collectively** – where people, places and planet come together
- “Because people and planetary needs are intertwined, our problem solving should be too.”
- Thinking about the **potential** of place and **qualitative growth** – growth that enhances the quality of life
- **Eco-Systems** thinking in some of our key industries... *Creative & Digital* where we’re looking to link 1) innovation 2) skills development 3) business growth together through 1) capital funding 2) revenue funding 3) partnership working
- **Circular Economy** principles being support by key businesses, *Beta Technology* leading research partnerships, *Synetiq* and *Carlton Forest Group* utilising circular economy principles by reusing materials, *regional* partnerships for collaboration and learning through the Y&H Councils Net Zero Carbon Sub-Group CE Framework...
- **Community Wealth Building** within communities to develop Asset Based Community Development and local anchor institutions (supported by fantastic organisations)... this is a model we can build on to enhance local assets, ensure organisations are embedded in place, and people directly benefit from qualitative growth



# And why an increased focus on health?

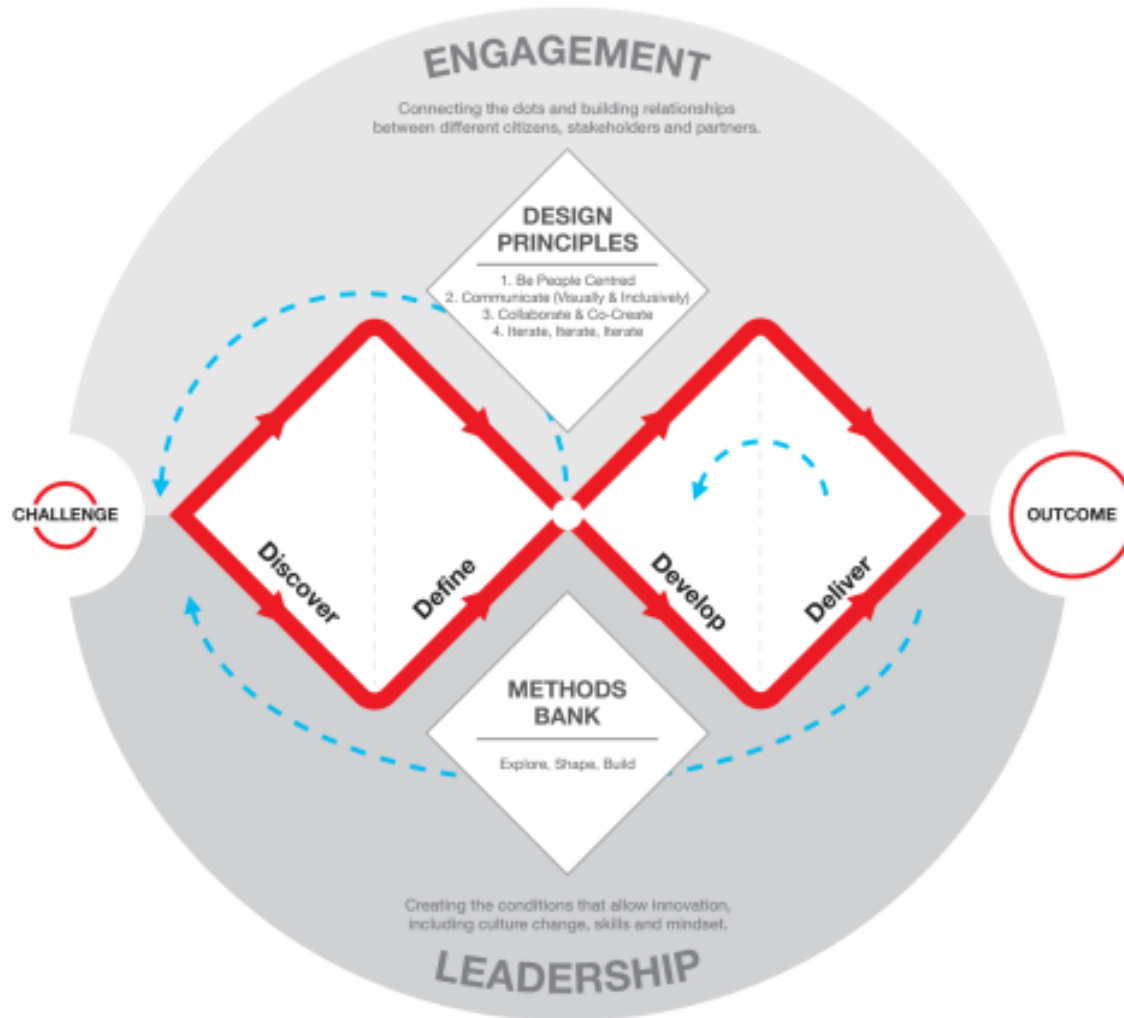
## What Goes Into Your Health?



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Adapted from The Bridgespan Group

# Engagement Plan summary.....



Discover - June/July/Aug  
Initial engagement with key stakeholders to give the opportunity to shape strategy in early development stages

Develop – Sept/Oct  
Build on findings from first phase of engagement and develop some specific missions, projects, and actions.

Approvals – Nov/Dec

Economic Research Piece Sep-  
Nov

# Key Points So Far

- Amplify key workers & foundational economy – especially the social care sector (current feeling is the sector is entered by default as opposed to an active good career choice – want to move away from this) / Ensure social care is seen as the economic asset it is
- Fair & Inclusive Doncaster must be felt strongly
- Do we want to be a Real Living Wage City / Good Business Charter City?
- Contracts for businesses / organisations need to reflect cost of buildings and ability to give good wages
- Utilising empowering language
- Embedding ABCD into interventions
- Link to existing things: positive ageing, localities working, food production, workplace workforce agenda
- Massive barriers for different groups – especially to employment support (GRT community, those with complex lives)
- Need to think how workplaces can adapt and how to allow them to
- Culture & arts are key and their economic benefit has to be acknowledged and elevated
- Want to establish business with place / emotional investment (social justice as the core of business – new era of Anchor Institutions?)
- Greater collaboration and partnerships (TD to help cross-germination of sectors, have a connecting/link role for clusters)
- Digital and transport access are key barriers
- Some of this is restricted to national policy decisions?

# Key Themes

Some emerging key themes... What should our policy responses / aspiration be around...?

Innovation / SME  
Growth

Green Economy (esp  
CE)

Employment & Skills

Recruitment /  
Retention Support

Quality & Thriving  
Places (esp CC)

Culture & Heritage

Foundational  
Economy (esp Social  
Care)

Digital  
(Skills/Infrastructure)

Transport

# An economy that improves health and vice-versa

**How to ensure that health is embedded across the strategy and interventions...**

## **Vision 2030 and the Three Horizons**

- What should our vision for an economy that embeds health at the heart of it be?
- What are the key things we need to get right, especially right now?
- What are the key relationships we need to build across the system to ensure health is embedded?
- How do we change the hearts and minds of our organisations and businesses in Doncaster for an approach that works for People, Places and Planet?  
What do we commit to... adopting Marmot's 10 years on recommendations? Charters? Compassionate Approach to economic support (employment etc)? What are our health missions...?

## **Specifics**

- What are the key social / wider determinants that need more focus?
- How do we build thriving health & care careers in Doncaster?
- What do we we commit to... adopting Marmot's recommendations? Business Charters? Real Living Wage? Compassionate Approach to the economy (employment support etc)? A HLE mission (similar to Levelling Up White Paper)
- Where and what can the health system lead on? How do we embed our place-based elements?
- What can we build regionally – especially with the ICB?