

## Dorset Local Enterprise Partnership is leading the development of a Local Industrial Strategy (LIS) for Dorset.

In November 2019, we shared the highlights of our initial plans. Feedback gathered helped inform a revised Industrial Strategy for Dorset – below is a summary of what has been submitted to Government.

### Dorset's economy

Dorset has a thriving economy and world-class environment with both established and growing industry expertise. To remain resilient and improve prosperity for all, we must embrace and build upon our economic, natural and cultural strengths.



795,000 population



Economy £17.3bn GVA\*



31,900 businesses



#### Established sectors

**Financial services**  
£1.6 bn GVA & 12,700 jobs

**Tourism**  
£1bn GVA & 27,000 jobs

**Environmental economy**  
£1.5bn GVA & 30,000 jobs



#### High growth sectors

**Advanced manufacturing & engineering**  
£800m GVA & 17,300 jobs

**Creative tech**  
£363m GVA & 3,800 jobs

**Agritech/aquaculture**  
£108m GVA & 700 jobs



#### University strengths

50% of UK's film, VFX or video games industry graduates are from **Bournemouth University**

**Arts University Bournemouth** has UK's highest graduate employment rate

**Bournemouth International Airport**  
**Poole Harbour**  
**Portland Port**

**2 universities**  
**1 university college**  
**3 further education colleges**

**Jurassic Coast UNESCO World Heritage Site**  
**Area of Outstanding Natural Beauty**  
**Second largest natural harbour in the world**  
**Heathlands**

**1 Enterprise Zone**

\*Gross Value Added

We recognise that Dorset's ageing population is an economic challenge, but welcome the opportunity to develop this as a strength

UK's oldest population & lowest proportion of under 50s

Dependency ratio of 1 one person working for every pensioner by 2040

A potential vacancy gap of up to half the current workforce in the next 15 years

### OUR AMBITION

## Dorset: Living better, high performing and naturally collaborative

Dorset is evolving, innovating and accelerating its economy through:

1. **Driving new industrial opportunities** via a unique cluster of high growth sectors, including health & social care, agriculture & environment, defence & security, and creative & cultural sectors.
2. **Sustaining and expanding growth in existing industrial strengths**, including engineering, tourism and financial services.
3. **Extending economic, social and environmental positive impact** across all communities (of place, interest and business).



Protecting and enhancing Dorset's unique environmental and cultural heritage whilst boosting the wellbeing of its businesses and workforce.

Promoting investment in productivity-driven activities and assets.

- An integrated population of dynamic businesses and resilient supply chains 'collaborating to compete' - doing things better and doing better things
- Turning demographic challenges into economic and social opportunities
- Building conditions for sustainable growth and higher social wellbeing
- Driving forward test-bed ideas and investing in smart places and digital infrastructure
- Attracting, retaining and growing talent at all levels and ages
- Industry growth through a collaborative cluster approach
- Using innovation and new market opportunities to drive overall productivity growth.

The government's Industrial Strategy commits to creating an economy that boosts productivity and earning power across the UK by focusing on five foundations. Below is an outline of the ways these foundations will achieve our ambition of improving economic prosperity in Dorset:

#### Ideas

- **Enhancing the current innovation eco-system:** Promoting Dorset as a centre of innovation with the expertise, infrastructure, environment and culture for all businesses to develop ideas and solve challenges such as ageing and achieving clean growth
- **Boosting innovation through the Dorset Collaborative Cluster:** Driving activity, cooperation, employment, investment and support to cement Dorset's leading position.
- **Inspiring and enabling innovation:** Connecting academia, industry and support making innovation relevant and achievable to all businesses.

#### Infrastructure

- **Supporting the Dorset Collaborative Cluster and scale-up businesses:** Supporting the expansion and connectivity of existing accelerator, research and innovation centres alongside the creation of new premises, collaboration spaces and transport networks
- **Accelerate strategic growth projects:** Securing additional investment to drive significant road, rail, port or air connectivity to strengthen opportunities for new and growing businesses
- **Inclusive approach to regional challenges:** Innovative solutions that address barriers to employee and learner travel, housing and mobility to support business productivity across the region
- **Infrastructure for the future:** Ensuring a 'future now' approach by maximising SMART digital, health, environmental and cross-regional opportunities which supports quality of life for all ages, a net gain for biodiversity and Dorset's natural capital.

#### Business Environment

- **Accelerating growth opportunities for Dorset's Collaborative Cluster and scale-up businesses:** Creating the support and infrastructure to make Dorset an exceptional and attractive business environment
- **Increasing productivity across the region:** Making productivity relevant and possible through new support models and collaboration opportunities that will ensure all of Dorset businesses can access the techniques, capacity and capability to increase core competitiveness
- **Building links to global markets, innovation and eco opportunities:** Promoting and celebrating businesses which have been guided into internationalisation, inspiring others and establishing "Brand Dorset" to improve business productivity.

#### People

- **Creating a total skills solution:** Developing solutions across public sector, business, education and learning providers that will help unlock talent across Dorset and exploit technology to make training and jobs accessible across the region
- **Boosting talent attraction and retention:** Providing an exciting proposition to work and live well to attract, retain and progress new talent within, and into, the region
- **Skills for now:** Building a pipeline of skills at leadership, management and workforce levels to strengthen the productivity and sustainability of our core businesses
- **Skills for future growth:** Working with strategic bodies and academia (including schools), new growth businesses, accelerator support networks and supply chains to build training programmes and talent attraction tailored to future growth needs.

#### Place

- **Supporting 21st Century coastal communities:** Newest emerging city region in the UK, as an integrated regional centre
- **Making Dorset a place of creative and cultural excellence:** Celebrating Dorset's cultural assets and the creativity of its people, representing this with a strong brand for Dorset which reflects the ambition and opportunity within the region
- **Realising the value of natural capital:** Unlocking additional economic value of over £2bn per year through utilisation of natural assets across Dorset
- **Spreading the benefits of projected growth:** Promoting inclusive growth to ensure more disadvantaged individuals and communities are supported
- **Re-imagining town centres and communities:** Developing sustainable and digitally connected work and living opportunities for the high street, market and seaside towns
- **Pursuing models of 'better living for all':** Identifying and enabling a better balance of 'quality of life' with 'quality of work' and addressing fundamental challenges, such as affordable housing, to make it happen.

BY 2030

### Dorset's emerging Local Industrial Strategy targets:

#### By 2030 Dorset will be:

- A national leader for One Health and aquaculture, adopting a holistic approach that ensures our population ages well and lives sensitively in the environment
- A key defence hub for the UK, and a leader in defence technology and commercialisation, embracing new technologies and leading a revolution in defence innovation and security
- Leading a digital and cultural transformation across all communities.

#### In achieving these ambitions, Dorset will also:

- Build a culture of innovation, embedding a strong innovation eco-system across all industries
- Create a smarter and more productive workforce, producing more with fewer resources
- Develop a smart place that is well-connected, allowing people to interact both in person and digitally
- Become a place that is energy resilient, utilising local renewable energy sources
- Build national and international recognition as a 'total business environment' combining new levels of support, leadership and skills, alongside a collaborative business approach which inspires sustained growth, ambition and success, in a great place to live
- Create an exemplar city region for 21st century seaside towns and coastal communities.

