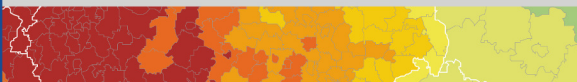




ESPON



**Key messages from ESPON for the UK**

Cliff Hague  
UK ESPON Contact Point

EUROPEAN UNION  
FINANCED BY THE European Regional Development Fund  
INVESTING IN YOUR FUTURE

ESPON

**An opportunity for new ideas**

- UK / Europe.
- Practice / research.
- Different disciplines.
- Shared interests.
- Exchange and absorption of new knowledge.



ESPON

**Place-based approach**

*It is up to the top levels of government to set general goals and performance standards and to establish and enforce the "rules of the game". It is up to the lower levels to have "the freedom to advance the ends as they see fit".*

Fabrizio Barca. "An Agenda for a Reformed Cohesion Policy: A place-based approach to meeting European Union challenges and expectations", p.41.

ESPON


**Place-based approach**

"In a place-based policy, public interventions rely on local knowledge and are verifiable and submitted to scrutiny, while linkages among places are taken into account."


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**Underlying logic**

Territorial diversity / incomplete information – one size does not fit all.



Local knowledge needed, combined with global knowledge.



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**NPPF & Place-based approach**

- NPPF sets goal of Planning for Growth and "rules of the game" – e.g. on the need to have up-to-date plans.
- Place-based approach implies a proactive role for local governments and LEPs.
- Place-based approach recognises that established institutions, attitudes and practices change slowly and so can be a problem.

## Message 1

### Play to local strengths, assets and potential

- Economic
- Environmental
- Anthropic (built environment, housing, hotels etc.)
- Human and social
- Institutional
- Cultural

## Message 2

### Build resilience as well as competitiveness

- Environmental risks.
- Energy risks.
- Economic risks.



## Message 3

### Understand and exploit agglomeration economies.

- Localisation (proximity of companies in supply chain)
- Urbanisation (knowledge spillovers across industries and with other players, e.g. universities).
- Co-operate to achieve greater mass.

## Message 4

### Have an innovation dimension to your development strategy.

- Innovation is not confined to R&D / high-tech'
- What are the innovation networks and gaps?
- From dialogues to policies.

## Message 5

### Think about clusters.

- What existing or nascent clusters are there?
- What actions might support cluster growth?
- Rural business clusters.



## Message 6

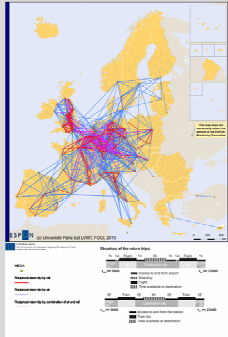
### Improve access to networks and connectivity.

- Physical
- Virtual
- Access
- Congestion



### Example: daily business trip

- ESPON map shows air, rail and combined connections 5am – 11pm.
- Dependence of Belfast on air links.
- Lack of connectivity from north to Scandinavia.



### Message 7

#### Avoid urban sprawl.

- Natural resources, car dependency, energy insecurity.
- Worst of crash in regions tied to construction.



### Message 8

#### Plan functional regions and improve urban-rural relations.

- In European terms, "rural" England is very accessible to urban centres.
- Key role of towns.



### Message 9

#### Analyse the territorial impacts of policies and proposals.

- TIA a key area of ESPON work, focused on EU Directives.
- Quick scan being developed.
- Evidence-based and transparent basis for policy.

### Message 10

#### Public services matter.

- Procurement can be a stimulus to innovation.
- Public sector has helped lessen regional impact of recession.
- Services sustain rural settlements.

### Summary

- Planning for growth requires in depth understanding of the local and regional economy in its global context.
- Plan for resilience and use the planning process to bridge between key local actors.
- Flexible, smart strategies, not "free for all" development.

## ESPON Rap

We're gonna learn from Europe today,  
And get new ideas to take away.

Message one – you betta be vocal:  
'N' play to strengths that are local.

You gotta be competitive: what's new?  
Plan for Resilience is message two.

Number 3 is agglomeration  
And economies of urbanisation.

Next one is innovation  
Not just hi-tech but organization.

Message 5 – don't you fluster;  
Is there an existing or nascent cluster?

You want to improve connectivity,  
A network hub's the place to be.

If you let rip urban sprawl  
Your economy could crash - then crawl.

Functional urban-rural relations  
Make places attractive destinations.

What's message 9, I hear you say?  
It's don't forget TIA.

Public services are message ten:  
They help businesses, again.

### (AUDIENCE)

**Now we've done the ESPON rap,  
So we can give ourselves a clap.**

Note: views expressed here are not those  
of the ESPON Monitoring Committee...

## ESPON gives you new ideas

