

PREVIEWING ISSUE 73

DECISION MAGAZINE

THE SOUTHERN POWERHOUSE

While government still seems keen to promote the concept of the Northern Powerhouse, it is the case that only the south-east and London provide the country with a fiscal surplus; the rest of the country is in deficit. So arguably, is it here, our nation's economic breadbasket, where the greater return on investment in business support and infrastructure will be generated? Is there a danger that if our region's relative prosperity is taken as read, taken for granted, then our ability to sustain our economic position could be threatened? In a report to be published by DECISION, the CEOs of leading companies in their market sectors share their thoughts as to how we can safeguard the future of the south's economy.



MANUFACTURING MATTERS

The south of England* produces the biggest manufacturing output of any region in the United Kingdom - according to data sourced from EEF - £39.8billion a year, compared to £33.4billion for the Midlands, £24.2billion for the North West. Nationally, manufacturing makes up 11% of our GVA (gross added value to our economy), 44% of UK exports, 69% of R&D, and directly employs 2.6million people, although a survey by The Manufacturer magazine found that 66% of manufacturers do not think the UK understands the importance of manufacturing to the economy. A report to be published by DECISION will demonstrate the worldclass attributes of manufacturers based in the south of England (both small and big), to consider their particular qualities, and to include their take on technology, globalisation, the supply chain, customer expectation, and the availability of the skillsets required now and in the future.

* £19billion for the south-east, £8.3billion for London, £12.5billion for the south-west.



SOUTHTECH

The south of England is the key region in the UK for worldclass technology companies, and their success is vital if we are to build a knowledge-based economy. But what are the issues which have impact on their ability to grow and achieve their potential?

Our report will consider the perspective of both market-leadership technology companies based in our region and those with the ability to achieve that position. It will take a barometer reading relating to the availability of the right people, routes to market, intellectual property, and a company's ability to build long-term value in such a constantly dynamic market.



THE RURAL ENTERPRISE

It's likely to be different than its urban counterparts. Concerns about infrastructure, recruitment, transport, are of a more significant magnitude, and that's before factoring in the rural (cost) premium.

Similarly a rural business owner can have a different mind-set in terms of employee engagement, community involvement, and often the end-game. And the gain or loss of a rural business can have a disproportionate impact on the local economy compared to an urban scenario. A report to be prepared and published by DECISION and then as a digital book in association with Ward Goodman will consider the position of rural enterprise, the opportunities, and the issues which have to be addressed.



THE FUTURE OF THE BUILT ENVIRONMENT

In this fast-changing and complex world, new challenges for the built environment are emerging. Within a timescale which is unprecedented, our buildings, infrastructure, and communities are having to address and accommodate the impact of technology, environmental sustainability, the expectations of the new generation entering the workplace, changing work patterns.

Is there a need to engage in fresh thinking to factor in the implications of autonomous vehicles, vertical take-off drones, 3D printing (additive manufacturing), the Internet of Things, artificial intelligence?

A report to be published BY DECISION will not just identify the issues but importantly will look at the implications and how they can be positively addressed.

