

Centre for Urban and Regional Studies Institute of Economic Development



Economic Development Policy and Practice June 2009

Your building block to economic success

Following the success of our earlier course we are repeating this accredited programme delivered by the Centre for Urban and Regional Studies (CURS) and the Institute of Economic Development (IED) at the University of Birmingham. It provides a unique and timely opportunity for new and established practitioners working within the remit of economic development to develop their understanding and skills to meet the challenges of the day.

Dates: Tuesday to Thursday 2 - 4 June 2009

Venue: Hornton Grange, Edgbaston Park Road, University of Birmingham B15 2RA

The credit crunch – collapse of our financial institutions and the economic down turn – will require us to revisit our approaches to economic development. Further challenges come from the newly emerging economies of China and India with the transfer of production capability from the UK to the Far East.

The sub national review of economic development and regeneration has highlighted the pivotal role that local government and regional agencies have in encouraging economic growth and tackling deprivation. Strengthened powers and incentives will enable local government to support economic development and business growth. Integrated strategic approaches and cross - sector collaboration will help inform the necessary responses to the challenging economic and social circumstances now impacting upon our cities and towns.

The new environment both in terms of governance and the economic crisis require highly competent practitioners who are able to proactively respond to the challenges of the day.

This course has been specifically designed to put in place the building blocks to equip new and existing practitioners with the skills and understanding that will enable them to deliver economic success in their locality. It draws upon the latest knowledge and practitioner experience to make clear linkages between theory and the demands of current day practice and policy through a combination of interactive sessions and workshops.

Who should come?

Anyone involved with or responsible for framing, designing and implementing economic development and regeneration policies in local and regional government as well as private sector consultancies and social enterprises

CURS is a leading international centre for research, teaching and consultancy in spatial and social planning, an academic and policy discipline that encompasses agendas around housing, regeneration, economic development, communities and the governance of public policy.

IED is the leading UK organisation for economic development. It is committed to demonstrating the value of economic development work for local and regional communities, to the pursuit of best practice and to the attainment of the highest standard of professional training and competence.

Course outcomes

Following completion of this course, participants will be able to:

1. Understand and gain new perspectives on the emerging thinking and trends in local economic development and regeneration
2. Explore the nature and characteristics of regional and urban economic change and theories that would explain the changes
3. Gain an understanding of the policies being adopted to ensure the economic development of localities
4. Use this IED CPD and University of Birmingham accredited course to access other professional development opportunities available from CURS at the University and IED.

Who will lead this course?

Lisa Trickett; Director of Consultancy, CURS, University of Birmingham. Current projects include her role as Programme Director of a major research and knowledge transfer programme for the Homes and Communities Agency Academy on *Leadership of Place*; Policy advisor on a consultancy project for an RDA establishing the change and integration potential arising from the SNR; Design and delivery of a series of tailor-made leadership and change management programmes for NGO's, GON, local authorities – covering both the requirement of delivering successful places and the implications of the credit crunch and recession. She came to CURS as a practitioner with a proven capacity to deliver innovative solutions across the policy themes of regeneration - renaissance –and renewal with an experience base that encompasses the public, private and voluntary sectors.

Gill Bentley is Director of the Masters Programme in Economic Development, Research and Policy at CURS and brings a wealth of both practice and academic experience of planning and economic development. Research interests also include industry clusters, EU regional policy and governance, and innovation, industrial competitiveness and the regional economy, and the automotive and food industries. Gill is a member of the Regional Studies Association, a co-founder of the West Midlands branch of the IED and is joint editor of 'Regional Development Agencies and Business Change'.

Fees

Course fees are £950 (VAT exempt) per person which includes all course materials, overnight accommodation, meals and refreshments.

The first 10 practitioners to book will receive a £100 discount, so book early to avoid disappointment and to take advantage of discounts available.

Economic Development Policy and Practice

The course consists of four linked parts.

1. Understanding Economic Change

- Local and Regional Economic Change in a Globalised Economy
- Theories of Local and Regional Economic Development
- Towards an understanding of the new environment

2. Management of Economic Development

- Governance of Local and Regional Economic Development
- Developing successful places - Funding and managing regeneration

3. Approaches to Economic Development - Fads and Fashions

- Business Development Initiatives: Support for inward investment, existing firms and startups
- Communities, Third Sector and Social Enterprise
- Skills Agenda: Employability and Enterprise? Tackling worklessness
- Creative Economies: Cultural Industries
- Crisis Management: Dealing with closures

4. Putting it into Practice

Drawing upon practitioner experience, current and recent challenges and utilising enquiry based learning techniques, we will enable participants to consider what is required in terms of developing their personal style and practitioner competency base, including:

- The challenges of planning and managing in a political, competitive and partnership-based environment
- The implications of current and future policy on the roles of economic, planning and regeneration organisations
- How to take people with you - what makes effective partnership working and relationship development?
- How and what is required to go about managing change

Opportunities for further personal and professional development

You can use this course to access further study opportunities with both IED and the University of Birmingham.

IED offers an MSc degree in Local and Regional Economic Development in collaboration with the Universities of Coventry, Dundee and Sheffield Hallam. For more details visit www.ied.co.uk

CURS at the University of Birmingham offers a part-time postgraduate MSc degree or Graduate Diploma in Economic Development, Research and Policy. For more details visit www.curs.bham.ac.uk

All courses are designed to meet the needs of working practitioners.



More information

Download a booking form or reserve your place online at www.curs.bham.ac.uk
To discuss booking or the course in more detail contact Yvonne Harley
E: y.t.harley@bham.ac.uk
T: 0121 414 4956

For more information about the IED contact John Lockett
E: johnlockett@ied.co.uk
T: 01604 874613 or visit www.ied.co.uk

Economic Development Policy and Practice

Booking Form

Dates and Venue:

Venue:

Hornton Grange, Edgbaston Park Road, University of Birmingham B15 2RA

Dates:

2 - 4 June 2009

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If you would like to make a booking please complete the following and return to Yvonne Harley or alternatively book on line at www.ecommercegateway.co.uk/bham/webStore

Yvonne Harley

The Course Co-ordinator

Centre for Urban and Regional Studies

The University of Birmingham

Edgbaston, Birmingham B15 2TT

Tel: 0121 414 4956 Fax: 0121 414 3279

Email: Y.T.Harley@bham.ac.uk

Name of Organisation: _____

Address: _____

Authorising Signature: _____

Delegate

Forename: _____

Surname (Mr, Mrs, Ms, Dr): _____

Job Title: _____

Email: _____

Tel. No: _____

Invoicing

Unless otherwise requested our invoice will be sent to the delegate at the address above. _____

Cheque enclosed £ _____ or please invoice

Cheque should be made payable to the University of Birmingham.

* In order to process your application we require a VAT No. or Charity Reg. No. _____

*** Special Requirements**

Please indicate here any special requirements _____

Terms and Conditions

A booking forms a contract between the Centre for Urban and Regional Studies and is subject to cancellation charges at the following rates. **Non arrival or less than 4 weeks 100% of fee; 4-6 weeks 50% of fee; 6-8 weeks 25% of fee.**