

C|B|I|

# SEIZE THE MOMENT

PRIORITIES FOR SUCCESS IN 2022



Benefit from thinking  
**regionally**

# Nurturing Thriving Regions in 2022

Levelling up is the defining political and social issue of our time. And it's fast becoming an economic imperative. Without fixing it, raising the UK's long term growth rates looks a tougher bet.

Many firms are leading the way. Many new, high value industries such as green and health tech are located outside of London and the South-East. IP and operations can increasingly be separated. Acute labour shortages mean companies are scouring the length and breadth of the country for new talent. Having a strong regional story is increasingly important for corporate reputation, and for staying in touch with customers.

If you want to get on board with the levelling up, we can help you get ahead by:

- A new, business-led approach to growing economic clusters, building on local strengths. We'll be running demonstrator clusters, regional think-ins and building a playbook for how to take clusters from good to great
- Helping you influence the government's levelling up agenda. Empowering places to have a strong focus on productivity-enhancing measures such as skills, infrastructure, and innovation
- Engaging regional leaders to work alongside the business community to build vibrant local labour markets, transform infrastructure and inspire world-class, innovative businesses to invest regionally.

2022 will be the year when levelling up aspirations turn into action. The government alone can't level up the country. Let's mobilise business to get things moving.



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# What will the CBI do on Thriving Regions in 2022?

## In 2022, the government must:

- Provide delivery detail on levelling up plans
- Boost transport connectivity across and between regions

## And to help with this, the CBI will...

- Work with the government to **fill in the delivery details behind the levelling up white paper**, so that it genuinely unlocks new investment and growth right across the UK
- Use our member insights to **ensure Mayors and LEPs stay focused on the things that make a difference to investment**, productivity and living standards including: skills, infrastructure and innovation
- **Boost the UK's transport connectivity to level up** and increase global competitiveness by ensuring the Williams Review national bus strategy deliver for businesses and their employees and lobbying for the recovery of the UK's aviation sector.

## In 2022, business must:

- Bring private sector leadership to the levelling up agenda
- Step up investment in regions and nations across the UK

## And to help with this, the CBI will...

- Support two trail-blazer **demonstrator clusters** for a multi-year project, bringing the CBI's convening power to shape progress, impact and learnings
- Run a **regional roadshow of cluster think-ins** to capture and share insight, expertise and learnings from economic clusters in all parts of the UK
- Establish an **economic cluster SteerCo** to guide activity and progress
- Build an **online cluster playbook**, with live learning and insights from the UK and internationally on how to take clusters from good to great.



# How can you get involved?

## Shape change

### *To achieve thriving regions*

- Share what your company is doing and how government policy can spark regional investment to help **shape the Levelling Up White Paper**. Feed in digitally or directly to our regional policy team
- Get involved in **our engagement with Mayors, LEPs and regional decision-makers** to keep them focused on creating the conditions ripe for investment
- Nominate senior colleagues to serve as regional councillors across the country shaping national and regional policy.

## Embrace change

### *By investing and engaging in regions*

- Take part in our **regional roadshows and think-ins** to share insights, experiences and to identify what's required for business to benefit from economic clusters.

## Lead change

### *Back the CBI's efforts to realise world renowned economic clusters*

- Get your company involved in one of our **demonstrator cluster projects**
- Recommend senior leaders to take part in the **levelling up SteerCo**
- Contribute expertise and insight to showcase your efforts in our **online playbook**.

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# What are the KPIs that will help us judge progress on Thriving Regions...?

## Across the economy...

- The gap on average earnings closed between, and within, regions by 2024 through the creation of more high value jobs paying higher wages.

## Government action...

- Devolution deals covering 60% of the English population by the end of parliament, using devolution as an opportunity to strengthen collaboration between business and local government.

## And the CBI will be on the hook for mobilising business action...

- **50+ firms engaged in our economic cluster work in every region and nation of the UK.**

## To find out more...

If you'd like to talk about our Thriving Regions programme more generally, please book a call with [Ahmed Goga](#), CBI's Director of Regions and Clusters.

Visit [www.cbi.org.uk/thrivingregions](http://www.cbi.org.uk/thrivingregions)



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Thank you!

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