

## LES Revised Critical Success Factor List

Critical Success Factors for Plymouth			
Critical Success Factor	Components	Updated Position – Revised Baseline	Updated 2016 Target
<b>Productivity and Competitiveness</b>	High levels of Gross Value Added (GVA)	GVA per head is 79% of UK average (2004)	GVA per head in Plymouth to be 100% of UK average
<b>Business and Enterprise</b>	High levels of employment	Employment rate in Plymouth = 74% (2004)	Employment rate in Plymouth = 80%
	A diverse business base	New business registration rate = 37.3 per 10,000 adult population (2004)	New business registration rate = 46.5 per 10,000 adult population
		Number of jobs in Plymouth = 102,000 (2003)	Number of jobs in Plymouth = 120,650
<b>Knowledge and Technology</b>	A high proportion of employment in knowledge based activities	Employment in knowledge and technology based activities = 25.6% (2004)	Employment in knowledge and technology based activities = 30.9%
	High levels of innovative capacity	Published patent applications per 100,000 resident population aged 18 or over in Plymouth City three year moving average figure between 2003-2005 = 4.90	Maintain a three year moving average figure of 4.90 published patent applications per 100,000 resident population aged 18 or over in Plymouth City
<b>Skills and Learning</b>	A high quality, adaptable skills base	% of workforce with no qualifications – 12.5% (2004)	% of workforce with no qualifications = 9%
	High levels of attainment	% of workforce with Level 4 qualifications – 19.3%	% of workforce with Level 4 qualifications = 35%
	A positive and aspirational culture	% of 18 year olds from Plymouth proceeding to a UK HEI = 11.6% (2004/2005)	% of 18 year olds from Plymouth proceeding to a UK HEI = 17.7%

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<b>Key Centres</b>	A range of well connected centres and nodes that drive complimentary and mutually reinforcing components of the economy	Lack of connectivity between key economic nodes within the City	Full and complimentary connectivity between key nodes
<b>Participation</b>	Inclusion and access for all communities	Plymouth's IMD rank average score: 76 (2004)	Plymouth's IMD rank of average score is between 76 and 79 (reviewed as more data becomes available)
	High levels of economic activity	Economic inactivity rate = 23.1% (2004)	Economic inactivity rate = 19%
<b>Leadership</b>	Co-ordination and championing	Lack of a well defined delivery vehicle for strategic economic development and regeneration activity	Successful development and implementation of delivery vehicle
	Image and Branding	No current branding and marketing strategy	Development and implementation of successful branding and marketing strategy