

“What makes Silverstone special?”

A Local Authorities Perspective

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The Vision

- A **global brand**, sporting events destination and conferencing centre
- An international **centre of excellence** in automotive and high performance engineering at the heart of a cluster of 4,000 companies
- An **inward investment beacon** with potential to create **8,400 jobs**, of which **4,800** entirely new
- **Focus for collaborative R&D** partnerships
- **Opportunity for providing local employment** and linking with surrounding towns to develop supply chains (Buckingham, Brackley, Towcester, Banbury)
- **Convergent technologies** with applications in diverse markets aerospace/defence; medical devices (telehealth); remote sensor technologies (sports science); materials (composites)

Borderless Local Authorities

- Proactive, 'open for business'
- Commitment to the bigger economic picture & enduring legacy
- Opportunity to be creative and solution oriented
- Optimise benefits to surrounding areas
- Convenor of expertise and solutions at local and Governmental level
- Consistent support over the long term

Silverstone – coordination of events and development as enhanced local offer

Brand – Silverstone - known globally, but:

- Greater focus on **family leisure offer** (see Rockingham)
- Build a '**wider offer**' such as an extended retail offer
- Hospitality management & improve **locally sourced food** (low food miles, supporting rural economy)
- Build on **Motorsport Heritage**, DCMS funded centre puts this centre stage.
- Develop **sub-regional tourism** packages - Stowe, Bicester Outlet village, Stratford
- Provide **overnight accommodation** to increase 'dwell time'
- **Enhance offer** of Silverstone Innovation centre (see Lotus, Hethel www.hethelcentre.com)

Wider economic gain

- Maintain the role of good Strategic Planning enabling Economic Development
- Maintain a coherent development at Silverstone, not piecemeal. Aspire to bid for Stirling Prize for what is built.
- Secure accelerated employment growth across sub-region, not housing growth
- Strengthen the role of Silverstone at the heart of sub-regional innovation ecosystem, including low carbon growth.
- A high quality sustainable development by MEPC, with range of tailored business support.
- Close the HPE and STEM skill gaps: apprenticeships, graduate retention and work readiness skillsets, building on strong “**entrepreneurial can do**” culture with local SMEs in the supply chain.

Action-oriented next steps

As Councils we are committed to working with MEPC and Silverstone events to build the success of the location and secure the wider gains.

We will work with MEPC to address:

- Working in joined up holistic way with County Councils, Government departments, other bodies and LEPs
- Leverage other relevant funding in partnership
- Local employment opportunities through s106
- Securing the necessary Utilities infrastructure early on
- Ensuring improved transport and connectivity – through junction improvements, park & ride & public transport links