

Capturing Innovation and Promoting Enterprise: A New Role for Planning

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**Irish Planning Institute
National Planning Conference 2010
“Planning for a Smarter Ireland”
April 15th 2010**

Topics

1. How can planners adapt to new roles now that the building boom has abated and that delivering growth and development has become more complex and challenging?
2. What new skills do planners need to work in this area?
3. Does the role of planning departments need to change?
4. What do planners have to offer beyond their traditional roles?
5. Offer a critical analysis of how planning has performed in the boom years and how it can work better in the future.
6. innovative solutions to regenerating urban areas.

Contents

1. Caveats
2. Good Practice
3. Context
4. Skills
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Caveats

1. Not an economist
2. Public service
3. Urban
4. Not in mainstream since 1999
5. Cork
6. Same organisation since 1987
7. Signposts – not answers

Good Practice

1. Fundamentals do not change
2. Plan-based
3. Integrity
4. Knowledge
5. Openness
6. Medium-term to long-term view
7. Transparent **decision-making**
8. Consistency

Context

Sustainable Development

1. Key to Planning and Development Act 2000
2. Economic, social and environmental dimensions
3. Should be the basis of decision-making
4. COMHAR: Sustainable development is *“driven by discipline of competitiveness”*

Context

Paradigm Shifts

Population

Migration

- new people; complexity;
creativity

Economy

- global balance changing

Globalisation

- loss of local control

Restructuring

- divided labour markets

Competition

- between cities, regions and
states

Context

Competitiveness

“Ability of an economy to attract and maintain firms with stable or rising market shares in an activity, while maintaining stable or increasing standards of living for those who participate in it”

Source: Michael Storper *“The Regional World: Territorial Development in a Global Economy”*
quoted in *“Competitive European Cities: Where do the Core Cities Stand?”* ODPM 2004

Context

Competitiveness Drivers

Critical Drivers

- Innovation in firms and organisations
- Skilled workforce
- Connectivity – internal and external
- Economic diversity
- Strategic decision-making capacity

Context

Competitiveness Drivers

Important Driver

- Inclusive and diverse society

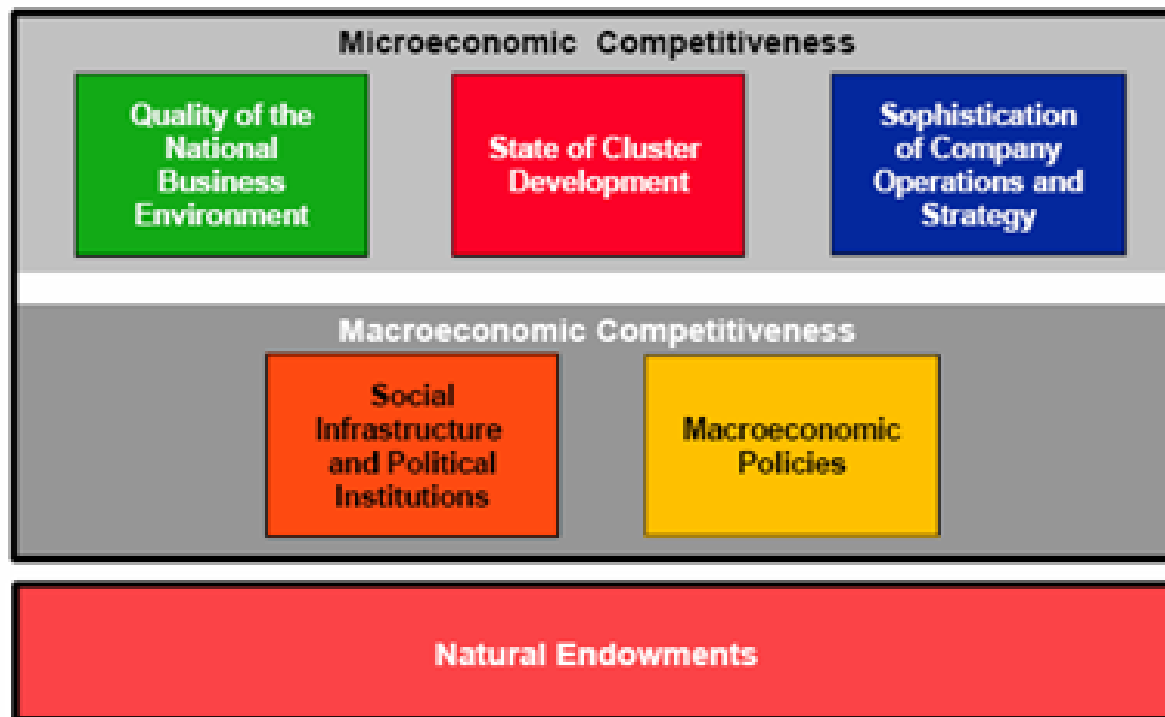
Context

Competitiveness Drivers

- Enterprise – high value, skilled workforce and competitive costs
- Connectivity including broadband
- Sustainability – quality of life
- Attractiveness and Inclusiveness including recreation and cultural aspects

Context

Determinants of Competitiveness



Context

Key Question

What drives Economic Development?

- “Economic Development is based on Business Development”
- If so, what is role of the State and, by implication, planners?

Context

Strategic Innovation Economy

- Not all economic activity involves innovation
- Competing around “*new ideas*”
- Drucker: “*innovation is the specific function of entrepreneurship*” – identifies 7 sources for innovative opportunities – “*new knowledge*” is only one of them
- Porter: cluster development

Context

Strategic Innovation Economy

- Porter: cluster development
- Evolving concept
- Debate regarding whether clusters exist in Ireland

Planners' Skills

- Attitude
- Values
- Used to operating in a complex environment
- Integration
- Contacts
- Access to political arena

Planners' Skills

How to Influence

- Realism: *“start from where we are”*
- Do not wait for institutional reform or change
- Recognise that most economic development functions lie elsewhere
- Challenge Conventional Wisdoms - measure and compare things

Planners' Skills

How to Influence

- Understand the issues – no shortage of material - NCC annual competitiveness reports – *“Building Ireland’s Smart Economy”* and *“Innovation Ireland”* - talk to other local actors
- Hippocratic Oath – don’t interfere unnecessarily and always leave things better than you found them

Planners' Skills

How to Influence

- Networking and coalitions – failure to exploit CDB process fully?

Focus

- Markets need stable environments
- Integrated approach
- Identify assets – Forfás regional competitive agendas;
- Importance of quality of life
- Creativity and innovation closely related–
Princeton example (Richard Tol: Sunday Business Post August 9th 2009)

Focus

- Attracting talented people – cultural issue
- Branding
- Infrastructure
- Good design
- Buildings: fit for purpose

Focus

- Encourage and reward excellence
- Any kind of win is a win
- Remain optimistic
- Flexible approach

Thank You!

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