Cherbourg’s Local Action Plan

7th transnational event
Cherbourg
29 February/1 March 2012
Cherbourg’s Local Action Plan

- What is CUC?
- What is the subject of the LAP?
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What is CUC?

Communauté urbaine de Cherbourg
- Population: 91,717 inhabitants
- Area: 69 km²

5 municipalities forming a medium sized city at the northwestern of France
What is the subject of the LAP?

- 4,000 people employed in the maritime industries and services; 7,000 people directly or indirectly employed by nuclear industry.
- Key employers include: Areva (nuclear power), hospital, municipalities, Electricité de France and DCNS (shipbuilding).
- Long term structural decline in traditional industries: shipbuilding and associated industries, freight, etc.
- Expanding sectors include: creative industries, tourism, care/personal services, with potential in maritime industries and services.
Which topic and why?

- Cherbourg’s maritime economy is currently adapting to a structural crisis.
- Local authorities are acting but the coordination has to be improved.
- The LAP is an opportunity to have a clear and shared strategy on our economic development, based on maritime activities.
- “Develop an integrated economy, sustainable and diversified. Promote a growth strategy including adapted skills within labour market needs, focused on the maritime sector”
How did we work?

Local Support Group (LSG)

✓ Aim: to choose and decline the strategic objectives, expected outcomes, and follow-up LAP advancement

✓ The LSG met several times since the beginning of the ESIMEC project. First to agree on an assessment, then to define the strategy, and to write a draft.

✓ The LSG met after ESIMEC events to summarize and analyze the results/progress/best practices from other cities

✓ The LSG also worked with Odyssée Development and WelcomEurope to finalize the LAP

Created: 25 Feb 2010
Managed by: CUC
Members: Cherbourg Training and Employment agency, Cherbourg Chamber of Commerce, Cherbourg city, Tourist office, Technopole, Manche General council, Regional council of Basse-Normandie
What strategy and priorities?

The Local Action Plan is based on **3 interconnected objectives:**

1- **Develop maritime activities to improve the economic attractiveness**
2- **Promote maritime jobs and workout the education offer**
3- **Encourage the companies to create jobs**

**Targeted sectors:**
- Fisheries and sea products
- Sailing industry
- Maritime transportation
- Maritime tourism
- Shipbuilding
- Renewable marine energies

**Key resources:**
- Infrastructure/equipment
- Services
- Education/training
What are the actions? 1/2

The LAP includes 33 actions operating from 6 maritime sectors:

- Fisheries and marine culture activities: 7
- Sailing industry: 2
- Maritime transport: 4
- Maritime tourism: 3
- Shipbuilding: 3
- Renewable marine energies: 5
- Transversal actions: 9
In the LAP, each action encompasses several tasks, identifies the structure in charge, the stakeholders, the context, funding...

- 19 project managers are identified
- more than other 12 stakeholders from the private and public sectors (local and regional authorities, associations, companies, professional organisations…)
- 14 tasks are finished
- 39 not yet started
How is it funded?

A variety of funding are being used/foreseen to support the LAP.

Actions will be supported by

- European funds (through the Basse Normandie Regional council)
- public funding (France, local governments, Municipality)
- private funds (companies)

Highest potential for European / public funding opportunities come from the human capital development projects and projects related to renewable marine energies.
What about workforce development?

Workforce development is addressed in Cherbourg’s LAP:

- Directly through the employment/training – related actions, *e.g.*:
  - job sector studies (sailing industry, renewable marine energies…)
  - strategic workforce planning (sailing industry…)
  - career and training forum (fishing, sailing industry…)
  - job seekers/firms/research centres meetings
  - …

- Indirectly through fostering traditional and innovative maritime economic activity
What are the next steps?

- exchanging with other ESIMeC territories on best practices
- Between March and May: approval by ULSG
- Updating/adapting the LAP
- Communication and capitalization
What are the keys of success?

- To have a clear and shared strategy
- Integrated approach
- To use the key resources of development

Still have to think about it…
How does it look like?

Spreadsheet format:
✓ easy to use
✓ easy to modify
✓ easy to update
Grazie Thanks
Danke Merci Gracias
Ευχαριστώ mulţumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tānān kiitos köszönöm aciu
Tack dēkuji paldies
nižzīk ū hajr dank u wel