

# Great South West



## THE UK'S NATURAL POWERHOUSE

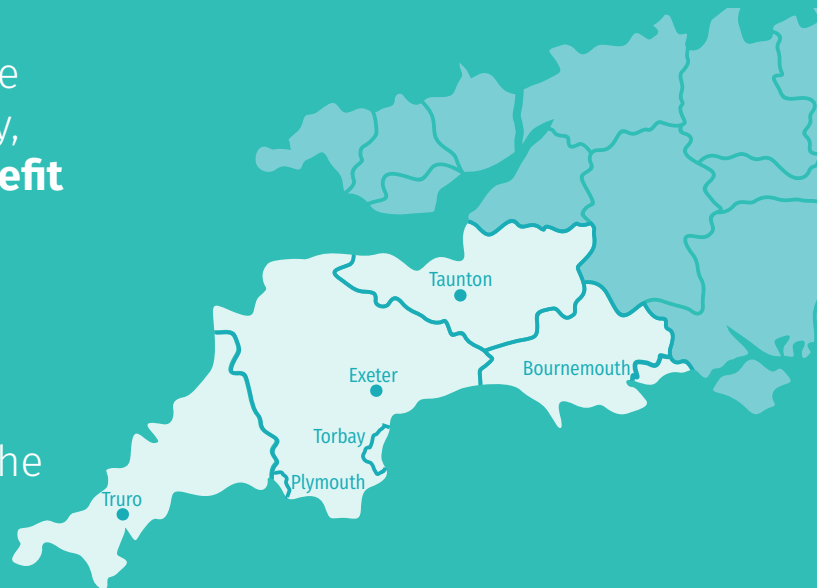
The Great South West is **the powerhouse brand** to promote joint working between Cornwall and the Isles of Scilly, Heart of the South West (Devon and Somerset, including Torbay and Plymouth) and Dorset.

### OUR VISION...

to become the leading region in the UK for the green and blue economy, **delivering £45bn of economic benefit and creating 190,000 new jobs.**

### OUR AMBITION...

to focus on a future that is smart, connected and green. To become the cleanest economy in England and the first to be net carbon zero.



**#BacktheGreatSouthWest**

[greatsouthwest.co.uk](https://greatsouthwest.co.uk)

**WE HAVE AGREED THE GREAT SOUTH WEST SHOULD BE:**

# Great South West

THE GREENEST ECONOMY IN ENGLAND



**CLEAN**

Clean energy  
Natural assets  
Clean growth  
Energy grids

**NET ZERO  
TARGET**



**SMART**

Using big data  
Digital technology  
Autonomous systems  
Remote sensing

**FOCUS ON  
TECH**



**CONNECTED**

Digital corridors  
Connected urban areas  
GIGA fibre  
MaaS pilots

**BETTER  
NETWORKS**

**GREEN ECONOMY**

**BLUE ECONOMY**

**FOCUSSED ON THE FUTURE  
A TEST BED FOR CHANGE**

# THE GREAT SOUTH WEST IN NUMBERS:



**Economy of  
£64.4 billion**

Bigger than Greater  
Manchester



**Population of  
over 3 million**

Equal to the population  
of Wales

**Around 128,000  
businesses**



**£12.75 billion exports  
of goods and services**



**10  
working  
ports**



**7  
universities**



**1.2m  
people  
in work**

# OUR KEY PRIORITIES

The Great South West looks to make our outstanding natural and economic assets – **the green and blue economy** - fit for the future and more productive/competitive and, in so doing, increase productivity by £45bn.

It is a direct response to the challenge of climate change, positions the GSW region at the forefront of the UK's Clean Growth Strategy and aligns closely with the economic, environmental and social priorities of our Local Industrial Strategies.

OUR PROSPECTUS, THE GREAT SOUTH WEST - SECURING OUR FUTURE, SET OUTS OUR STRENGTHS AND OUR PLACE AND OUR AMBITIONS TO BE:



**The clean energy powerhouse for the UK**



**The environmental science capital of the UK**



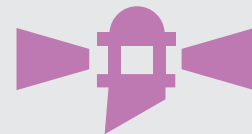
**A world leader in autonomous marine technologies**



**A test bed for new data thinking and new technologies**



**A centre for the farming revolution, driven by agri-tech solutions**



**A beacon for rural productivity and tourism excellence**

## THE GREAT SOUTH WEST PRIORITIES

A TRADE AND INVESTMENT HUB

CLEAN ENERGY POWERHOUSE

A RURAL PRODUCTIVITY DEAL

MARINE AUTONOMY PROVING GROUND

A REGIONAL TOURISM ZONE

## MAKING IT HAPPEN

BUILDING THE BRAND, SUPPORTING THE PARTNERSHIP, UNDERSTANDING THE FUTURE

To find out more visit  
[greatsouthwest.co.uk](https://greatsouthwest.co.uk)

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