

East Lothian Partnership

**THE EAST LOTHIAN ECONOMIC DEVELOPMENT  
STRATEGY 2012-22**

**Refresh 2018**

## East Lothian Partnership

### **East Lothian Economic Development Strategy 2012-22 Strategic Goals:**

To increase the number of businesses in East Lothian  
with growth potential

To increase the proportion of East Lothian residents  
working in and contributing to East Lothian's  
economy

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## **East Lothian Economic Development Strategy 2012-22 Strategic Objectives:**

To be the best place in Scotland to set up and grow a  
business

To be Scotland's leading coastal, leisure and food &  
drink destination

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## **East Lothian Economic Development Strategy 2012-22 Strategic Objectives:**

To build on our proximity to Edinburgh to encourage study, work and spend in EL

To provide high quality employment pathways for EL's workforce

To become Scotland's most sustainable local economy

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# **East Lothian Economic Development Strategy 2012-18 Strategic Projects:**

Business infrastructure

Profile

Connectivity

Key sectors

Town centres

Employment pathways

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# **East Lothian Economic Development Strategy 2018-22 refresh:**

Desk research

Production of analysis and updates

Workshops

Industry and stakeholder engagement

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# **East Lothian Economic Development Strategy**

**2018-22 refresh:**

Strategic Goals:

**BUSINESSES**

**JOBS**

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## **East Lothian Economic Development Strategy 2018-22 refresh:**

To be the best place in Scotland to set up and grow a business **becomes** *To be the best connected place in Scotland to set up and grow an innovative business*  
*To be Scotland's leading coastal, leisure and food & drink destination*



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## **East Lothian Economic Development Strategy 2018-22 refresh:**

To build on our proximity to Edinburgh encouraging study, work and spend in East Lothian **becomes to**  
*explore and develop regional opportunities to support economic development and to encourage study, work, investment and spend in East Lothian*

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## **East Lothian Economic Development Strategy 2018-22 refresh:**

*To provide high employment pathways for East Lothian's workforce*

To become Scotland's most sustainable local economy **becomes** *to become Scotland's most sustainable and digitally-connected local economy*

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# **East Lothian Economic Development Strategy**

**2018-22 refresh:**

Connected Economy Group

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Ongoing engagement

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STRATEGY 2012-22**

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