

Stronger City Economy Scrutiny Panel

9 February 2016

Time 6.00 pm **Public Meeting?** YES **Type of meeting** Scrutiny
Venue Committee Room 3 - 3rd Floor - Civic Centre

Membership

Chair Cllr Jacqueline Sweetman (Lab)
Vice-chair Cllr Jonathan Yardley (Con)

Labour	Conservative	Liberal Democrat
Cllr Harman Banger Cllr Philip Bateman Cllr Payal Bedi Cllr Val Evans Cllr Welcome Koussoukama Cllr John Rowley Cllr Tersaim Singh Cllr Martin Waite Cllr Daniel Warren	Cllr Paul Singh	

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the democratic support team:

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Agenda

Part 1 – items open to the press and public

- | <i>Item No.</i> | <i>Title</i> |
|-----------------|--|
| 1 | Apologies |
| 2 | Declaration of Interest |
| 3 | Minutes of Previous Meeting (Pages 1 - 6) |
| 4 | Matters Arising |

DISCUSSION ITEMS

- | | |
|---|--|
| 5 | Business and Enterprise (Pages 7 - 28)

To update Stronger City Economy Scrutiny Panel on activities that support businesses and encourage enterprise |
| 6 | The University of Wolverhampton case study

Marc Fleetham, University of Wolverhampton will be in attendance to provide a presentation about the role of the University in supporting Business and Enterprise, including innovation and new technology. |

Stronger City Economy Scrutiny Panel

Minutes - 1 December 2015

Attendance

Members of the Stronger City Economy Scrutiny Panel

Cllr Harman Banger
Cllr Payal Bedi
Cllr Val Evans
Cllr John Rowley
Cllr Paul Singh
Cllr Tersaim Singh
Cllr Jacqueline Sweetman (Chair)
Cllr Martin Waite
Cllr Daniel Warren
Cllr Jonathan Yardley (Vice-Chair)

Cabinet Member

Cllr John Reynolds , City Economy

Employees

Mark Blackstock	Head of Visitor Economy
Deborah Breedon	Scrutiny Officer
Martin Fox	Finance Business Partner
Keren Jones	Service Director - City Economy

Part 1 – items open to the press and public

Item No. *Title*

- 1 Apologies**
Apologies for non-attendance were submitted on behalf of Cllr Welcome Koussoukama.
- 2 Declarations of Interest**
There were no declarations of interest.
- 3 Minutes of Previous Meetings**
Resolved

That the minutes of the previous meetings held on 24 September 2015 and 10 October 2015 be approved and signed as correct records.

4 **Matters Arising**

6 October 2015

Item – Wolverhampton’s Cultural Offer.

The Chair paid tribute to Cllr Phil Bateman for highlighting that road disruption during the development of the bus station had impacted on the number of coach bookings to the Grand Theatre and his determination that something should be done to address the number of coach trips to the Grand Theatre.

She advised that coach trip bookings were addressed and re-established with –in a couple of days of the meeting by the Chief Executive, Adrian Jackson.

The Chair highlighted that several key items had been raised during both scrutiny sessions and actions implied that had not been captured in the resolutions, but that she thought were worthy of bringing back to the final meeting of the municipal year when summarising the Stronger City Economy Scrutiny Panels work and outcomes.

Resolved:

That a summary report of actions and outcomes be submitted to the final meeting of the municipal year.

5 **Budget 2016/17**

Martin Fox, Finance Business Partner provided a summary of the report and highlighted the key points about the savings proposals. Cllr John Reynolds, Cabinet Member City Economy, highlighted the main points about each of the savings, redesign and income generation proposals, as follows:

Phased Removal of remaining Grand Theatre Grant:

The Panel were reminded that Adrian Jackson, Chief Executive of the Grand Theatre had attended the previous meeting and an in depth discussion had taken place relating to this proposal.

The Panel welcomed the appointment of the new Chief Exec and, in particular, his intention to have a business and profit centred approach to the theatre's development.

The Chair highlighted that the budget cuts to venues in the City could have direct and negative impact on the overall Visitor Economy strategy if care is not taken. The Panel highlighted that it was important for officers to continue to advise and guide management of those venues to assist in their business development. The Panel requested future feedback on how the venues mentioned have produced business plans for future financial sustainability.

Review remaining Lighthouse Media Centre Grant:

The Panel were reminded that the position relating to the Lighthouse Theatre had been discussed at a previous meeting. The Financial Business Partner and the Service Director had met with the Lighthouse Theatre management and given them an opportunity to come back to the Council for assistance, as it would be useful to change the offer around digital and technology. As yet they have not taken the opportunity up

Further restructure of City Economy Services:

Cllr Martin Waite highlighted business rent retention in the autumn statement and highlighted the need for employees in the City Economy Service, who work directly with potential investors, to be genuine account managers that manage 'P and Ls'. He suggested that in order to separate Wolverhampton from other Local Authorities we need to be in a place where the account managers add value to the business community.

The Cabinet Member highlighted that the business improvement does understand the impact of the extra business levy and increases. He highlighted that Scrutiny Panel had heard from Wiggle company representative how pleased they were with the account manager who had done a lot more than other Local Authority account managers.

The Service Director advised that the report had been produced some time ago and that things had moved on since to restructure into five key areas. She advised that the Head of Enterprise was responsible for several managers, who in effect were account managers. She advised that the strategic management had been strengthened to correspond with Area Action Plan (AAP) and alongside that there would be City Development, Skills and Employment, Visitor Economy, Service support and external funding.

Whilst there were reductions to the mainline budget, it was explained that the Council had reached the financial stage of some substantial bids from European Union which if approved would increase staffing capacity around business support and account management. It is expected that the Council will also be able to continue the ERDF funded Black Country Gold Grant Scheme for businesses. Together with the ESF funded Skills and Employment bid there could potentially be up to ten people funded by European funding for the next three years.

The need to match fund means that it was difficult to reduce mainline staffing any further.

Increase new commercial activities within cultural venues (Archives, Art Gallery, Bantock House):

The Panel was reminded that scrutiny of the cultural venues had taken place in depth at a recent scrutiny Panel meeting.

Further external funding of Outdoor Events:

The recent bonfire event at the Race course was praised as a really good family event. There had been an issue with the car park marshalling but this would be addressed at future events at the race course and the boxes would also be available. The Head of Visitor Economy was asked to consider the need to double up on events, such as horse racing and the Madness Concert that had taken place in the summer.

The Panel requested further information back to the Panel about business plans at other venues.

Bilston Craft Gallery – review current service provision including delivery of exhibitions and craft play:

The Cabinet Member advised that since the report was written there had been a review of the situation and the collections would continue to be kept at Bilston Craft gallery. The Panel highlighted that there are groups in the Bilston area that would be willing to pay for the service provision. The Scrutiny Panel voiced concerns about maintaining and keeping the premises clean and operational in addition to the delivery of the craft play service and one off events.

The Panel advised that a programme should be developed for Bilston Craft Gallery through rigorous business planning. Management confirmed that detailed five year business plans that have been produced for each venue to enable better control of income and expenditure, as well as planning.

Mark Blackstock, Head of Visitor Economy advised that the new approach, meant that there were more displays and events now being delivered by partners and local groups, which required minimal input by curatorial staff, the groups tended to carry out most of the work to set up displays themselves.

Financial transaction and base budget revisions as follows:

Drawdown of one off grants for City Economy:

The Finance Business Partner outlined that the drawdown was as a result of grant funding being available to reduce the net costs of the service for 2016/17 without impacting on service delivery.

Panel thanked the Finance Business Partner for identifying the drawdown funding.

Resolved:

That the comments of the Panel be reported to Scrutiny Board 15 December 2015.

6 Employment and Skill Commission Report

Keren Jones, Service Director City Economy and Cllr John Reynolds, Cabinet Members City Economy, provided a report to share the progress by the Council and its Partners to develop and deliver a Skills and Employment Action Plan for the City to take forward the recommendations emanating from the work of the Skills and Employment Commission, led by Professor Tony Travers.

She outlined the main points arising from the Final Commission report (Appendix 1 to the report). She indicated that the actions arising from the work would be at three levels, local, sub-regional and national. She advised that the wider priorities for action were:

- Influencing the Wider West Midlands agenda for Skills and Employment
- Securing additional funding from Black Country European Union Structural Investment Funds

She circulated a paper which detailed the 'Job Box' – The Integrated Model Key processes at City level. She highlighted that the City Board was keen to develop a flagship project for action that delivers against the priority interventions focused on the following five key themes:

1. Holistic careers advice
2. A city skills system

3. Ready for work
4. Moving up
5. Cross sector collaboration

She explained that the Job Box was one of the programmes to deliver against the recommendations. She informed the Panel that initially it would be a virtual one stop shop for information and support on job vacancies, training and employment, but that development would be through a number of phases. The aim of the Job Box was to provide residents with links to the support they need through a single portal.

She advised that the four programmes would be as follows:

- **City Job Box** – Three phases to enable development of virtual model and internally aligning services and external marketing. Engagement with partners with the Councils integrated model and e-communication channels and last phase a one stop shop as part of the City Regeneration programme and linked in to the development of the Combined Authority and the proposed devolution of budgets.
- **Skills for Growth** – Addressing supply and demand for skills in the City.
- **Centre One City One Campus** – Specialist provision bringing together skills in the City alongside further education.
- On-going influence of the wider West Midlands

The Service Director informed the Panel that anyone who needs to improve their skills can use the Job Box, and it would cater for those that needed significant support to those where minimal support was sufficient to help them make the right choices.

She advised that the 'one' City Skills and Employment Team will have one representative from all main partner organisations and that the combined partner performance management, research and intelligence will feed the 'Job Box'. The Job Box would inform the individual what is available:

- Marketing, communication and engagement
- Individual approach
- Informed choices
- Right route for progression
- Right support

The Service Director responded to Cllr Martin Waite, who referred to the number of companies that approach schools and colleges to recruit young people to develop specific skills. She advised that the business community would be active stakeholders in the delivery of the Job Box.

She advised that the University, the College and Adult Education Services are already on board with the Job Box to help individuals find the right route. She highlighted the critical role schools have to provide informed choices, and that some key schools were already involved and will be champions, to promote and grow informed choices to other schools. The Panel noted the importance of getting devolution of the skills budget to the Combined Authority right.

Cllr Jacqueline Sweetman, Chair, referred to the need for some individuals to develop soft skills and asked what the Job Box would do in such cases. The Service

Director advised that the last two stages 'Right route for progression' and 'Right Support' would be key to this. She advised that the Job Box would develop opportunities for partners to add value to mainstream provision e.g. a mentoring programme being developed by the Economic Growth Board. The Cabinet Member added that the Way Youth Zone has much planned aimed at soft skill development.

In response to a question relating to the co-ordinating agent and monitoring, the Service Director advised that the City of Wolverhampton Council would provide a leadership role and that an online performance management tool is being developed.

The Chair on behalf of the Panel congratulated all that had worked on the Employment and Skills Commission report; she said that it was a tremendous and long awaited piece of work. The Service Director highlighted that the initial work to inform the Commission had been carried out by Scrutiny Review of Employability and Skills 2014-15.

Cllr Daniel Warren indicated that at the time of writing the report the Combined Authority was merely a bright idea and now there is so much more to work with. He urged employees to ensure that there is buy-in from all parties at each stage of the programme. The Service Manager confirmed that the team had been tasked to gain buy in at each stage of the programme and that there would be more to report about early actions in the spring 2016.

Resolved:

1. That the Scrutiny Panel endorse the framework and priorities for the Wolverhampton Skills and Employment Action Plan, that form a key strategy for managing the City of Wolverhampton Council's Corporate risk of 'Skills for Work'.
2. That an update report is provided to Stronger City Economy Scrutiny Panel in March 2016.
3. That a note of thanks be recorded for all involved in the 'Wolverhampton Skills and Employment Commission Final Report'.

Stronger City Economy Scrutiny Panel 9 February 2016

Report title	Business and Enterprise	
Cabinet member with lead responsibility	Councillor John Reynolds City Economy	
Wards affected	All	
Accountable director	Keren Jones, City Economy	
Originating service	City Economy	
Accountable employee(s)	Jim Cunningham Tel Email	Head of Enterprise and Skills 01902 550166 James.Cunningham@wolverhampton.gov. uk

Report to be/has been considered by

Recommendation(s) for action or decision:

1. The Scrutiny Board is recommended to endorse the approach to supporting businesses and encouraging enterprise in Wolverhampton.

1.0 Purpose

- 1.1 The purpose of this report is to update Stronger City Economy Scrutiny Panel on activities that support businesses and encourage enterprise.

2.0 Background

- 2.1 Creating an environment where new and existing businesses thrive is a key priority of the Corporate Plan. Enterprise and Skills is responsible for services and programmes on supporting businesses, encouraging enterprise and attracting inward investment. Attracting investment was covered at the Stronger City Economic Scrutiny Panel on 24 September 2015.
- 2.2 Services are provided directly at City level and increasingly at the Black Country and Combined Authority level. At the City level, the Enterprise Service focus is on establishing strategic relationships with key businesses with a particular emphasis on our key growth corridors of Wolverhampton city centre, Northern Corridor (city centre to Junction 2 including I54) and Southern Growth Corridor (city centre to Bilston).
- 2.3 Local businesses seeking support are provided with a dedicated account manager to assist them with finding land & property, planning, recruitment, access to finance & grants ensuring your investment is a success. This basic service is enhanced through the Black Country Growth Hub.

3.0 Growth Hub and AIM

- 3.1 The **Black Country Growth Hub** offers a one stop shop approach to business assistance across the Black Country, with packages of support available to local businesses. It aims to equip Black Country manufacturing Small and Medium Sized Enterprises (SMEs) with the tools and support they need to compete, innovate and take advantage of supply chain opportunities on offer to them.
- 3.2 Round 1 of the Growth Hub project was funded through the Regional Growth Fund (RGF) via the University of Lancaster as part of City Deal until June 2015. To allow the continuation of the project, BIS has offered interim funding of £400,000 for the Growth Hub to cover the period following the end of the RGF capital grant scheme on 30 June 2015 and the start of the new European Programme, expected early 2016
- 3.2 In order to complement the core Growth Hub, the Council on behalf of the Black Country, bid for European Regional Development Fund (ERDF) to fund **Advice Investment and Market Development (AIM) in the Black Country** project will bring together a pool of navigators who will engage and support businesses to access specialist support broken down into the following components:
 - **Advice:** act as the gateway to specialist support with the journey beginning with a comprehensive diagnostic exploring growth potential. The journey would continue with ongoing relationship management including referral to specialist support.

- **Invest:** focuses on supporting small and medium sized enterprises (SME's) in relation to inward and indigenous investment increasing their growth capacity by facilitating investment through re-location advice etc.
 - **Market development:** will strengthen supply chains to take better advantage of opportunities.
- 3.3 The City of Wolverhampton is leading the development of the Black Country AIM Programme in partnership with the other Black Country Local Authorities, Black Country Chamber of Commerce, Black Country Consortium and the University of Wolverhampton. The project aims to engage Black Country Small Medium Sized Enterprises (SMEs), in particular those not currently engaged with business support services. It aims to generate 2,000 new business enquiries, providing 1,000 SME's with diagnostic and brokerage support (3 hours) and assist 460 SMEs (12 hours support). The project aims to create 230 new jobs, 120 new referrals to national specialist schemes, 120 new products or markets by SMEs and support 60 SMEs to interact with the knowledge base.
- 3.4 The City of Wolverhampton Council also lead a bid for **Black Country Transformational Growth Opportunities Local Delivery (GOLD)** which will offer grants of up to £25,000 as part of the Growth Hub offer. The aim of Transformational GOLD is to support SMEs to achieve a sustainable step change in their working processes, business development and performance. The panel assessing applications submitted by SMEs will include representation from high street banks and other business experts. This project aims to support 180 SMEs, creating 90 jobs and stimulating an additional £4 million of private sector investment resulting in an increase in Gross Value Added (GVA) in supported enterprises of £16 million with 18 SMEs supported to introduce new to firm products.
- 3.5 Following the recent Comprehensive Spending Review, the Department for Business Innovation and Skills (BIS) confirmed additional funding for Growth Hubs in 2016/17 and 2017/18 in recognition of the importance of Growth Hubs networks for businesses to access support locally. It is anticipated the Black Country will receive an additional £300,000 over the next 2 years to develop the Growth Hub and fund activities that are outside the scope of ERDF.
- 3.6 The CSR also announced the closure of the nationally commissioned High Growth Business Growth Service (formally Manufacturing Advisory Service and Growth Accelerator).
- 3.7 As part of the Combined Authority, the Government is committed to devolve responsibility through the Growth Hubs of delivery of business support from 2017 onwards and work with the Combined Authority to design a joint approach to enterprise start-up activity
- 3.8 **Enterprise and start up support:** Wolverhampton has been ranked fourth of 69 UK cities in terms of attractiveness in starting a new company (Quality Formations <http://startups.co.uk/the-uks-top-25-cities-to-start-a-business/>). The ranking was determined by marketing the city on eight criteria: commercial property (rent costs, availability etc.), energy, virtual office services, public transport, broadband service (average download speed), workforce demographics, access to finance (e.g.

available grants) and quality of life (e.g. home rental prices, crime, affordable childcare).

- 3.9 The Council also currently support a Community Enterprise Development (CED) project aims to significantly strengthen enterprise development at the grass roots level within local communities, targeting the most deprived areas in Wolverhampton. The CED Officer works closely with Access to Business and together they have delivered 30 events in outreach locations, supported 564 individuals with advice and guidance for self-employment with a further 154 supported through workshops. 41 businesses have started up to date and these continue to be mentored by the CED Officer. A further 478 individuals have been referred into employment, education or training programmes.

Case study: the CED Officer has helped to develop five Community Interest Companies including three arts organisations. For example, Mental Spaces are renting a gallery space, studio space and offices at the New Hampton Centre supporting a wide range of local artists and art/creative events. Gatis Community have been developing the old Gatis Street Adventure Play site and been successful in attracting grant funding to develop other projects whilst supporting other social enterprises using the building

- 3.9 A national portal for start-up advice <https://www.gov.uk/starting-up-a-business/provides> basic guidance for starting up a business referring to Growth Hubs for local support. In order to increase business support capacity, the Council has supported a number of ERDF bids for enterprise projects under the umbrella of the Black Country Enterprise Team partnership. These include projects aimed at support residents to start up in business, focusing on deprived areas and supporting young people and graduates to start-up in business:

Provider	Overview
Growth Hub	Runs three new business start-ups seminars every month at venues across the Black Country. The seminar covers is it right for you, business planning, legal status and legalities, taxation and next steps. They are aimed at individuals thinking of starting a business. Following attendance, individuals will be assigned a mentor to further develop their business idea.
Access to Business	<p>RAISE (Raising Aspirations Inspiring Self Employment /Social Enterprise): RAISE will increase the business birth rate (BBR) across the Black Country, specifically supporting early stage entrepreneurs from underrepresented groups including women, BME communities and people experiencing physical and sensory impairment. By reducing barriers to business/social enterprise start-up and self-employment, RAISE will enable local entrepreneurs to thrive; injecting enterprise into the grass roots of local communities. The project will support 900 potential entrepreneurs achieving 138 business/social enterprise starts and 168 with post-start support, making a significant contribution to the Black Country’s gap across the sub-region.</p> <p>Access to Business support the delivery of the Community Enterprise Development project, working jointly with the Council, to support people from disadvantaged areas to start up</p>

	<p>in businesses, including community and social enterprises.</p> <p>Previously, Access to Businesses has delivered a range of enterprise support which ended end December 2015.</p> <ul style="list-style-type: none"> • Supporting Employment and Enterprise Development (SEED). • Royal Bank of Scotland (RBS) Funded SWEET (Supporting Women Engaging in Enterprise Together). <p>For more information: http://www.access2business.co.uk/</p>
University of Wolverhampton	<p>SPEED Plus is a business start-up project, formally funded by ERDF, which aims to help create new businesses. The project is led by the Enterprise Department at the University of Wolverhampton. SPEED Plus helps current students, graduates, alumni and staff from ANY subject area to set up and run their own business along with their studies, after graduation or alongside employment in a supportive environment offering specialist consultancy, development, advice and support. A new ERDF bid was submitted for this project jointly with the University of Wolverhampton's creative and digital incubator SPARK at the Science Park.</p> <p>Business Start-Up seminars and mentoring:</p> <ul style="list-style-type: none"> • 2 day Training Course covering business planning and finance. The course is divided into planning & operations and finance. • The programme is designed to give a structured approach to the formation and running of a business, giving you the starting point to succeed. It will assist in setting up and running a successful new venture. Aimed at potential Business Start-Ups, it offers a structured approach to identifying opportunities, planning for success, understanding business finance and ensuring a better chance of survival. <p>SP/ARK Incubator based at Wolverhampton Science Park access to onsite business advice, including</p> <ul style="list-style-type: none"> • Onsite seminars and training events, • Networking and promotional activities, • Undergraduate and postgraduate learning opportunities through the University of Wolverhampton, • Specialist consultants, • Access to facilities, centres of excellence and consultancies within the University, which have been proven to enhance the success of new ventures. <p>The University of Wolverhampton offers Business Start-Up programmes for Armed Forces personnel and their families. Supporting the Unsung Hero" (see case study in Appendix 2).</p>
Princes Trust	<ul style="list-style-type: none"> • Enterprise Promotion: Targeted enterprise engagement

<p>New Enterprise Creation</p>	<p>events to attract eligible disadvantaged groups to raise their understanding of entrepreneurship & help them aspire to be entrepreneurs</p> <ul style="list-style-type: none"> • Early-Stage Entrepreneurship: In-depth, 4 day workshops to improve early-stage entrepreneurship providing information on planning/running a business to build early resilience and ambition for enterprise • Intensive Support: Intensive 121 advice and support to help young people pursue their next steps including advanced business-planning & test-marketing • Business Start-up Support: Financial loan support & critical hand-holding in starting up to overcome stubborn market failure obstacles and linking to incubator space opportunities
<p>Enterprise Growth</p>	<ul style="list-style-type: none"> • Ongoing Business-Mentor Support to sustain and intensify business operations for new & existing enterprises focusing on <ul style="list-style-type: none"> ○ Improved business performance/growth ○ Additional job creation in priority sectors and supply chains
<p>Feeder for The Black Country Growth Hub</p>	<ul style="list-style-type: none"> • Provide a pipeline of growth businesses for the Hub through: <ul style="list-style-type: none"> ○ Business Network Forums to build like-minded young business communities providing peer to peer marketplace support and highlighting opportunities for specialist finance/growth support leading to 2-way referrals • Partnership and Delivery Engagement to: <ul style="list-style-type: none"> ○ highlight marketplace issues for businesses & tackle low entrepreneurial culture ○ broker supply-chain relationships with the Hub and create greater take up of the Hub's Services

3.10 **Innovation and New Technology:** will be covered by the case study provided by the University of Wolverhampton that will be presented at the meeting.

3.11 Black Country Digital Passport, led by the University of Wolverhampton, will deliver a new Digital Passport programme supporting Black Country SMEs to become more digitalised thus increasing take-up of superfast broadband. It aims to support 180 SME through awareness raising workshops with 60 SMEs supported to introduce new to firm products. The outline application has been approved to progress to the next stage.

4.0 Financial implications

- 4.1 City of Wolverhampton Council, University of Wolverhampton and third sector partners have secured considerable external funding alongside their own resources to support businesses and encourage enterprise in Wolverhampton.
- 4.2 Deprived Area Funding balances of £265,000 held by the Council support the current CED project with a package of grant awards and an employment of a CED Officer.
- 4.3 The Black Country Growth Hub is currently funded by £400,000 from BIS. Following the recent CSR, BIS confirmed additional funding for Growth Hubs in 2016/17 and 2017/18 in recognition of the importance of Growth Hubs networks for businesses to access support locally and the Government's commitment to devolve business support. It is anticipated the Black Country will receive an additional £300,000 over the next 2 years to develop the Growth Hub and fund activities that are outside the scope of ERDF.
- 4.3 AIM in the Black Country project is also anticipating a grant award of £3.06 million ERDF towards total project costs of £6.12 million. The successor project to the Black Country GOLD project, which completed in June 2015, Transformation GOLD has a total bid value of £6 million which comprises £1.9 million ERDF funding. Both grant awards are anticipated shortly with the expectation of funding backdated to 1 January 2016. [ES/25012016/N]

5.0 Legal implications

- 5.1 As accountable body, the City of Wolverhampton Council will be required to enter into a funding agreement with the Department of Communities and Local Government (DCLG) which outlines the bid and also European rules and regulations that must be complied with. The Council will then enter into Agreements with each Delivery Partner to outline their roles and responsibilities and also transfer requirements in terms of compliance. Cabinet Resources Panel on 15 September approved entering into these agreements. RB/25012016/Z

6.0 Equalities implications

- 6.1 Equal opportunities is a cross cutting objective of all European funded bids, therefore must be considered in the delivery of all European funded projects with equalities data are monitored as part of delivery. AIM and GOLD have targets in terms of supporting SMEs with women and BMEs on the Board.

7.0 Environmental implications

- 7.1 Sustainability is a cross cutting objective of all European funded bids, therefore must be considered in the delivery of all European funded projects. In addition, the projects themselves will have positive environmental implications. For example, AIM will refer SMEs to specialist support to meet their needs, including ones to improve their resource efficiency.

8.0 Human resources implications

8.1 ERDF funded projects will involve the recruitment of new staff to deliver the projects who will be recruited on fixed term contracts.

9.0 Corporate landlord implications

9.1 There are no corporate landlord recommendations.

10.0 Schedule of background papers

- Business and Enterprise Statistical Bulletin
- Detailed project outlines

Appendix 2: Detailed Project outlines

AIM in the Black Country

Overview	<p>AIM in the Black Country project will bring together a pool of navigators who will engage and support businesses to access specialist support broken down into the following components:</p> <ul style="list-style-type: none"> • Advice: act as the gateway to specialist support with the journey beginning with a comprehensive diagnostic exploring growth potential. The journey would continue with ongoing relationship management including referral to specialist support. • Invest: focuses on supporting small and medium sized enterprises (SME's) in relation to inward and indigenous investment increasing their growth capacity by facilitating investment through re-location advice etc. • Market development: will strengthen supply chains to take better advantage of opportunities.
Outputs	<p>The project aims to engage Black Country SMEs, in particular those not currently engaged with business support services. It aims to generate 2,000 new business enquiries, providing 1,000 SME's with diagnostic and brokerage support (3 hours) and assist 460 SMEs (12 hours support). The project aims to create 230 new jobs, 120 new referrals to national specialist schemes, 120 new products or markets by SMEs and support 60 SMEs to interact with the knowledge base.</p>
Delivery Partners	<p>City of Wolverhampton Council, Dudley MBC, Sandwell MBC, Walsall MBC, BC Chamber of Commerce, BC Consortium, the University of Wolverhampton.</p>
Budget	<p>£3.06 million ERDF has been requested towards total project costs of £6.12 million</p>
Match funding	<p>The City of Wolverhampton Council has committed to providing match of £164,220 per year over three years, a total commitment of £493,650, predominantly in the form of staff time on the project. Delivery Partners are providing the remaining match funding for the project.</p>
New posts (WCC)	<ul style="list-style-type: none"> • 1 FTE ERDF Project Manager and 0.5 FTE Claims and Monitoring Assistant: to ensure compliance thus minimise risk of clawback, the project requires a dedicated and experienced Project team. Due to the number of Delivery Partners, the Project Manager will also be responsible for managing the performance of Delivery Partners. • 2 FTE Navigators for the City • 1 FTE Marketing & Communication Co-ordinator • 1 FTE Invest Co-ordinator • 1 FTE Market Development Network Co-ordinator <p>ERDF funded staff will be recruited on a fixed term contract.</p>
Preparatory work required	<ul style="list-style-type: none"> • Finalisation of Job Descriptions, job allocation and preparations of adverts prior to finalisation of contracts. • Agreement of Service Level Agreement with Delivery Partners
Risk and	<ul style="list-style-type: none"> • Funding has yet to be confirmed, however we anticipate approval

Issues	<p>sometime in January 2016. Any delay in confirmation of funding and signing of funding agreements could impact on the success of the project.</p> <ul style="list-style-type: none"> In the past, delays in recruitment of ERDF project staff have resulted in late start of the project, underspend and the achievement of outputs resulting in reputational damage. Any ERDF money not spent is lost, therefore PLT may wish to consider speeding up the process by starting the recruitment process at risk.
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Black Country Transformational Growth Opportunities Local Delivery (GOLD)

Overview	Black Country Transformational Growth Opportunities Local Delivery (GOLD) will offer grants of up to £25,000 as part of the Growth Hub offer. The aim of Transformational GOLD is to support SMEs to achieve a sustainable step change in their working processes, business development and performance. The panel assessing applications submitted by SMEs will include representation from high street banks and other business experts.
Outputs	This project aims to support 180 SMEs, creating 90 jobs and stimulating an additional £4 million of private sector investment resulting in an increase in Gross Value Added (GVA) in supported enterprises of £16 million with 18 SMEs supported to introduce new to firm products.
Delivery Partners	City of Wolverhampton Council, Dudley MBC, Sandwell MBC, Walsall MBC, Black Country Consortium
Budget	The scheme has a total value of £6 million which comprises £1.9 million ERDF funding
Match funding	WCCs match funding is £103,780 in staff time from existing staff over 3 years of project. The majority of match funding is coming from SMEs
Funded posts (WCC)	<ul style="list-style-type: none"> 1 FTE ERDF GOLD Project Manager 1 FTE ERDF GOLD Claims and Monitoring Assistant <p>The posts are on fixed term contracts. Both posts will be filled from existing staff members that delivered the original GOLD project.</p>
Preparatory work required	<ul style="list-style-type: none"> Collaboration Agreement to be put in place with Delivery Partners
Risk and Issues	<ul style="list-style-type: none"> None to report

Appendix 2: Enterprise case study

‘Supporting the Unsung Hero’

Armed Forces Dependents’ Business Start-Up Programme

19th January 2014

Sue Hobkirk, Owner of ‘Little Brown House Mouse.’

Sue is a talented seamstress and at the request of her oldest daughter she designed a tepee that can be played with indoors or outside for one of her grandchildren. It was an instant hit and led to several other family members and friends asked her to make them tepees. Sue researched the market in children’s tepees and soon realised that there were few available and those that were did not compare in terms of quality or versatility. “I have to plan my day around my disability, and little tasks like going to the shops are big challenges for me. I take morphine for the pain so I cannot drive; if my husband is away and I need to travel I have to plan not to take my pain relief. Sewing is a comfort to me as I can sit and feel that I am achieving something and when I heard about the Dependents’ Business Start-Up Programme I felt inspired to turn my hobby into a business,” said Sue. Since joining the Dependents’ Business Start-Up Programme Sue has concentrated on ensuring her products comply with UK Trading Standards and Licensing Regulations. “There is a lot of legislation surrounding the commercial sale of children’s toys and clothing and it has taken me months to get the correct paperwork and labelling for my tepees. Now I have this in place I can register my business and begin to trade and it is a great feeling. My fellow cohort members are very supportive and often I will meet with one or two of them for a ‘brainstorming’ session; which normally includes tea and cake but we are all focused on making our businesses a success and helping each other. It is good to meet for our group mentoring sessions and see just how far we have all come,’ said Sue.

Little Brown House Mouse sells quality, handmade children’s products specialising in bespoke, design tepees.

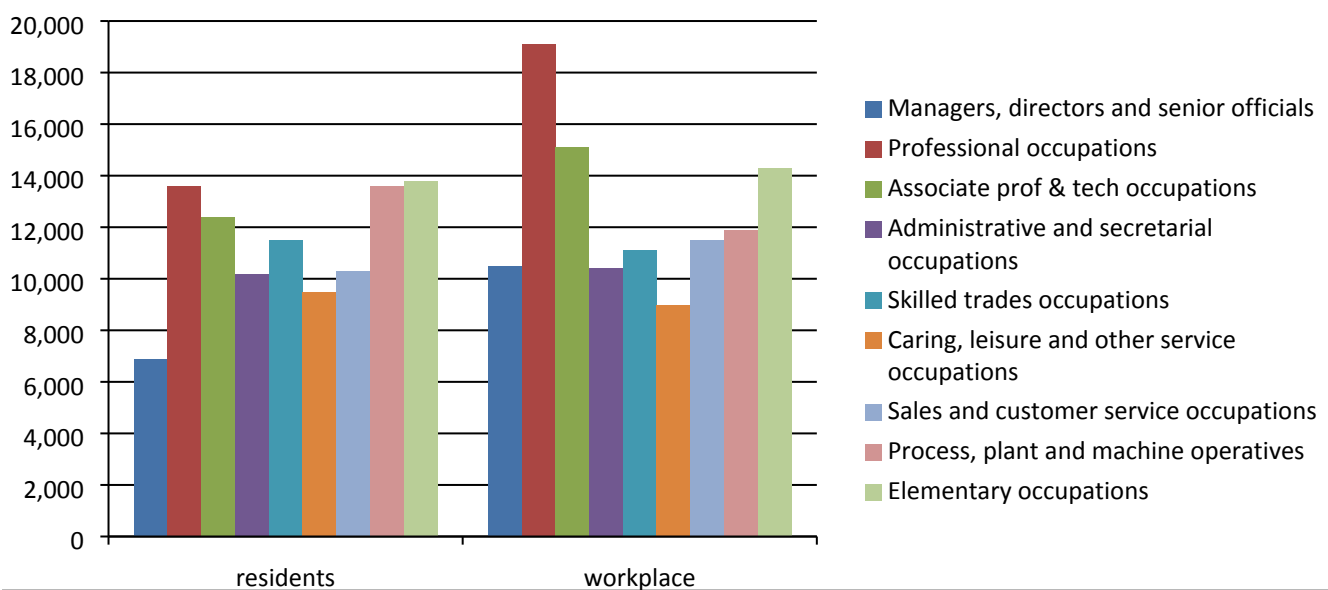
Visit: www.facebook.com/littlebrownmousehouse

Appendix 3: Statistics

STATISTICS

SECTION ONE - Businesses And Workforce

EMPLOYMENT BY STANDARD OCCUPATIONAL CLASSIFICATION	Comparison of the occupations of Wolverhampton residents against the occupations in the Wolverhampton workforce.	
Source	Annual Population Survey	
COMPARATIVE PERFORMANCE:		
DATE: APR 14 - MAR 15		
	Residents	Workforce
Managers, directors and senior officials	6,900	10,500
Professional occupations	13,600	19,100
Associate prof & tech occupations	12,400	15,100
Administrative and secretarial occupations	10,200	10,400
Skilled trades occupations	11,500	11,100
Caring, leisure and other service occupations	9,500	9,000
Sales and customer service occupations	10,300	11,500
Process, plant and machine operatives	13,600	11,900
Elementary occupations	13,800	14,300
Total	101,800	112,900

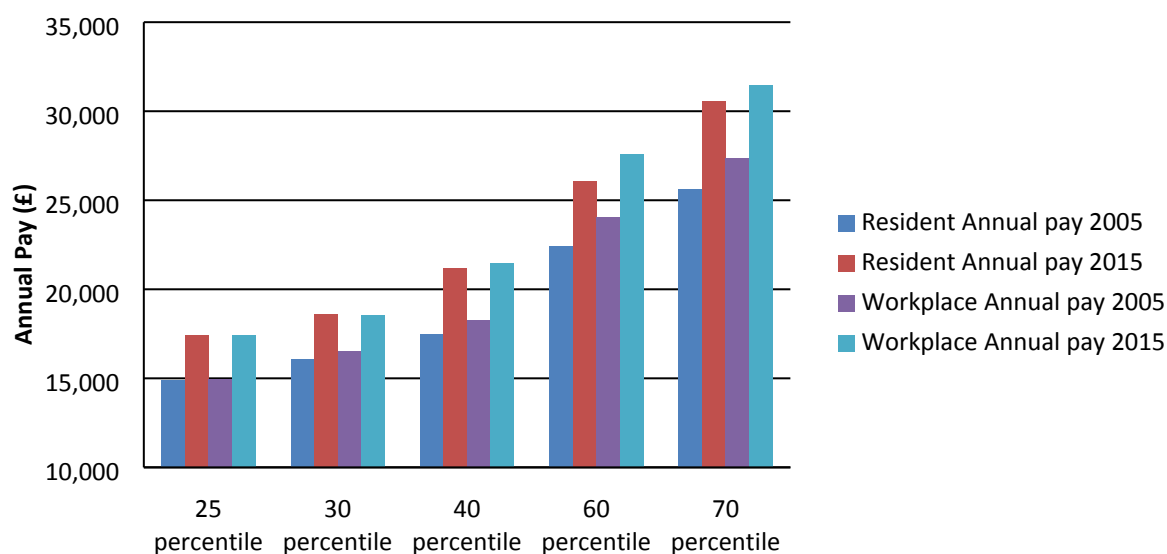


There has been an increase of approximately 5,000 in the number of residents who have jobs, when compared to the period Apr 13 – Mar 14. These jobs are predominantly professional and technical, plus plant and machines operatives.. The workplace data has remained fairly static in comparison.

Note – The data is sourced from the Annual Population survey, with data released quarterly. There is a large confidence error built into the data into the resident analysis, of approximately 2.4% across each element, so the figures quoted could be 2.4% higher or lower each way. The workplace analysis is even more volatile, and could have an error of at least 2,500 for each. Although this can make interpretation of trends difficult, it does help us put together a picture of employment within the city.

RESIDENT AND WORKPLACE EARNINGS - (Percentiles)			Data showing the wages earned by residents of Wolverhampton, and the earnings of people working in Wolverhampton	
Source			NOMIS – Annual Survey of Hours and Earnings	
	Resident		Workforce	
	Annual pay		Annual Pay	
	2005	2015	2005	2015
25 percentile	14,914	17,399	14,928	17,436
30 percentile	16,098	18,590	16,536	18,537
40 percentile	17,506	21,185	18,285	21,459
60 percentile	22,439	26,091	24,036	27,571
70 percentile	25,643	30,552	27,385	31,459

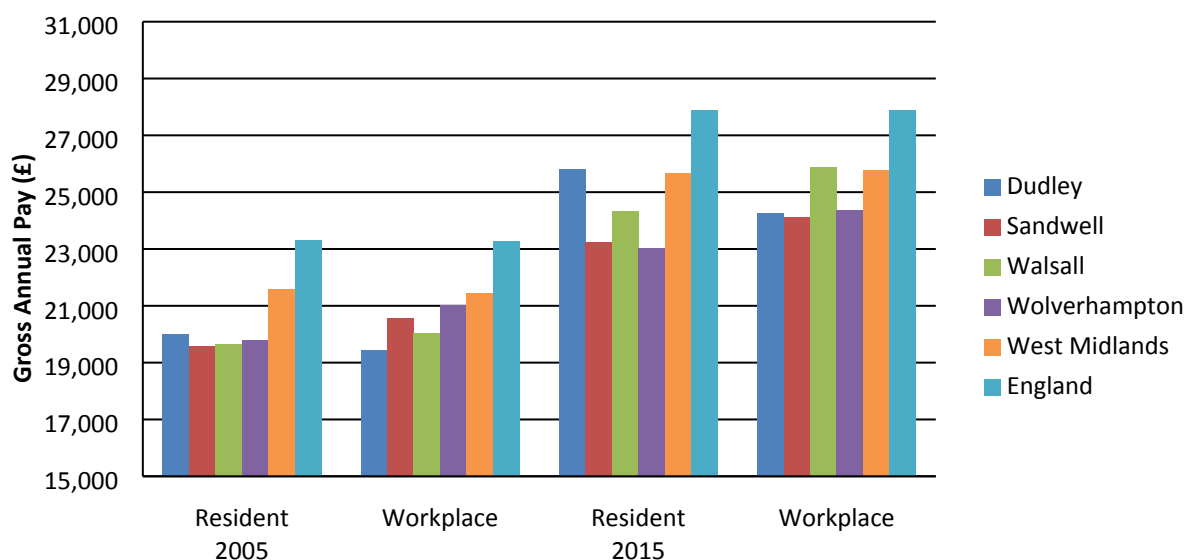
Resident and workforce Comparison



The table and graph show the disparity between annual wage levels for full time employees for residents of the City, compared to the wages levels of employees who work in Wolverhampton. When comparing the two sets of data for 2005 and 2015, it is apparent the wages have historically been lower for the City's residents. Encouragingly, the gap between residents and workforce earnings is closing.

RESIDENT AND WORKPLACE EARNINGS - Values		Data showing the comparison between wage levels in Wolverhampton and those of our Black Country Neighbours		
Source		NOMIS – Annual Survey of Hours and Earnings		
	Resident		Workplace	
	Annual pay		Annual Pay	
	2005	2015	2005	2015
Dudley	20,000	19,437	25,825	24,262
Sandwell	19,574	20,581	23,241	24,104
Walsall	19,634	20,044	24,326	25,867
Wolverhampton	19,800	21,026	23,042	24,376
England	21,570	21,447	25,650	25,779
West Midlands	23,313	23,280	27,869	27,872

Resident and Workforce Wages for Black Country Authorities

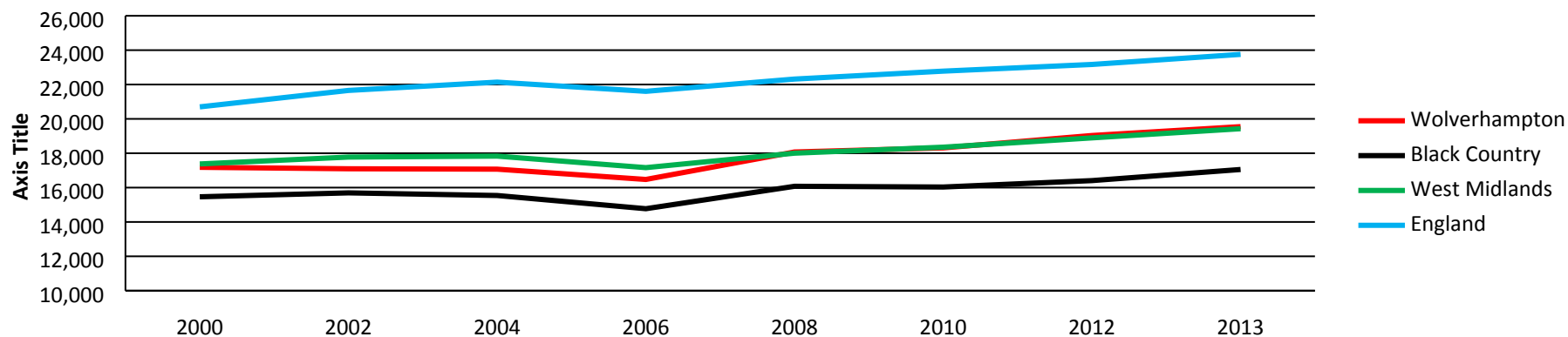


Median wage levels in Wolverhampton have fallen below all of our Black country neighbours in the past 12 months. In addition, the workplace earnings have now dropped below the regional levels, having been higher than the West Midlands average until 2012.

Next Data release – December 2016

- GROSS VALUE ADDED (GVA) PER HEAD		Measures the contribution of industry to the economy. Data produced for 2011 was made available at Local authority level, and backdated for earlier years.					
Source		Black Country Observatory					
COMPARATIVE PERFORMANCE:							
	W'ton	Dudley	Sandwell	Walsall	Black Country	West Midlands	England
Year	GVA (£)	GVA (£)	GVA (£)	GVA (£)	GVA (£)	GVA (£)	GVA (£)
2008	17,073	14,912	16,368	13,807	15,540	17,833	22,139
2009	16,474	13,813	15,474	13,323	14,771	17,162	21,604
2010	18,073	14,516	17,103	14,613	16,076	18,004	22,318
2011	18,311	14,068	16,745	15,011	16,034	18,353	22,779
2012	19,032	13,799	17,846	14,951	16,407	18,894	23,168
2013	19548	14 525	18166	15978	17054	19428	23755

GVA per Head

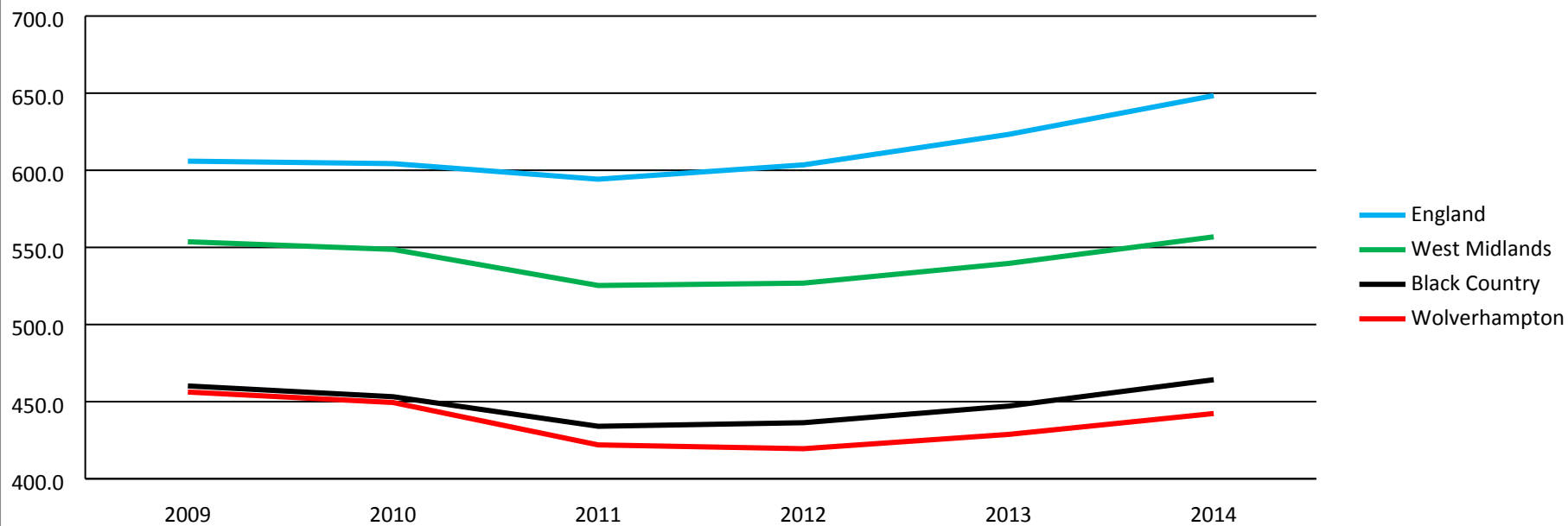


GDP is a key indicator of the state of the economy. In the UK, three approaches are used to estimate GDP: 'production', 'income' and 'expenditure'. When using the production or income approaches, the contribution of each industry or sector is measured using GVA. GVA is used in the estimation of GDP. GVA per head is calculated on a workplace basis, i.e. the people working an area, so this table shows that Wolverhampton's GVA per head is higher than Black Country and West Midlands levels. As this calculation is based on workplace data, this reinforces the value to Wolverhampton's economy of the in-commuters to the City.

JOBS BY SECTOR IN WOLVERHAMPTON		Information showing the number of jobs by sector in Wolverhampton. This data is produced from estimates via the Business Register and Employment Survey				
Source		Black Country Observatory				
COMPARATIVE PERFORMANCE:						
Year	2011	2012	2013	2014	Direction of travel	
Health	16,954	15,501	15,517	16,060	↑	
Manufacturing	15,270	15,241	15,622	15,645	↑	
Retail	9,716	9,741	9,934	10,945	↑	
Public administration & defence	6,577	8,011	8,068	10,284	↑	
Education	11,510	10,050	10,253	9,843	↓	
Business administration & support services	9,741	10,044	9,729	6,451	↓	
Wholesale	5,398	5,521	6,310	5,661	↓	
Transport & storage (inc postal)	3,950	4,340	3,749	5,295	↑	
Professional, scientific & technical	6,258	4,453	5,154	4,747	↓	
Accommodation & food services	5,058	5,048	4,597	4,509	↓	
Construction	5,003	5,844	5,284	3,911	↓	
Arts, entertainment, recreation & other services	4,212	3,585	4,237	3,761	↓	
Motor trades	2,463	2,917	2,498	2,891	↑	
Financial & insurance	3,147	2,965	3,175	2,728	↓	
Property	1,843	2,005	2,189	2,055	↓	
Information & communication	2,069	2,068	1,929	2,002	↑	
Mining, quarrying & utilities	901	719	564	907	↑	
TOTAL	110,076	108,064	108,810	107,699	↓	
<p>The largest business sectors in terms of employment are health, manufacturing, retail, public admin and education. The fall in the number of jobs overall are likely to be due to the high density of public sector jobs, highlighting the continued vulnerability for Wolverhampton in terms of over reliance on public sector employment. Transport and storage has shown the largest growth in the city. The impact of JLR is unlikely to be captured in this data due to its location in South Staffordshire borough.</p>						

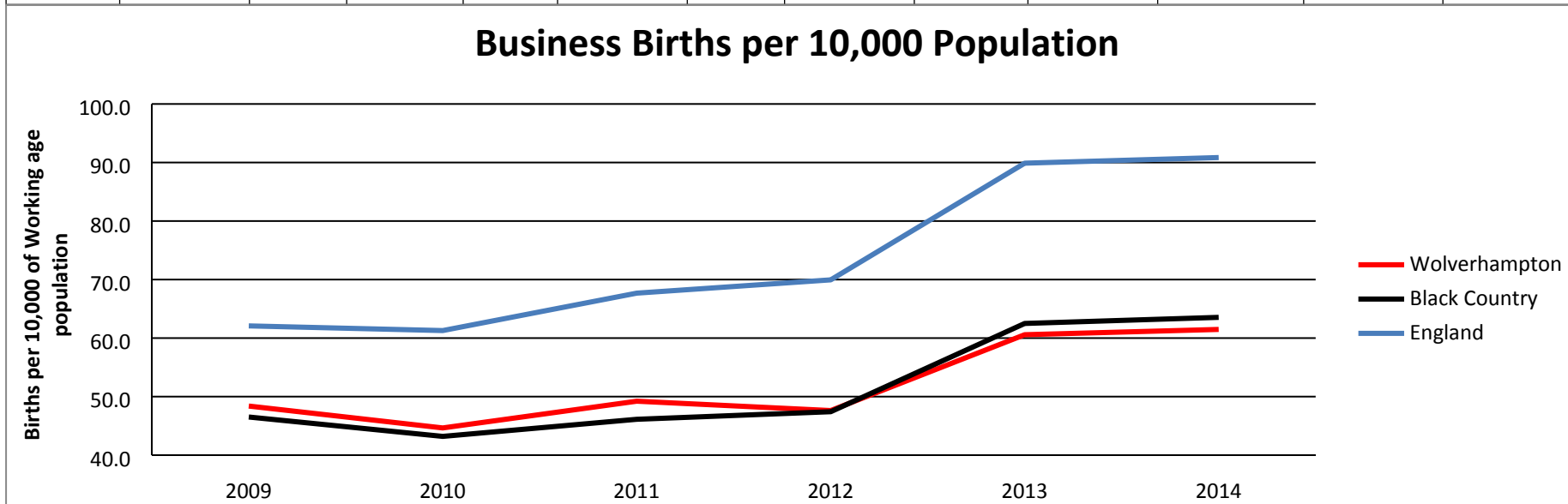
- BUSINESS STOCK						Measures number of VAT and PAYE registered businesses per 10,000 population						
Source						ONS (Business Demography 2010)						
COMPARATIVE PERFORMANCE:												
	Wolverhampton		Dudley		Sandwell		Walsall		Black Country		England	
Year	Business Stock	Per 10000	Business Stock	Per 10000	Business Stock	Per 10000	Business Stock	Per 10000	Business Stock	Per 10000	Business Stock	Per 10000
2008	6,910	456	10,120	523	7,775	425	7,485	474	32,290	471	2,325,770	582
2009	6,930	456	10,085	523	7,815	425	7,520	476	32,350	471	2,341,900	583
2010	6,845	449	10,045	522	7,780	408	7,375	467	32,045	446	2,351,425	582
2011	6,730	422	9,650	494	7,585	388	7,180	429	31,145	434	2,300,355	562

Comparison of Business Stock by Area



- BUSINESS STARTS		Measures number of VAT and PAYE businesses registered businesses per 10,000 working age population during a 12 month period										
Source		ONS (Business Demography 2010)										
COMPARATIVE PERFORMANCE:												
	Wolverhampton		Dudley		Sandwell		Walsall		Black Country		England	
Year	Business Births	Per 10000	Business Births	Per 10000	Business Births	Per 10000	Business Births	Per 10000	Business Births	Per 10000	Business Births	Per 10000
2009	735	48.4	965	49.4	850	44.5	720	43.7	3270	46.5	209035	62.1
2010	680	44.6	900	46.1	775	40.0	700	42.2	3055	43.2	207520	61.3
2011	785	49.2	910	46.6	890	45.5	725	43.3	3310	46.1	232460	67.7
2012	760	47.6	960	49.5	880	44.9	800	47.8	3400	47.4	239975	69.9
2013	965	60.6	1275	65.9	1195	60.5	1050	62.7	4485	62.5	308770	89.9
2014	980	61.5	1200	62.1	1295	65.2	1095	65.2	4570	63.5	313200	90.8

Business Births per 10,000 Population



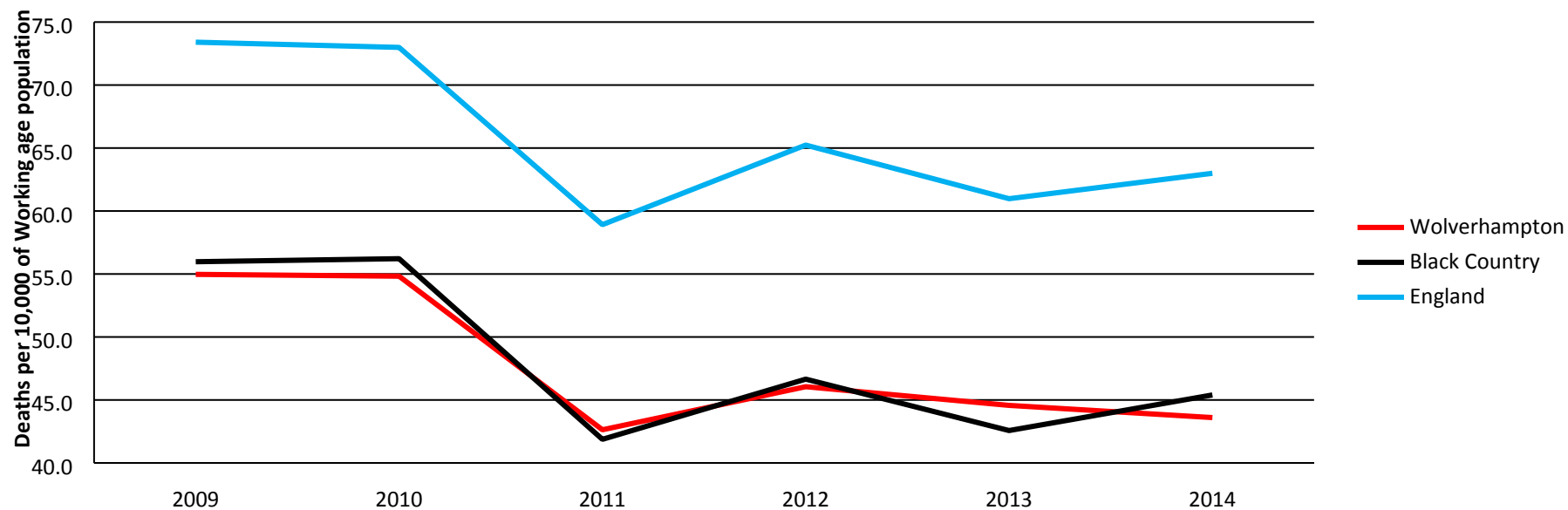
BUSINESS DEATHS Measures number of VAT and PAYE businesses registered businesses per 10,000 working age population during a 12 month period

Source: ONS (Business Demography 2010)

COMPARATIVE PERFORMANCE:

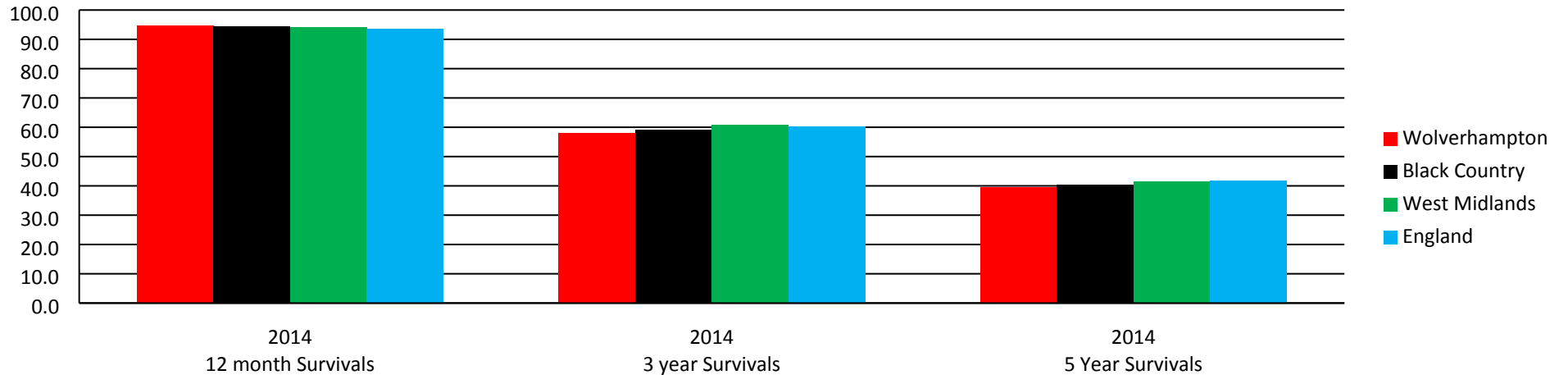
	Wolverhampton		Dudley		Sandwell		Walsall		Black Country		England	
Year	Business Deaths	Per 10000	Business Deaths	Per 10000	Business Deaths	Per 10000	Business Deaths	Per 10000	Business Deaths	Per 10000	Business Deaths	Per 10000
2009	835	55.0	1130	44.6	965	40.8	1005	47.0	3935	56.0	247150	73.4
2010	835	54.8	1125	51.2	980	43.4	1035	50.0	3975	56.2	247150	73.0
2011	680	42.6	820	47.4	730	37.8	775	45.1	3005	41.9	202365	58.9
2012	735	46.1	985	58.3	810	49.2	815	60.1	3345	46.7	223800	65.2
2013	710	44.6	840	58.2	710	49.6	795	61.8	3055	42.6	209465	61.0
2014	695	43.6	915	42.4	790	36.8	865	46.1	3265	45.4	217175	63.0

Business Deaths per 10,000 Population



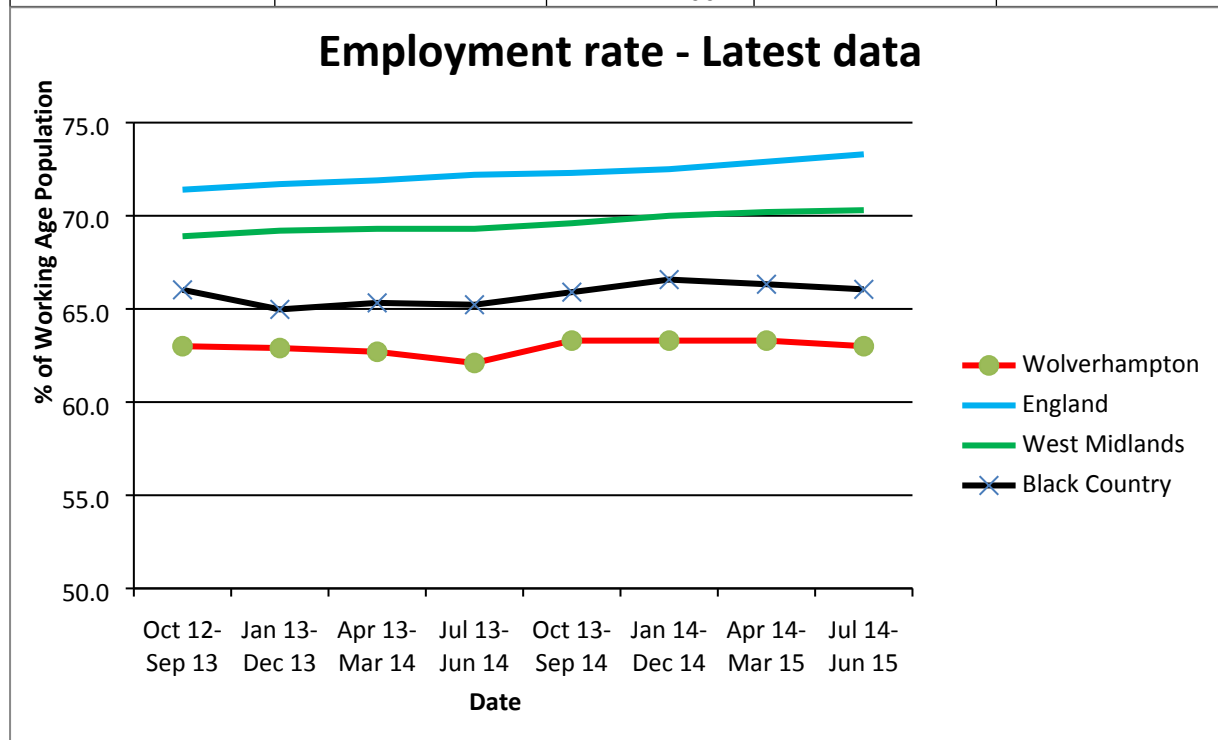
BUSINESS SURVIVAL RATES			Measures number of VAT and PAYE businesses registered businesses per 10,000 working age population which are trading 5 years after birth															
Source			ONS (Business Demography 2010)															
COMPARATIVE PERFORMANCE:																		
	Wolverhampton			Dudley			Sandwell			Walsall			Black Country			England		
Year	Business survivals	%	Per 10,000	Business survivals	%	Per 10,000	Business survivals	%	Per 10,000	Business survivals	%	Per 10,000	Business survivals	%	Per 10,000	Business survivals	%	Per 10,000
5 Year Survivals																		
2014	290	40	18	420	44	22	320	38	16	295	41	18	1325	40	18	87,310	42	25
3 Year Survivals																		
2014	455	58	28	580	64	30	505	57	25	425	59	25	1965	59	27	140,350	60	41
12 month survivals																		
2014	915	95	57	1200	94	62	1195	95	60	985	94	59	4295	94	60	288,785	94	79

Business Survival Rates 2014



SECTION TWO – Employment, Skills And Benefits

EMPLOYMENT RATE		Measures the % of people aged 16 -64 in employment, are economically active and in employment		
Source		NOMIS: Annual Population Survey		
Year	Wolverhampton	Black Country Average	W Midlands Average	England Average
Oct 12-Sep 13	63.0	66.0	68.9	71.4
Jan 13-Dec 13	62.9	65.0	69.2	71.7
Apr 13-Mar 14	62.7	65.3	69.3	71.9
Jul 13-Jun 14	62.1	65.2	69.3	72.2
Oct 13-Sep 14	63.3	65.9	69.6	72.3
Jan 14-Dec 14	63.3	66.6	70.0	72.5
Apr 14-Mar 15	63.3	66.3	70.2	72.9
Jul 14-Jun 15	63.0	66.1	70.3	73.3



Although the number of residents claiming job seekers allowance has been falling, the employment rate in the City has remained around 63% for the past couple of years. The number of residents employed has risen, so the assumption has to be that residents are either moving onto other benefits such as ESA, being ineligible for benefits or choosing not to work.

Next Release Date – Employment Rate data – Annual Population Survey – 20 January 2015

