

Stronger City Economy Scrutiny Panel

5 July 2016

Time 6.00 pm **Public Meeting?** YES **Type of meeting** Scrutiny Board and Panels

Venue Committee Room 3 - 3rd Floor - Civic Centre

Membership

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

Labour

Cllr Harman Banger
Cllr Philip Bateman
Cllr Payal Bedi-Chadha
Cllr Val Evans
Cllr Welcome Koussoukama
Cllr John Rowley
Cllr Tersaim Singh
Cllr Martin Waite
Cllr Daniel Warren

Conservative

Cllr Paul Singh

Quorum for this meeting is 3 Councillors.

Information for the Public

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

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Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

Agenda

Part 1 – items open to the press and public

- | <i>Item No.</i> | <i>Title</i> |
|-----------------|--|
| 1 | Apologies |
| 2 | Declarations of interest |
| 3 | Minutes of previous meeting (Pages 3 - 8) |
| 4 | Matters arising |

DISCUSSION ITEMS

- | | |
|---|---|
| 5 | Attracting investment (Pages 9 - 18)
The purpose of this report is to provide an update on investment activities that have taken place or are planned for the next 18 months. |
| 6 | External Funding Update (Pages 19 - 32)
The purpose of this report is to update Stronger City Economy Scrutiny Panel on progress in attracting external funding to Wolverhampton and the wider Black Country. |

Stronger City Economy Scrutiny Panel

Agenda Item No: 3

Minutes - 16 March 2016

Attendance

Members of the Stronger City Economy Scrutiny Panel

Cllr Philip Bateman
Cllr Payal Bedi
Cllr Paul Singh
Cllr Tersaim Singh
Cllr Jacqueline Sweetman (Chair)
Cllr Martin Waite

Employees

Deborah Breedon	Scrutiny Officer
Heather Clark (Economics)	Manager Strategic Projects/Funding
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 Cllrs Val Evans, Welcome Koussoukama, Daniel Warren and Jonathon Yardley.
- 2 Declarations of Interest**
Cllr Phil Bateman declared a non-pecuniary interest in items 5 and 6 on the agenda relating to public transport.
- 3 Minutes of Previous Meeting**
Resolved

That the minutes of the previous meeting be approved and signed as a correct record subject to an amendment to paragraph four on page three, delete Cllr Bates and replace with Cllr Bateman.
- 4 Matters Arising**
There were no matters arising.
- 5 Stronger City Economy presentation and Review of the Year 2015/16**
Keren Jones, Service Director City Economy provided a presentation detailing 'A Stronger City Economy for the City – City Development, Enterprise, Skills and Employment'. The Service Director advised that the presentation captures many of

the issues considered by the Panel during the year and should be considered in conjunction with item 6 on the agenda relating to the Review of the Year 2015/16.

The presentation detailed the key points as follows:

- City Economy corporate plan priorities
 - A Vibrant City
 - Business, Enterprise and Inward Investment
 - Skills and Employment
- The City Economy Team – There have been changes to the team, new appointments have been made to form a new team.
- Vibrant City Priority special areas
 - 15/16 Northern Growth Corridor key achievements (i54); a hotel study has been commissioned as there is real market demand for hospitality and a quality hotel in a stimulating market.
 - City Centre key achievements - Wolverhampton Interchange; i10; The Way Youth Zone; Sunbeam (excellent residential development) ; Civic Halls Scheme; Grand Theatre Improvements
 - Bilston Centre key achievements
- Vibrant City 2016 highlights/ priorities 16/17
 - Northern Growth Corridor - On-going work with i54, college and schools; Enterprise Zone
 - City centre - Wolverhampton Interchange; Westside; Southside; Royal hospital site
 - Connected places
 - Highlights - One public estate
 - Improved retail offer
 - Bilston Centre
- Business and Enterprise
 - Key achievements 15/16 - Wiggle, Business Improvement District; Business week; Wolverhampton leading on the redesign of the Black Country Growth Hub
 - Priorities 16/17 – Establish area based approach; Economic Growth Board Priorities; Gain increased traction with local business; invest website and city branding launched; 2016-7 City Board Conference
- Skills and employability
 - Key achievements 2015-16:
 - Launched JLR Education Centre
 - 1811 young people supported work placements
 - 5334 young people engaged with 144 local companies for employment and enterprise activities
 - Over 6000 young people engaged with STEM Ambassadors across 126 events
 - Partner in European Social Funded and Youth Employment Initiative impact Project worth £51 million
 - Continues reduction in the NEET 16-18 figure for the City
 - Completed Employability and Skills Review
 - Skills pathways developed for warehouse, logistics and care sectors
 - Skills for Growth recruitment support
 - Two job fairs attracted over 100 employers and 3500 residents

- 9 planning applications with S106 resulting in 16 apprenticeships and 15 work placements
 - Priorities 2016/17
 - Highlights - £15 million University Technical College at Springfield Campus ; £11 million Elite Centre for Manufacturing Skills
- Marketing the City
 - Marketing strategy – our approach
 - Marketing framework – our strategic objectives
 - Marketing framework – Key audiences and messages

The Service Director and Heather Clark, Service Development Manager responded to questions and requests for further clarification from the Panel. The following comments were highlighted during the discussion:

- The Council is approving its approach to account management in relation to inward investment and is working closely with colleges and schools.
- The JLR educational facility is a fantastic facility although the take up to visit by Wolverhampton schools needs to be encouraged and influence used with Head teachers to be aspirational and inspirational. The Economic and Education services are working together and will pursue and increase the level of influence to make the centre work for Wolverhampton Children as it is for neighbouring Councils.
- The traders market will remain at the same place at Westside but there will be a different offer. Westside development is at a critical point with two remaining bids being considered. Once the preferred developer is appointed, the leisure led development can commence. The development will be mixed use office, living and leisure.
- In relation to the Connected Places Programme, a model has been completed to cover parking, walking, cycling through the process for more connected bids to inform a 100% local growth bid to improve the route between the train station and Springfield Brewery site.
- In relation to small business grants and enterprise and business, small grants make a difference to small businesses and lever in the additional private business support, business champions and others involved. Wolverhampton has been the leading Black Country growth hub who are likely to be getting £2 million for business support. The priorities will be enhanced by a better Customer Relations Management (CRM) system to shared with our partners.
- The momentum to build off what we already have in place and the renewed and improved City Conference Programme; a platform for showing off Wolverhampton in Spring Autumn and Summer.
- Wolverhampton is participating in a European funded programme involving 12 Cities looking at high level skills development and graduate retention.
- With relation to skills and employment there has been a lot of work being done to move forward, a model has been captured and is working well. This is a very small team who are putting in place a framework for action including the City Work Box and work with the City Campus.

- The marketing plan for the City has to support the Wolverhampton Offer and the marketing strategy has to uphold the strategic objectives:
 - Improve the perceptions
 - Attract more investment
 - Help Businesses grow
 - Increase footfall in the City Centre
 - Increase residents and employers take up.

Cllr Phil Bateman highlighted the issues of measuring footfall in the City as a weakness. He suggested that it was important for businesses to know how many people are using the City and outer lying areas such as Wednesfield. He advised that Wednesfield was a good example of footfall from Bentley Bridge leaching onto the High Street and improving the local economy. The Service Director advised that the City is investing in footfall measuring in the City and that we are working with key partners. The Chair requested footfall data is reported to a future meeting.

The Service Development manager gave a brief summary of the site visit to the Custard Factory. The visit had been arranged to consider good practice to develop and facilitate the establishment and growth of enterprise. The Panel received feedback about the growing software arm in the Custard Factory, the fantastic and adaptable buildings and their model for future growth. Particularly of interest was the space to network and interact with other similar businesses in a cluster. The visit will inform the proposals to develop premises in Wolverhampton to house new business and enterprise working with partners; such as the proposals to develop the Grand Post House buildings with the University of Wolverhampton.

Cllr Martin Waite welcomed the importance of place and environmental space and found particularly of interest the way the business had grown organically. Panel welcomed the opportunity to learn about new and modern organisations and enterprises and how they network and communicate and grow.

The Service Director highlighted the balance of how much the Local Authority or other organisations intervene and how much they can let go. She indicated that around the City Centre and in other areas in Wolverhampton there may be buildings and structures which are right for intervention or where the Council can influence or encourage organic business and enterprise growth.

Councillors highlighted some potential areas or buildings owned by the Council but managed externally, to consider for future development:

- Parts of the Canal side Quarter
- Chubb Building

Cllr Phil Bateman welcomed the positive and aspirational line of discussion and the confidence of the Panel in the Council having the abilities to create something creative. The Chair Cllr Jacqueline Sweetman agreed wholeheartedly with his comments adding that the Custard Factory has the flexibility to be creative with space and can build or demolish internal walls to fit the businesses requirements.

She felt that the Chubb building would be more conducive to the flexibility and networking spaces that the Custard Factory holds; she indicated that there was a space in the central area for collaboration and networking in a communal space.

The Service Director agreed with the Chair that this aspiration should not be attached to existing plans for the Grand Post House in partnership with the University of Wolverhampton, but that the Chubb building may have more potential to explore this.

She suggested that the panel consider this issue again in the new municipal year and the Chair suggested that David Peebles from the Custard Factory be invited to attend the meeting.

Cllr Phil Bateman indicated that this part of the scrutiny function gives Councillors the opportunity to think aspirationally which he felt was really important in a Stronger City Economy Panel. To go out and look how others are doing things which we can relate back to our projects and programmes.

This work can be important in taking forward the economic agenda whilst saving some of our heritage. He felt this is a great opportunity for Wolverhampton and good scrutiny work.

Cllr Martin Waite asked what the impact of the Comprehensive Scrutiny Review (CSR) was on the skills funding. The Service Director advised that this did not take place as expected and that a close eye would be kept on the 'Area review for Further Education' focussed on the Colleges moving forward.

Cllr Phil Bateman highlighted that this Panel had considered a very exciting mix of actual and potential work throughout its work programme. In conclusion the Service Director advised that the footfall figures would be brought to a future meeting and that the investment delivered in Wolverhampton had been £1.7 billion.

The Chair thanked Panel members and officers for a really exciting year of scrutiny. Cllr Phil Bateman thanked the Chair for the manner in which she had chaired the Panel which had been very interesting, educational and professionally chaired.

Resolved

1. That the presentation and review of scrutiny year 2015/16 be noted.
2. That the items identified for further scrutiny be included in the work programme for 2016/17.

6 **Review of 2015-16 Stronger City Economy Scrutiny work programme**

The report was considered in conjunction with the presentation at item 5 on this agenda.

Termination of meeting
19:15

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Stronger City Economy Scrutiny Panel

05 July 2016

Report title	Attracting Investment	
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)	Isobel Woods Tel Email	Head of Enterprise 01902 551848 Isobel.woods@wolverhampton.gov.uk
Report to be/has been considered by		

Recommendation(s) for action or decision:

The Scrutiny Board is recommended to:

1. Endorse the approach to attracting inward investment and support indigenous investment to Wolverhampton.

1.0 Purpose

- 1.1 The purpose of this report is to provide an update on investment activities that have taken place or are planned for the next 18 months.

2.0 Background

- 2.1 A key objective in the City of Wolverhampton Council's Corporate Plan is to support business, encourage enterprise and investment. To deliver this, a targeted programme of activity to enhance the profile of the city to potential investors is being developed and delivered. Performance is measured by monitoring the £millions of investment attracted in to the city as a result of Council led or supported programmes and activities
- 2.2 The term **inward investment** refers to any new investment in Wolverhampton including Foreign Direct Investment (FDI), national investment by supply chain companies looking for other regional hubs/bases and regional via supply chain companies. **Foreign direct investment (FDI)** occurs when one company purchases another business or establishes new operations for an existing business in a country different than the investing company's origin.
- 2.3 The City Council also supports **indigenous investment** through the expansion and growth of current Wolverhampton based businesses. Investment creates jobs in an area and brings wealth into the economy therefore plays an important part in creating economic growth for Wolverhampton.

3.0 Attracting Investment to Wolverhampton (Post September 2015)

- 3.1 Attracting inward investment and encouraging indigenous investment is a core element of the Council's Enterprise facing team. The focus for inward and indigenous investment activities fall into three key areas, regional, national and international, linked with Wolverhampton's key business clusters, with a focus on Advanced Engineering and specifically aerospace. Internationally, USA, India and Europe have been identified with activity to date mainly linked to the Aerospace and Advanced Engineering cluster.
- 3.2. Our main opportunities to attract investment are in the city centre and growth corridors. The City Investment Manager will play a crucial role in the development of sector propositions and providing Wolverhampton specific information in response to investor enquires. The key regeneration investment opportunities for each of the city's corridors are set out below:
- 3.2.1 **City centre** Is a key business, professional, financial and retail services centre with over 2000 businesses employing over 37,000 people. Following the successful occupation of i10 a 30,000 sq.ft grade A office space. Our approach to attracting new businesses into the city centre is closely linked to our major physical regeneration schemes.

- Mander Centre - £35 million redevelopment bringing new national retail chains to the centre. Work is under way at present with the first shops expected to be open at the end of 2016 with the Debenhams anchor store due for completion in Autumn 2017
 - Westside - £94 million development which will see a new cinema, hotel, restaurants coming to the vibrant city centre core in 2018.
 - Southside - £63 million redevelopment adjacent to the city's thriving Wulfrun Centre. Plans are currently being discussed to explore potential schemes
 - Canalside - £200 million major redevelopment of the city's Canalside. Plans are currently being drawn up for the area which will benefit from city centre living, retail, restaurants and commercial office space
 - Interchange - £120 million redevelopment of the city's rail station and transport hub. The scheme is based on a phased delivery and will see commercial office space, retail units and a state of the art rail station due for completion in 2019.
 - Royal Hospital site - £100 million redevelopment of the former royal hospital site. The site has recently been acquired by the homes and communities agency who are in the process of exploring potential schemes for the site.
 - St Georges – The former Sainsbury's site has recently been acquired by the city council as a long-term regeneration investment project.
- 3.2.2 We work in close collaboration with our city centre developers and agents to manage how our opportunities are marketed to businesses and end users. These relationships also allow us to draw on their expertise to ensure we market our opportunities at the right time, first time every time. In addition our opportunities are marketed through national property and land databases including Estates Gazette, Nova Loca and Costar. **Appendix 1** illustrates the range of regeneration investment projects that have been delivered in the last 18 months that are on site now and to be delivered over the next 12 months
- 3.2.3 **Northern Growth Corridor** - The Northern Growth Corridor encompasses our enterprise zone and is home to a number of our key strategic organisations including those on i54 such as JLR and MOOG. It is also home to the University and science park capturing Wolverhampton's research, innovation, creative & digital sectors.
- I54 – Further expansion on the site by JLR is planned which will bring total employment to over 3,000. In addition AJ Mucklows have recently been granted option to develop 3 high value manufacturing units ranging from 40,000 sq.ft to 160,000 sq.ft
 - Enterprise Zone – Offers business rates relief for 5 years providing and additional incentive to investors.
- 3.2.4 We work in close collaboration with our Northern Growth Corridor developers and agents to manage how our opportunities are marketed to businesses and end users. These relationships also allow us to draw on their expertise to ensure we market our opportunities at the right time, first time every time. In addition our opportunities are marketed through national property and land databases including Estates Gazette, Nova Loca and Costar.

3.2.5 **Southern Growth Corridor** - Local centre Bilston has seen significant investment projects. Wiggle a major sports retailer in the UK have recently relocated their operations to a major warehouse facility in Bilston.

- Bilston Urban Village - Work is now well underway on creating around 500 homes. The City Council, the Homes and Communities Agency and the Black Country Local Enterprise Partnership have invested in the 100-acre site to prepare it for development and over the next few years it will be transformed to create a new community complete with shops and business premises.

3.2.6 We work in close collaboration with our Southern Growth Corridor developers and agents to manage how our opportunities are marketed to businesses and end users. These relationships also allow us to draw on their expertise to ensure we market our opportunities at the right time, first time every time. In addition our opportunities are marketed through national property and land databases including Estates Gazette, Nova Loca and Costar.

4.0 **Investment into businesses including inward investment**

4.1 Given the increasing importance of business retention and growth to the Council and City as a whole we are reviewing and refreshing the Council's approach to business engagement to ensure that it continues to support the effective delivery of managed growth and wider Council plan.

4.2 The revised approach to engagement and account management will be based on customer segmentation and prioritisation aligning services to customer needs ensuring maximum impact from council resources. The approach is based on the identification for distinct groups of businesses for which different tailored approaches will be applied.

- (a) **Inward Investors.** The Council proactively targets potential investors both from outside Wolverhampton (inward investment). Strengthening our relationship with UKTI the team works closely with their regional contact. Wolverhampton was recently showcased in the High Profile UKTI Midlands Financial Services of Excellence launched by Sajid Javid at Deutsche Bank (**Appendix 2**) The document positions the city as a key investment location to financial services firms and is a key piece of collateral for lead generation.
- (b) **Strategic Investors.** These are major businesses and key economic assets which are not only responsible for significant employment and investment in the Borough, but who also play a key role as stakeholders in helping to shape the area's economic future, informing approaches to the regeneration of the city West Midlands Combined Authority and the Midlands Engine.
- (c) **Major Employers and High Growth Sectors.** As well as major employers in the city (many of which are associated with strategic employers such as Jaguar Land Rover, MOOG Carillion, UTC Aerospace there will be a proactive focus on key growth sectors / supply chains – those which are important to the area economy, offer further investment and growth potential, and create significant employment and / or Gross Value.

- (d) Small and Medium Enterprises in the Borough – not within the priority sectors / supply chains set out above.
 - (e) Micro-Enterprises and New Starts. Support for enterprise, social enterprise and new businesses will be provided through the Growth Hub working with intermediaries.
- 4.3 This new approach to engagement, account management and targeted inward investment will help identify and secure investment opportunities for the city and enable the team to focus on employment opportunities, referring these to the employment & skills team.

5 **Projects, Campaigns and Events to drive the city's investment**

5.1 **Projects** – To promote Wolverhampton as a business friendly city a number of projects have been commissioned to equip the city council with the necessary tools to attract inward investment, these are set out below:

- Year of change video – In order to capture how Wolverhampton is a changing city a 'Year of Change' video was commissioned to highlight the investment that has taken place across the city from both the public and private sector. The video captures i10, the former Sunbeam factory, University Business School and Marston HQ to name a few. The video is used at events and during presentation to highlight how Wolverhampton is a changing city. The video has been well received attracting over 57,000 views on social media.
- City image project – This project is commissioned by the economic growth board and is well under way, a task and finishing group has been set up to ensure it is finalised and launched during business week in September 2016. The steering consists of City of Wolverhampton officers and private sector stakeholders who are committed to raising the profile of the city. A detailed project brief has been produced and the group have met with a number of expert place branding agencies to identify how they will approach the project. Once the project has been awarded we will be working closely with the agency to ensure the image suitably reflects the City of Wolverhampton.
- Invest City of Wolverhampton website – A new market leading inward investment website will be profiled at the Investors event taking place in the Houses of Parliament on 12th July 2016. The website will act as a gateway to businesses, investors and developers looking to find out more about investing in the city and provides all of the information they will require to help form their investment decision. This ranges from location of the city in relation to roads, rail and air, population and qualification statistics, key sectors, investment opportunities and case studies from previous investors.
- In addition to the website we have also produced an Invest City of Wolverhampton micro - site. The site is designed to be used at exhibitions and events and provides 'at a glance' headline facts and figures about Wolverhampton and our key investment propositions. The site works perfectly on tablet computers and is an excellent tool to

promote the city to our key audiences. The site can be found at <http://www.investwolverhampton.com/>

- High Value Manufacturing city tool – The city of Wolverhampton Council in conjunction with the other 3 Black Country local authorities and Invest Black Country are working together to produce an online supply chain tool titled the High Value Manufacturing city. The platform is similar to the ‘bullet’ (automotive supply chain tool) and the ‘virtual hospital’ (building supply chain tool) The innovative and interactive inward investment tool is aimed at supporting the Black Country’s High Value Manufacturing City in its aim to add over £1 billion to the economy, bring forward 150 hectares of land and create over 25,000 jobs. It is the first time a platform of this kind has been created and builds on the Black Country’s reputation as a centre for High Value Manufacturing. Use of the platform will articulate the inward investment opportunities, drive supply chain development and integration and support major contract delivery through the development of virtual models. It will be the ‘go to’ resource for details on all investment and supply chain opportunities in the Black Country.

5.2 **Events** – Identification of strategic events that we can attend / exhibit at are key to raising the profile of the city amongst our target audiences, these events also contribute to our lead generation strategy as they allow us to individually target delegates that we wish to begin dialogue with. Below is a selection of some of the events we have attended / will be attending to raise the profile of the city to our target audiences / sectors

- MIPIM UK – October 2015 (Property & Regeneration Exhibition – We exhibited at this event to raise the profile of the city and in particular showcase our regeneration sites to potential investors and developers)
- MIPIM Cannes – 14th – 18th March 2016 (A world class property and regeneration Exhibition - We exhibited with Invest Black Country alongside our partners from Birmingham under the Greater Birmingham brand. at this event to raise the profile of the city and in particular showcase our regeneration sites to potential investors and developers) **Summary Report – Appendix 3**
- Farnborough Airshow – 11th – 17th July 2016 (Aerospace trade show – We are attending this exhibition as one of our key sectors in the city is advanced manufacturing including the aerospace sector. All of the major aerospace companies and their supply chain attend the event therefore providing us with a platform to promote our aerospace quadrant within the Northern Growth Corridor to organisations that may be looking to expand)
- Parliamentary Investment Event – 12th July 2016 (Financial Investors / Developers event – This high profile investors event has been commissioned to showcase Wolverhampton as a key investment location to 150 potential investors and developers. This is an example of the city taking bold actions to promote the city to our key audiences. As the majority of the companies we are looking to engage are based in London it make sense for us to take Wolverhampton on tour in order to showcase the fantastic investment opportunities on offer.

- We are also in the process of commissioning a 3D video animation of the city for the event that will showcase the city, its infrastructure, key developments / investment opportunities. This tool will have a number of applications and will become another of our key 'sales' tools that will be used to promote the city particularly to audiences that may not be familiar with the city.
- Wolverhampton Business Week 26th – 30th September 2016. As part of the city conference season Wolverhampton business week will be taking place between the above dates at GTG training centre in Wednesfield. The theme of the event will focus on business support and the range of services that are available across the city to promote business growth.
- Over the last 6 months we have also hosted 3 Chinese delegations that have visited the city to find out more about our key investments sites. 2 of the delegations represented the automotive sector on behalf of their respective cities and were keen to find out more about the i54 site. The delegations were impressed with the opportunities that were presented to them and are now in the process of arranging return visits with business leaders from the automotive sector. These delegations are key to developing our foreign trade links and promoting the city as a lucrative investment location to foreign investors.

5.3 In addition to the above a work plan has been devised detailing the range of events, campaigns and projects we are looking to commission over the next 18 months.

6.0 **Marketing Strategy and Collateral:** This is being developed in partnership with local businesses through the City Economic Growth Board. It includes the introductory "Welcome to Wolverhampton" infographic video, which has been well received. Other examples of marketing collateral we have commissioned to support investment includes:

- The city marketing strategy for businesses, developers and investors is now well advanced and a complimentary visitor economy marketing strategy has been drawn up. The strategies detail how the city will be marketed to each audience and how the two must work collaboratively to secure investment. Each strategy details how our efforts meet the objectives of the corporate plan and the specific activities that will take place over an 18 month period. This plan is regularly revised to ensure it remains fit for purpose and that our resources are focused in the correct areas to generate maximum impact. The plan details a number of projects, campaigns and events that we are looking to commission along with the collateral that will be used to support these activities. Examples of some of the collateral we have commissioned since September 2015 / will be commissioning in the coming months can be found below:
- 360 degree tour of the city – A 3D electronic tour of the city has been commissioned to capture / provide further information on our key investment sites, strategic businesses, transport infrastructure, University estate and lifestyle offer. The tour provides a compelling snapshot of the city to our target audiences from the comfort of their office / home. The tour is used in presentations and events and a number of our target audiences have commented on how useful the tool is when providing an

overview of the city. The tour can be found by following this link - <http://www.360imagery.co.uk/virtualltour/aerial/wolverhampton/>

- UKTI Midlands Engine Regeneration Investment Opportunities Pitchbook – During MIPIM Cannes (March 2016) a Midlands Engine investment pitchbook was launched by Said Javid, Secretary of State for Business Innovation and Skills. The aim of the pitchbook was to capture the key regeneration investment sites that are currently available across the Midlands. The City of Wolverhampton was successful in submitting 5 of its high profile investment sites (Westside, Southside, Interchange – Block 9, Royal Hospital Site, Canalside) The University was also successful in submitting their Springfield Brewery Campus. The pitchbook has a global reach and is a key piece of collateral to showcase the city to both indigenous and foreign investors. – **Appendix 4**

6.1 Investment Collateral – When talking to businesses, investors and developers we identified the need to leave them with collateral that they can refer to at a later date. These pieces of marketing collateral highlight why Wolverhampton is a key investment location and capture the £3.7 billion of investment that is either on site or in the pipeline. Examples of collateral we have commissioned to promote the city and generate inward investment includes:

- Regeneration opportunity factsheets – These provide information on all of our key investment sites including location, size, use, total investment opportunity and type of investor sought.
- Investment update z-cards – These details all of the investment that is either on site or in the pipeline
- Business Support z-cards – These details the range of business support on offer and where it can be accessed
- Procurement z-cards – Provides all of the contact details for procurement teams within strategic companies operating across the city to allow suppliers to access the supply chain more easily
- Invest City of Wolverhampton website and microsite
- An Investor's Guide to the City of Wolverhampton – The city investment manager in conjunction with the City Council's Communications team are in the process of producing an investment prospectus that will provide investors with key information they require about the city. The information will be mirrored on the website in order to funnel inward investment enquiries. This document will be produced for the investor's Parliamentary event taking place on the 12th July and will continue to be used after the event for other campaigns and projects.
- Visible 'making it happen' signage around the city – As part of keeping visitors and residents informed about what is happening around the city in relation to our key regeneration sites we have commissioned a number of highly visible 'Wolverhampton making it happen signs.' These can currently be seen on the train station car park, Southside and will shortly be in situ at the St Georges site. As Westside reaches further development stages, signage will also be erected at this site.

6.2 Available sites and/or premises: Our database provides information on available sites and premises across Wolverhampton to meet the exact requirements of the investors. A package of appropriate sites and/or premises is provided to the investors followed up by

face-to-face meeting to look at preferred list. Where the site and/or premises requires some adaption, the team will conduct a finance review to identify potential grants to support renovation. Our Planning department offers a fast track service to accommodate employment creating investment.

6.3 In addition to the council database that provides information on council owned assets we have recently procured the Estates Gazette Property search tool. This tool works in conjunction with our CRM system and provides the intelligence we require when searching for suitable properties / land on behalf of a potential investor, this information is then added to our proposal documentation. The tool also allows us to target businesses from outside of Wolverhampton who may be reaching the end of their lease on their current premises as a way to encourage them to open premises in the city. The Estates Gazette team will also work closely with our corporate landlord team to ensure information about council owned assets is kept up to date. As the tool is linked to a national database it ensures our assets are promoted on a national scale.

7.0 Capturing Employment Opportunities from Investment

7.1 Identified within the Council priorities, is our objective of creating sustainable employment for the residents of Wolverhampton. Targeting services at indigenous companies to broker employment and training opportunities for local people has been well received by businesses. The offer to investors to support recruitment and skills proved to be a valuable with the Wiggle investment and we saw over 112 residents of Wolverhampton successfully secure employment with the company. Going forward a more demand led response is being developed with partners and intermediaries, to help increase the number of local residents securing employment in the city.

8.0 Financial implications

8.1 Most of the direct work in relation to attracting investment is conducted by the Enterprise and Skills team. They are mainstream funded with a total revenue budget of £2.4 million. This budget will also cover the post of City Investment Manager. The Place Marketing revenue budget will cover website development and City promotional activities. Invest Black Country was part funded by the four Black Country local authorities until December 2015 with Wolverhampton's contribution of £48,500 covered as part of the Enterprise and Skills budget.

8.2 The City of Wolverhampton Council is leading a European Regional Development Fund (ERDF) bid Advice, Investment and Markets (AIM) to attract additional resources to attract investment to Wolverhampton and the Black Country embedded within the Growth Hub. The Department for Communities and Local Government (DCLG) has informed us that our outline bid for £1-2 million has been successful and invited us to submit full bids by 5 November 2015. This bid, if successful, will be restricted to fund work with Small and Medium Sized Enterprises.

8.3 The City Investment Fund was established by Cabinet on 25 June 2014 for exceptional inward investment opportunities or provide incentives to retain existing major employers considering relocation. This fund is funded through the Regeneration Reserve and following a successful grant award in October 2014 has a balance remaining of £192,000. [ES/15092015/D]

9.0 Legal implications

9.1 Should the ERDF bid be successful, the grant would be subject to the funding agreement outlining the requirements for that grant. RB/09092015/P

10.0 Equalities implications

10.1 There are no equalities implications to this report. However as part of the offer to inward investors, the Council provides support to recruit local residents into job created, including those from disadvantaged groups, thereby having positive equalities implications.

11.0 Environmental implications

11.1 There are no environment implications to this report. However, attracting investors can enhance the environment through utilising formally derelict land. In addition, as part of the support package, the Council would support investors to access grants to improve the condition of current premises.

12.0 Human resources implications

12.1 There are no human resource implications to this report.

13.0 Corporate landlord implications

13.1 There are no corporate landlord implications to this report.

14.0 Schedule of background papers

1. Regeneration investment update z-cards - http://portal/place/place-directorate-portal/Place%20Document%20Library/Presentations%20and%20communication/City%20Centre%20Investment%20card_Mipim%20version_Spring%202016.pdf
2. UKTI Midlands Financial Services of Excellence Pitchbook - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/522563/UKTI_Financial_Centre_of_Excellence_Midlands.pdf
3. MIPIM Cannes Summary Report – Attached to email
4. UKTI Midlands Engine Regeneration Pitchbook - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/529164/Midlands_Engine_Regeneration_Pitchbook.pdf

Stronger City Economy

Agenda Item No: 6

Scrutiny Panel

5 July 2016

Report title	External Funding Update	
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)	Heather Clark Tel Email	Service Development Manager 01902 555614 Heather.clark2@wolverhampton.gov.uk
Report to be/has been considered by		

Recommendation(s) for action or decision:

- The Scrutiny Panel note progress in attracting external funding into Wolverhampton and the wider Black Country and consider future bidding opportunities.

1.0 Purpose

1.1 The purpose of this report is to update Stronger City Economy Scrutiny Panel on progress in attracting external funding to Wolverhampton and the wider Black Country.

2.0 Background

2.1 Stronger City Economy Scrutiny Panel received a presentation on 28 July 2015 providing an overview of funding opportunities and bids under development in response to these opportunities. This report provides an update on progress with these externally funded projects and looks at future bidding opportunities.

2.2 The City of Wolverhampton Council co-ordinated, on behalf of the LEP, the production of the Black Country European Structural and Investment Fund (ESIF) Strategy, which outlined the Black Country's priorities for allocating European funding between 2014 and 2020. The Black Country's allocation between 2014 and 2020 was €177 million split 50/50 between European Regional Development Fund (ERDF) and European Social Fund (ESF). Priorities for ERDF are set out below:

- Priority 1: Innovation
- Priority 2: ICT
- Priority 3: SME Competitiveness
- Priority 4: Low Carbon
- Priority 5: Environment

3.0 External Funding Update

3.1 The City of Wolverhampton Council have a small external funding team but have been very proactive in bidding for externally funded projects focusing on EU funded projects set out below under Corporate Plan priorities:

3.2 **Place: Stronger Economy: An environment where new and existing businesses thrive – supporting businesses, encouraging enterprises and attracting inward investment**

Funding source and status	Description of Project(s) to be funded	Proposed Funding	Outcomes
BIS WCC accountable body Approved	Black Country Growth Hub <ul style="list-style-type: none">• Support the management and coordination of delivery• A detailed gathering of robust intelligence to inform our future work• Enhance our engagement activity to attract more businesses• Further development of our approach to major supply chain initiatives.	£328,000 per year for two years	
ERDF	Black Country Advice Investment	£1.8 million ERDF	2000 new

<p>Priority 3 SME competitiveness</p> <p>WCC accountable body</p> <p>Awaiting approval</p>	<p>and Markets (AIM) will offer specialist support for SMEs pooling business support across four local authorities, the University and Chamber of Commerce, enhanced with specialist consultancy and delivered via the Growth Hub. The City of Wolverhampton Council is acting as accountable body on behalf of the Black Country.</p>	<p>towards a total project cost of £3.8 million</p>	<p>businesses enquiries 1000 diagnostic and brokerage support 460 business assists 115 new jobs 120 new referrals to national specialist schemes</p>
<p>ERDF Priority 3 SME competitiveness</p> <p>WCC accountable body</p> <p>Awaiting approval</p>	<p>Black Country Transformational Growth Opportunities Local Delivery (BCT GOLD) project will issue grants to Small and Medium Sized Enterprises (SMEs) to enable a sustainable step change in their working processes, business development and performance. SMEs will apply for grants using an application process. Decisions will be made by the Investment Decision Group (IDG) the membership of which includes private sector representatives from financial and legal specialists, including Barclays and Santander.</p>	<p>£1.6 million ERDF out of a total project cost of £5.0 million with £3.4 million private sector match.</p>	<p>160 business assists 81 new jobs 16 new to firm products 8 commercial buildings built or renovated GVA increased by £14.5m</p>
<p>ERDF Priority 2 ICT</p> <p>UoW leading</p> <p>Awaiting approval</p>	<p>Black Country Digital Passport project, 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.</p>	<p>£1 million (£520,800 ERDF, £520,800 match)</p>	<p>180 SME assists Awareness raising workshops 60 SMEs supported to introduce new to firm products</p>

3.3 Place: Stronger Economy: An environment where new and existing businesses thrive – Developing a Vibrant City

Funding source	Description of Project(s) to be funded	Proposed Funding	Outcomes
ERDF Priority 6 Environment WCC accountable body Passed gateway. At full bidding stage	Black Country Blue Network will create a high quality ecological network with a diverse range of habitats, centred on the area's historically important waterways and associated green spaces. This will be achieved through a three year programme of infrastructure and habitat improvements improve habitats along canals and rivers in the Black Country as well as other key nature greenspaces linked into this blue network facilitating better visitor management and improved access for local communities. The four sites currently included within Wolverhampton are Smestow Valley LNR, Wyrley & Essington Canal Proposed LNR, Fowler Open Space and Penk Risk	£1.7 million ERDF out of a total project cost of £3.8 million. Capital.	11 hectares rehabilitated 157 hectares to attain better conservation status.
ERDF Priority 6 Environment WCC accountable body Passed gateway. At full bidding stage	Bilston Urban Village Strategic Environmental Infrastructure developing high quality nature reserve with improved biodiversity, interpretation and access on derelict and disused green space land in Bilston Urban Village, currently a target for anti-social behaviour.	£1.8 million (£800,000 ERDF, match LGF)	Improved status of nature reserve with biodiversity protection; hectares of land improved

3.4 Place: Stronger Economy: people develop the skills to get and keep work – including our critical skills and employability approach

Funding source	Description of Project(s) to be funded	Proposed Funding	Outcomes
European Social Fund (ESF)/ Youth Employment Initiative (YEI) Dudley MBC leading Approved	Impact in the Black Country will support young people between 15-29 not in employment, education or training move towards employment. Funding will be used to fund an local Impact team to deliver the project and procure customised support for the young people	£5.7m for Wolverhampton – third ESF, third YEI and third local match (£34.0 million across the Black Country. Revenue	Engage 3,342 young people Provide 1,237 with a customised support package, Supporting 920 into employment, education and training
URBACT III	Gen Y City: network of European	€100,000	

Partner Stage 2 approved	cities focusing on supporting creative and innovation entrepreneurs under 30 (Generation Y) <ul style="list-style-type: none"> • Governance: working across local government; universities; and businesses. • Placemaking: develop a vibrant place where young people want to live, work and play. • Developing creative tech talent: start young at school to create young people to meet future business needs. Focus of discussion was how we can increase the number of young people studying STEM subjects • Retaining young people: through creating opportunities/pathways for young people to jobs or self-employment and to create that vibrancy that will make young creative techs want to stay. • Attracting creative tech talent: relates to building on tourism to attract people to live in the area. The University actively promote itself to international students through their international offices. 	(approximately £72,000)	
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3.6 Appendix 1 provides an overview of Skills Funding Agency (SFA) and European Social Fund (ESF) provision - The Black Country has opted into the SFA to co-finance ESF provision for adult skills, support for people in-work and who are unemployed, and a number of sector focused adult employment programmes. £14 million ESF and SFA funding has been allocated from 2016 to 2018. A number of the calls will take account of the Black Country transformational growth sectors and local growth clusters. The call for Skills Support for the Workforce and Skills Support for Redundancy is now open and will close 27 June 2016. Further calls to be released shortly.

4.0 Future Bidding Opportunities

4.1 The future calls for outline applications to the European Regional Development Fund are on a rolling programme. The next call for outline applications will open on 18 July 2016 and close on 30 September 2016 as set out below. If the project passes the gateway, the applicant will be invited to submit a full bid.

Call Opens		Call Closes	Priority
Publication Window Opens	Publication window closes		
11 April 2016	25 April 2016	31 May 2016	Innovation

18 July 2016	3 August 2016	30 September 2016	Low Carbon
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4.2 Under the next call for outline applications, we anticipate a call under Priority 4 Low Carbon. To date we have had one call against the low carbon priority axis for Black Country wide projects. Bids submitted included the University of Wolverhampton's Built Environment Climate Change Initiative (BECCI) project and Groundwork's Resource Efficiency project.

4.3 Priority 4 Low Carbon will fund the following:

- 4b promoting energy efficiency and renewable energy use in enterprises
- 4c – supporting energy efficiency, smart energy management and renewable energy use in public infrastructure including public buildings and in the housing sector.
- 4e – promoting low carbon strategies for all types of territories
- 4f – promoting research and innovation in and adopting of low carbon technologies

4.4 In response to the anticipated call, the following projects are under development:

Funding source	Description of Project(s) to be funded	Proposed Funding	Outcomes
ERDF Priority 4e Low Carbon In development	Smart City Demonstration Project under development looking at the Canal Side Quarter including innovative lighting along the canal and the Springfield campus.	To be confirmed	Reduced Greenhouse Gas omissions
ERDF Priority 4c Low Carbon In development	Civic Centre Energy Efficiency: early discussions are underway to develop a project seeking £1 million ERDF funding for additional energy efficiency measures to enhance the Future Space project.	£1.0 million ERDF Capital	Enhanced energy efficiency
ERDF Priority 4c Low Carbon In development	Heathtown Low Carbon project: innovative retrofit project focusing on housing in Heathtown trialing innovation new technologies	To be confirmed	Decreased Energy consumption and Greenhouse gas omissions
ERDF Priority 4e Low Carbon	Integrated transport scheme around the Interchange	To be confirmed	Reduced Greenhouse gas ommission

5.0 Accountable Body

5.1 There are a range of external funding opportunities available to help support our corporate objectives including the Local Growth Fund, European Regional Development Fund (ERDF) and European Social Fund (ESF). For Black Country wide projects, Black Country Local Authorities agree to assume Accountable Body status for particular funding streams, for example

- City of Wolverhampton Council: accountable body for European Regional Development Fund (ERDF) funded Black Country projects including AIM, Transformational GOLD and Blue Network.
- Walsall MBC: accountable body for Local Growth Fund (LGF)

- Dudley MBC: accountable body for European Social Fund (ESF) and Youth Employment Initiative (YEI) funded Impact Project
 - Sandwell MBC: accountable body for Regional Growth Fund (RGF)
- 5.2 Accountable Body status requires the lead authority to enter into a funding agreement with the funder and assume the risks associated with the project which can include clawback in respect of the following:
- Ineligible delivery can lead to clawback of grants, however it should be noted that clawback would in most cases be proportionate to the issue, for example a missing invoice and, hence, lack of supporting documentation would result in clawback for the amount of that invoice, not the whole project amount.
 - Non-compliance with funders rules and regulations can result in clawback including marketing and communication, procurement and document retention.
 - Poor performance: in addition to reputation damage, under the latest EU funding agreement, underperformance could ultimately result in clawback.
- 5.3 In order to minimising risks associated with Accountable Body status, the following have been implemented:
- 5.4 **Project Set Up:** in light of the delays in funding approval, any delays in the start of the project could result in under performance, underspend and ultimately clawback. Therefore, project management systems are put in place in advance of project management approvals and necessary internal approvals or delegated authority are sought prior to project start including approvals to recruit, enter into funding and service level agreements, setting up budget codes etc to enable the project to start delivery as early as possible once the funding agreement is signed.
- 5.5 **Robust Project Management systems and processes:** externally funded projects are set up on Verto, however often the requirements of external funders are over and above those required internally within the Council including monitoring or spend and outputs, compliance and document retention. In light of the requirements of external funders, dedicated project management is costed into the projects building on our experience managing EU funded projects and lessons learnt. In addition, EU funded projects can now build in 15% indirect costs which can fund additional capacity e.g. an additional Finance Officer focusing on externally funded projects. City Economy's Service Development team will continue to have an oversight role to ensure compliance in project set and during delivery building on lessons learnt from delivering projects.
- 5.6 **Collaboration Agreements:** share the risk of any potential grant clawback against the project delivery lead with the other Black Country Local Authorities. The Joint Committee has agreed a Collaboration Agreement for Black Country wide projects being led by one particular authority, which shares risk of potential grant clawback against the project delivery lead.
- 5.7 **Service Level Agreements:** set out the responsibilities of delivery partners including profiled spend and outputs where applicable and associated rules of the funder and share the risks of clawback associated with non-compliance.

5.8 Match funding: EU funded projects require match funding which can often be in the form of existing staff time. Match funded staff must either have the logo and 'part funded by EU' on their Job Descriptions or a letter from HR confirming that their post is part funded by the EU, keep timesheets showing time spent on the project and logo on their e-mail signature. Claims must be backed up by associated evidence.

5.9 Document Retention: external funders require paper files containing evidence of spend and outputs which must be retained up to 7 years following the end of the programme. For example, files associated with the delivery of ERDF projects must be maintained 7 years after the closure of the programme – 2020.

5.10 Audit Procedures: externally funded projects are subject to audits at different levels of intensity ranging from the Managing Authority to European Commission. To minimise risk, the Internal Audit team are maintaining an oversight of projects and making recommendations to improve project management.

5.11 The **Black Country Technical Assistance team** can also support the setting up of project systems to ensure compliance and provide specific and up-to-date training for all ERDF and ESF project managers and finance related staff working on EU funded projects.

6.0 Financial implications

6.1 Externally funded projects play an important role in attracting resources to the Council, Wolverhampton and the Black Country to achieve our corporate priorities. Financial implications regarding the approval of budgets, commitment of existing resources and accountable body status are considered in individual reports submitted to Cabinet Resources Panel. [ES/27062016/Q]

7.0 Legal implications

7.1 Where the Council are Accountable Body, we must enter into Funding Agreements with the Funder. Where the Council is leading the bid on behalf of a range of Delivery Partners, a Service Level Agreement is entered into with Delivery Partners. Legal implications were considered in the individual reports submitted to Cabinet Resources Panel. [TS/27062016/A]

8.0 Equalities implications

8.1 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. Equalities Impact Assessments are conducted for externally funded projects. YEI will have a positive implication since it is targeted young people at disadvantaged in the labour market. AIM and GOLD have targets in terms of supporting SMEs with women and BMEs on the Board.

9.0 Environmental implications

- 9.1 Sustainability is a cross cutting objective of all European funded bids, therefore must be considered in the delivery of all European funded projects. Black Country Blue Network will support will support 157 hectares across the Black Country to attain better conservation status, 66 of which are in Wolverhampton. Four low carbon projects are currently under development in response to the next call for projects.

10.0 Human resources implications

- 10.1 Costs for the project management of externally funded projects are built into project costs with staff recruited on fixed term contracts. The Job Descriptions of employees that are used to match fund these projects, enabling the drawdown of additional resource will need to have some wording and the European flag added.

11.0 Corporate landlord implications

- 11.1 The AIM and GOLD team will be physically based at the Business Solutions Centre at Wolverhampton Science Park, although the coverage of both projects will be Black Country wide. The YEI team delivered directly by the Council will be based in the Civic Centre, although much of their work will be outreach. These costs can be covered by the 15% indirect costs that are included in the bids.

12.0 Schedule of background papers



ESF / SFA Black Country Skills for Growth Programme

Skills Funding Agency (SFA)

The Black Country has opted into the SFA to co-finance ESF provision for adult skills, support for people in-work and who are unemployed, and a number of sector focused adult employment programmes. £14 million ESF and SFA funding has been allocated between 2016-2018.

All SFA invitation to tenders will be published via the Bravo Solutions e-tendering portal. Applicants must ensure that they are registered with the system to be able to access the call information. Organisations that wish to apply to deliver ESF provision co-financed by the SFA must be on the SFA's Register of Training Organisations.

The Black Country calls are set out in the table below. Organisations wishing to apply must remember to link their proposal to the need and priorities set out in the Black Country ESIF Strategy (www.blackcountrylep.co.uk/about-us/plans-for-growth/strategic-economic-plan).

*Applicants should consider their capacity and readiness to deliver.

A number of the calls take account of Black Country transformational growth sectors and local growth clusters, however this is not restrictive.

Transformational Growth Sectors:

- Advanced Manufacturing, including Engineering, Logistics and Food and Drink
- Building Technologies/Construction
- Transport technologies, including aerospace and automotive
- Business Services
- Environmental technologies, as a cross cutting theme across the above sectors.

Local Growth Clusters:

- Dudley - Visitor Economy
- Sandwell - Food and food technology
- Walsall - Health and Social Care
- Wolverhampton - Creative and Cultural Industries.

Priority Axis 2 and for Investment Priority (IP) 2.1, enhancing equal access to lifelong learning.	Skills Support for the Workforce, Intermediate/ Higher Skills Provision	£10,000,000	The programme is based on a critical need to strengthen workforce skills at all levels and address skills mismatches particularly relating to the five identified transformational sectors. The Services must deliver a responsive skills programme that is tailored to the needs of the Black Country LEP area in order to stimulate a growth in the skills base for businesses that will give the best opportunity to grow the economy and create more and better jobs.	<p>Walsall College (Lead) Wolverhampton College to be involved as part of the BC College Consortium (BCCC) bid.</p> <p>Possible partners:</p> <ul style="list-style-type: none"> - Adult Education Service - (Sue Knottenbelt) - BC Health & Social Care Partnership - (Wendy Miller) - Skills Development Team - (Tony O'Callaghan) - Economic Inclusion Team - (Sue Lindup) - Wolverhampton Learning Platform – (Adam Bhardwaj) 	Deadline: 27/06/16
	Skills Support for Redundancy	£500,000	To provide high quality education and training to support individuals (aged 18 and over) who are at risk of redundancy, have recently been made redundant or have been unemployed for 6 months or less, to enable them to remain in, or find sustainable employment. The programme should provide an effective service to both employer and employee, supporting organisations planning a redundancy and the individuals 'under threat' or 'under notice' of redundancy.		
Priority Axis 2 and for Investment Priority (IP)	Skills Factory	£533,672	To build upon the work currently being delivered in the Black Country to	<p>Possible lead:</p> <ul style="list-style-type: none"> - BC LEP Consortium 	To be confirmed

<p>2.2, Improving the Labour Market Relevance of Education & Training Systems,</p>			<p>provide an employer led education and training programme to increase the number of suitably qualified staff, in response to employer need and demand in the Black Country Growth Sectors. In addition to training the programme may include school engagement, advisor support and apprenticeships.</p>	<p>– (</p> <p>Possible partner:</p> <ul style="list-style-type: none"> - EBP (WCC & BC) – (Tony O’Callaghan) 	
<p>Priority Axis 1 inc Access to employment for jobseekers and inactive people (IP1.1) - Sustainable integration of young people (IP1.2) - Active inclusion (IP1.4)</p>	<p>Support for the unemployed</p>	<p>£1,900,000</p>	<p>The aim of this provision is to help unemployed and economically inactive people enter, progress and sustain employment, education or apprenticeships. Through flexible and personalised packages of support the provision will enhance engagement and work readiness activity, as well as ensure sustained job outcomes for disadvantaged people who face multiple barriers to work.</p> <p>The following types of activity could be considered:</p> <ul style="list-style-type: none"> • Action planning • Confidence building • Mentoring • Job search / interview techniques • Support to overcome barriers • Basic skills 	<p>Possible partners/ beneficiaries:</p> <ul style="list-style-type: none"> - Adult Education Service - (Sue Knottenbelt) - Economic Inclusion Team - (Sue Lindup) - Wolverhampton Learning Platform - (Adam Bhardwaj) - WVSC – (Ian Darch) - Work clubs - (City wide) 	<p>To be confirmed</p>

			<ul style="list-style-type: none"> • Brokerage of opportunities • Signposting • Specialist activities • After-care / follow on support • Self-employment advice 		
Priority Axis 1 inc Access to employment for jobseekers and inactive people (IP1.1) - Sustainable integration of young people (IP1.2) - Active inclusion (IP1.4)	Information, Advice and Guidance	£450,000	To provide a focused careers guidance service to young people in the LEP area to enable them to identify opportunities to move into employment, training or education. To add value to the existing National Careers Service provision and activity already taking place in the sub-region e.g YEI.	Possible lead/partner: - Connexions (BC) – (Rosemary Pinton) - Adult Education Service – Sue Knottenbelt)	To be confirmed
Priority Axis 1 inc Access to employment for jobseekers and inactive people (IP1.1) - Sustainable integration of young people (IP1.2) - Active inclusion (IP1.4)	ESF Community Grants (CLOSED)	£1,000,000	Grants must be awarded to small voluntary and community organisations within the Black Country with a turnover of less than £150,000 to fund projects, which are aimed at increasing the participation of vulnerable groups in education and training. The projects funded should achieve an increased participation of the hardest to reach individuals who are facing multiple disadvantages in positive activity towards the labour market.	N/A	N/A

These calls are likely to be competitive and will be open to all national providers. Identifying the correct and suitable lead is important and all potential partners and subcontractors must meet the strict ESF and SFA rules. Black Country Technical Assistance team will be shortly publishing a list on their website of potential leads that are looking for partners for this call, more information can be found at – www.bcta.org.uk

