

CITY OF
WOLVERHAMPTON
COUNCIL

Stronger City Economy Scrutiny Panel

17 April 2018

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

Venue Training Room - Civic Centre

Membership

Chair Cllr Jacqueline Sweetman (Lab)

Vice-chair Cllr Jonathan Yardley (Con)

Labour

Cllr Harman Banger
Cllr Philip Bateman MBE
Cllr Payal Bedi-Chadha
Cllr Paula Brookfield
Cllr Val Evans
Cllr Welcome Koussoukama
Cllr Tersaim Singh
Cllr Martin Waite
Cllr Daniel Warren

Conservative

Cllr Udey Singh

Quorum for this meeting is four Councillors.

Information for the Public

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Agenda

Part 1 – items open to the press and public

- | <i>Item No.</i> | <i>Title</i> |
|-----------------|---|
| 1 | Apologies
[To receive apologies for absence]. |
| 2 | Declarations of interest
[Members are reminded that they must not participate in the discussion or voting on any matter in which they have a Disclosable Pecuniary Interest and should leave the room prior to the commencement of the debate]. |
| 3 | Minutes of previous meeting (Pages 5 - 18)
[The minutes of the previous meeting are attached for confirmation]. |
| 4 | Matters arising
[To consider any matters arising from the minutes of the previous meeting]. |

DISCUSSION ITEMS

- | | |
|---|---|
| 5 | Work Plan (Pages 19 - 32)
[To consider items for the work plan for the forthcoming Council year]. |
| 6 | Innovation (Pages 33 - 40)
[To consider a report on innovation]. |
| 7 | Draft Strategic Economic Plan (Pages 41 - 44)
[To consider a briefing note on the draft Strategic Economic Plan]. |

Stronger City Economy Scrutiny Panel

Agenda Item No: 3

Minutes - 13 February 2018

Attendance

Members of the Stronger City Economy Scrutiny Panel

Cllr Philip Bateman MBE
Cllr Paula Brookfield
Cllr Tersaim Singh
Cllr Udey Singh
Cllr Jonathan Yardley (Vice-Chair)

In Attendance

Cllr Arun Photay (Local Member – Tettenhall item)
Cllr John Reynolds (Cabinet Member – City Economy)
Cllr Wendy Thompson (Local Member – Tettenhall item and Leader of Opposition)

Officers

Martin Stevens (Scrutiny Officer) (Minutes)
Colin Parr (Head of Governance)
Ian Culley (Lead Planning Manager – Regional Strategy)
Keren Jones (Service Director – City Economy)
Charlotte Johns (Head of Service Development – City Economy)
Isobel Woods (Head of Enterprise)
Heather Clark (Service Development Manager)

Witnesses

Mr Steve Robinson (Robinson's Butchers)
Mr Cyril Randles (Tettenhall Community Council)
Mr George Reiss (Tettenhall Wildlife Centre)
Helen Bratt-Wyton (House and Collections Manager – Wightwick Manor)
Mr Scott Bernard (Owner Mount Hotel)
Mr Brett Bernard (Owner Mount Hotel)
Dr Duncan Nimmo (Local Historian)
Mr Alec Brew (Tettenhall Transport Heritage Centre)

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies**

Apologies for absence were received from Cllr Jacqueline Sweetman, Cllr Payal Bedi-Chadha, Cllr Martin Waite, Cllr Daniel Warren and Cllr Val Evans.

2 **Declarations of interest**

Cllr Philip Bateman declared a non-pecuniary interest as a Member of the National Trust. He also declared a non-pecuniary interest as a Member of the West Midlands Partnership.

Cllr Jonathan Yardley declared a non-pecuniary interest as a Member of the National Trust.

3 **Minutes of previous meeting**

The minutes of the previous meeting were confirmed as a correct record.

4 **Matters arising**

There were no matters arising.

5 **Tettenhall Local Economic Development and Growth**

The Chair welcomed the witnesses to the Scrutiny Panel meeting. He asked Mr Colin Parr (Head of Governance – City of Wolverhampton Council) how the new Market Contract was progressing. In response the Head of Governance stated that the current contract was reaching the end of its life. The contract presently covered three markets on Dudley Street. It included the delivery of the Sunday Market and other themed markets across the City including the Tettenhall “Make it or Bake it Market”, which had been very successful in the last few years. The Council would be going out to tender the following week.

The Head of Governance stated within the new contract there would be additional days built in for the prospective promoter to have more themed markets, festivals and fayres akin to the “Make it or Bake it event.” Pop up markets were a key component of the offer in a number of towns across the country and not just in the region. The new contract would have in-built flexibility not just for the standard themed market programme but a wider range of smaller themed markets, which was acting upon a specific request from community groups.

The Chair stated that the “Make it or Bake it event” was only held twice a year and questioned whether this was part of the tendering process. The Head of Governance confirmed that the “Make it or Bake it event” was part of the contract. The Chair stated that the event had been started by local people in the community with a focus on selling items that had been built in the home locally in Tettenhall, which gave it a unique special feel. He asked whether this would be subsumed into a greater contract with more events and therefore lose its originality. In response the Head of Governance said a promoter had supported the “Make it or Bake it event” under the

themed market contract. It would not be subsumed as part of the contract as it was already part of the themed markets programme delivered by an external promoter. He confirmed the status quo would be maintained.

The Chair asked the Head of Governance for his opinion on having more events, fayres and festivals in the Tettenhall area and whether he thought there would be good public support. In response, the Head of Governance stated that a few years ago there had been proposals to hold more events in Tettenhall. These had potentially not been sympathetic to the make-up of Tettenhall and the wants of the community, resulting in some negative feedback. He hoped, with the “Make it or Bake it event” and the events held in the City Centre recently, that perceptions had changed. If there was a will from community groups and Members in Tettenhall to have more themed markets, craft fayres and festivals, he believed he would be able to commercially find promoters to work with community groups willing to deliver. He believed he could find promoters for cheese festivals, farmers markets and craft fayres, should there be a desire to do so from groups in Tettenhall. Holding events in the Tettenhall area would be an attractive proposition to a promoter.

A Local Member stated that she thought there was a constraint on the use of the green, limited to six events a year but she was not aware where this limitation originated, but understood it could potentially have been an old by-law. She was also aware of wear and tear on the green after events taking place. She was not sure of how much pressure the green could take. She agreed that the events which were held were very popular.

Mr Steve Robinson (Robinsons Butchers) commented that it was important for local people in the village to have an opportunity to be part of the planning for events. Retailers in the village needed to have an opportunity to take part and have access to stalls to sell goods. In response the Head of Governance confirmed he was in agreement and the success of the “Make it or Bake it event” had been based on the proposition of involving local people and selling local produce and goods. The Council would be clear with the promoter that themed markets maintained the engagement with the local community.

The Chair asked if local engagement would be written into the new contract. In response, the Head of Governance stated that in the forthcoming contract there was already a clause which stated, where there was a request from a community group, the promoter would be required to meet with the community group and discuss the event. There would be circumstances where the promoter felt it would not be commercially viable. In those cases, there was still permissions which could potentially allow the market to go ahead. This might involve a different promoter or the community raising money themselves through initiatives such as crowd funding.

The Chair stated he was keen to avoid repetitive markets of burgers and hot dog stands. A Panel Member in reference to the “Make it or Bake it event” stated that promotion needed to be proactive and they wanted to see more promotion done by the Council using the channels it had available.

The Chair asked Mr Ian Culley (Lead Planning Manager – Regional Strategy) how things had progressed since the neighbourhood plan. The Lead Planning Manager in response stated the Tettenhall Plan had been adopted in September 2014. It was recognised as one of the best examples of a neighbourhood plan in England. There

had been a number of requests from other community groups and local authorities on best practice in developing the plan. The plan has been used primarily for the determination of planning applications. It was also used by the planning inspectorate in the case of any planning appeals in the Tettenhall area. The Council also used it corporately as a transport authority and within leisure and cultural services to determine what the priorities were in the Tettenhall area. There were twenty-one priorities contained within the Neighbourhood Plan and it had a lengthy timescale up until 2026.

The Chair called Mr Cyril Randles (Tettenhall Community Council) and Mr George Reiss (Tettenhall Wildlife Centre) to answer questions on the Tettenhall Neighbourhood Plan. Mr Reiss stated that when developing the plan they had to decide if it was going to be a document to help sort out planning applications or a plan with community objectives. It had been ultimately determined that it was to be primarily a planning document. Due to the enormous amount of work and consultation that took place developing the document, the process had also contributed to local community development.

Mr Reiss said that the people of Tettenhall in response to the consultation had said they liked the way Tettenhall was and wanted to preserve it as far as possible. A character study had been completed on the nature of the area to use as a document to be referred to when planning applications were made. The people of Tettenhall did not want the area to be over developed. Whether they had been successful in a planning context was a different matter as since its adoption there had been a number of development schemes with local objections that had lost on Planning Appeal.

Mr Reiss stated he believed developments were being constructed that were effecting the character of the area so in one sense the plan had not worked but in other senses it had been successful. As an example, he cited the construction of a crossing by the Claregate pub following the construction of a convenience store. The crossing had been stipulated as necessary for safety reasons in the neighbourhood plan should development take place by the pub. He wanted the Tettenhall area to be preserved but to allow for economic development and to encourage small developments and small businesses to flourish in the area.

A Panel Member asked if the Neighbourhood Plan was at the point where objectives needed to be reviewed. He believed the plan should be evaluated where it had been successful and the areas where it had not been successful could be itemised. He also asked about the role of volunteers in the implementation of the plan. In response Mr Randles said there was nothing in the plan which addressed the particular issue of volunteers. He was in agreement that it would be advisable to measure against the plans objectives how successful it had been. The plan had taken four years to develop and had been an exhausting process for the volunteers. There had been a series of disappointing planning appeal results, which had resulted in a negative impact on the enthusiasm of the volunteers.

Mr Reiss said there had been notable successes for example they had fought hard against the Claregate pub being turned into a care home for old people. The brewery had consequently changed its mind and the pub had undergone over £1 million of investment. The people of Tettenhall did not want it to become purely

residential, there had been a strong sense of wanting businesses to exist and to maintain a mixed economy in the area.

Mr Reiss stated the local Community Council had rejected a report from Chartered Surveyors on the industrial estate as they felt it was inadequate and had concerns about change of use to residential. This had been opposed by the Neighbourhood Plan group as the local community wanted businesses to remain in the area. A Panel Member asked if there was any opportunity to find enough space to develop a second industrial estate like Macrome Road. In response Mr Reiss stated that this would not be possible due to the green belt on the west side and there weren't any large spaces available for industrial estates, although they were not against the principle.

Mr George Reiss stated one of the specific proposals in the neighbourhood plan was to put a pedestrian phase on the lights at the Mermaid due to the high number of people visiting Wightwick Manor each year. It was currently a dangerous place to cross the road. A pedestrian phase would encourage more people to use public transport in the area. It would also make it safer for people walking to school. There was a vision statement in the Neighbourhood Plan for the whole area which referred to enabling local businesses to invest in new opportunities, action to alleviate traffic problems, and housing and community buildings being upgraded over time.

Mr Randles stated that businesses often started as home based and then gradually grew bigger. For example, there were small businesses at the back of the High Street doing computer design. There was land where Severn Trent were located, which used to be an old man's working club, which he believed was unused. If future use of the land could support a serviced office building, it would be working towards what the Neighbourhood Plan hoped to achieve. A Panel Member asked if there was a possibility of having a smaller set of buildings run by the community as a hub or the local authority, available to facilitate people working in smaller units. Mr Randles said he understood that the Police Station in Tettenhall was likely to be closed in the future, which he thought would be ideal for a small pub, particularly as parking was available.

The Chair asked if there were any plans to update the Neighbourhood Plan in the future, particularly because of the developments by McCarthy and Stone. The Lead Planning Manager – Regional Strategy stated that there had been positive news from Central Government, which had made it easier to review Neighbourhood Plans and even start them afresh. If the Tettenhall community were minded to review the Neighbourhood Plan, then it was more straightforward to do so as a consequence of Government reform. The Council would be able to provide support revising the plan.

The Lead Planning Manager remarked that generally, plans were reviewed for two reasons. The first being that it did not work and was therefore not fit for purpose. The second, that the plan had been overtaken by events and needed to be updated to take those events into account. The strategic policies in the City were broadly the same as they were when the Tettenhall Neighbourhood Plan had been adopted. The Council were however currently undergoing a review of the Core Strategy. The Council would welcome a discussion with the community on aspects of the plan that had not been as successful as had been hoped.

A Panel Member asked about tourism, leisure and the economy in the Tettenhall area. In response, the Service Director for City Economy, stated Tettenhall had some valuable assets such as Wightwick Manor and the canals. She was keen to explore with witnesses how Tettenhall made best use of the assets without the area being overwhelmed.

Mr Steve Robinson (Robinsons Butchers) stated he did not want any changes to the two main car parks in the village which offered free parking for three hours. There had been a rumour that the long stay car park by the Tettenhall pool was going to be changed from a long stay to a short stay. When the Tettenhall pool was open there was an obvious problem with the demand for spaces, but if a short stay car park was put in place on the existing car park, the people that used the village would block the side streets. He did not want a change in status on the car park. The Chair stated he had raised the point with the appropriate Officer and the proposal wouldn't go ahead.

Mr Randles stated Tettenhall Wood Institute had a car park which had no enforceable time limit. It was beginning to be used as an area which people parked before proceeding into town on the bus. The Tettenhall Wood economy needed the stimulus of the turnover and short stay in the car park, as did the doctors practice. Making Tettenhall Wood car park into a shorter stay would be of use to the local economy, especially to the shops down School Road. The Chair confirmed that he had heard the same point. The Service Director – City Economy commented that this was valuable feedback. The information would be given to the appropriate service area within the Council following the meeting.

A Local Member stated there was pressure on Limes Road and also on Manor Street for residents. She was receiving comments from residents in Lime Road and Manor Street that they were finding parking extremely difficult.

The Chair introduced Helen Bratt-Wyton (House and Collections Manager) from the National Trust Property Wightwick Manor, Dr Duncan Nimmo (Local Historian), Mr Scott Bernard and his brother Mr Brett Bernard who were the owners of the Mount Hotel. The Chair asked them what their vision was for Tettenhall and what they considered to be their main objectives.

Mr Scott Bernard stated, Tettenhall was a vibrant place. He believed locally owned businesses should be well looked after. The community had changed significantly in the time he'd grown up in the area. More needed to be done to help family businesses. Mr Brett Bernard stated that he worked in social care and he was aware of a £5 million care home in Kent Road being built, a development supported by the Council.

Helen Bratt-Wyton stated the vision for the National Trust in Tettenhall was to first be a good neighbour. The objective for the future was to expand visitor enjoyment at Wightwick Manor and for visitors to potentially stay overnight in the area. A Panel Member stated that Tettenhall seemed light on volunteers. Helen Bratt-Wyton commented that Wightwick Manor had 300 volunteers most of which were local residents. A National Trust year went from the end of February to the following February each year. To date they had received 97,000 visitors for Feb 2017 – Feb 2018. They were expecting by the end of February to reach over 100,000 visitors for the year, for the first time in the Manor's history. The Panel Member responded that

they were stunning figures and helped demonstrate the impact the National Trust were having on the area. Helen Bratt-Wyton offered to provide a breakdown on how far people travelled to Wightwick Manor. The Panel Member responded that this breakdown would be very useful.

Helen Bratt-Wyton commented that volunteers were used within all roles at the National Trust from governance to cleaning. There were five million members of the National Trust. A Panel Member asked if there was any more publicity that could be done to promote Wightwick Manor. In response, she said that they were hoping to extend the car park because they had outgrown the current car park. They were intending to submit a planning application shortly to the Council which also proposed a linking footpath. Publicity on the antiques roadshow helped to increase numbers as did the website, app, Twitter and Facebook. They did have an issue with a smell outside Wightwick Manor on the bank. They had letters going back to the 1930s referencing the smell. Sometimes it was caused by a blockage on the bank. She invited the Panel Members and witnesses to visit Wightwick Manor.

A Local Member congratulated the Mount Hotel on achieving an extra star earlier in the year, making it a four-star hotel, which was wonderful for Wolverhampton. She was also delighted to see so many people carrying the bags of Robinsons butchers in the local area. Residents from Shropshire and Staffordshire were visiting Tettenhall to use the local shops, which was a credit to Tettenhall. Car parking was important in the area. She was concerned about landlords asking for very high rents in the area.

Mr Steve Robinson said he wanted to see a bright well-maintained village. Within the village there were five business properties which were owner operated of which he was one. He was lucky in that he owned his own property. In the current climate, in his view, if he did not own the property he would probably not be able to operate due to the high rental costs.

Mr Robinson stated he faced changes as a smaller retailer. Their rates had just increased by five thousand pounds, it was becoming increasingly harder to survive with just the traditional side of the business. They had just applied to re-instate the Bistro side of the business with about 24-30 seats in the downstairs area, which had received approval by the Council. This would give them another income stream and help cover the increased overheads. He expected it would bring more people into the village in the evening to eat, benefiting the economy of Tettenhall.

Mr Robinson stated he was in favour of the McCarthy and Stone Housing development from a footfall perspective. He wanted traditional shops like Bakers, Green Grocers and Butchers to be classified as having zero business rates or receiving a grant. He wanted an improvement in the quality of street sweeping that currently took place. He had found the planning department very efficient and was pleased with the service he had been provided. He also had a good working relationship with the Environmental Health Services.

A Local Member stated it was important for local people to use the shops on the High Street to keep the character of the village. The Service Director – City Economy stated Business Week and Visitor Week were key promotional events which the Council held in the Summer and early Autumn. She asked if there was an appetite for Tettenhall businesses to work together to showcase their businesses. If they

were interested in working together as a group she would ask the lead Council Officer to contact them.

Mr Randles stated the vision for Tettenhall should include the enhancement of the environment of Tettenhall. They had a wonderful rare asset in Smestow Valley Linear Park which was going to be increased in size. He wanted the Park to be used more. Access to the park had been made easier and work was continuing with attempts to make access easier at Castlecroft. There was also the possibility of access to the park via the Bridgnorth Road through the National Trust land. A walking plan could be encouraged in the area, making use of the railway, canal and the Linear Park.

The Chair asked if the Council could produce some new walking leaflets. A Local Member stated there used to be leaflets detailing a walk called the Tettenhall trail. The Cabinet Member for City Economy stated contact should be made with Public Health to progress the walking plan for Tettenhall idea as they had a walking for health scheme. Dr Nimmo said he liked the idea of the Village Trail. He understood there had been a series of trails across Wolverhampton produced by the Planning Department.

A Panel Member stated all the opportunities of visitor week needed to be taken. Mr Scott Bernard stated that Wolverhampton businesses needed to work collectively together to secure bigger contracts, as too many were currently going to Telford and Birmingham. He believed more conferences and events could be held in Wolverhampton. A Panel Member asked if the Mount Hotel was running at full capacity. In response Mr Bernard said it was running at 87%, with it doing well currently and £4 million had been spent on refurbishment. The refurbishment work had enabled them to get their star rating higher and their second rosette. They had 110 staff. The main occupancy Monday – Friday was predominately coming from Stafford Road. At weekends they had weddings but they needed more conferences.

The Service Director – City Economy stated a few years ago the Council had commissioned a consultant's report about attracting a niche conference market. The report had suggested the Council needed to improve in certain areas to attract more conferences. They had been working on those areas, which included how the City Centre was perceived and the understanding that the City was being developed. She asked if Mr Bernard thought there was an offer which was more localised and was very keen to hear his views about the subject. The Council were in contact with the West Midlands Growth Company to look at Wolverhampton as a Conference destination and what else the Council needed to do to properly market the area. They were looking at current market opportunities but also those for a few years' time. Some good work was taking place with the University around innovation.

Mr Bernard stated the Mount was reliant on Wolverhampton's wider economy. The visitors from overseas were attracted to the history of the Mount and Wightwick Manor. The Chair asked if there had been a drop-in business since the Civic Hall had been closed. In response, Mr Bernard stated that they had not noticed any change, this was to be expected as their customer base was different. However, he was enthusiastic about the new restoration scheme as he thought this would result in a better offer, from which his businesses would benefit.

The Chair introduced Mr Alec Brew (Tettenhall Transport Heritage Centre) and Mr Richard Preston (Canal and River Trust). Mr Brew stated the Tettenhall Transport Heritage Centre was entirely run by volunteers. The Linear Park was very important to them and they tried to encourage people to use the park. Since they had been there for the last three and a half years car park usage had increased tenfold. He believed there should be a forum in Tettenhall where charity and community groups could come together to help one another. He cited an example of working on overgrown vegetation around the car park by the station, which if done collectively could succeed in improving the nature of the area.

A Panel Member asked if the Transport Heritage Centre had any visitor numbers. In response Mr Brew stated they did not charge people to enter the Centre and thus had no visitor data. The Panel Member stated the Centre had been hugely successful which was attracting attention across the region. Mr Brew stated people from all over the country were visiting the centre due to the nature of their exhibits. A Panel Member stated Wednesfield had a group called Hands on Wednesfield which community groups could use to work together. He encouraged the volunteering sector in Tettenhall to form something similar. Helen Bratt-Wyton offered to provide the meeting space at Wightwick Manor, free of charge, for such a forum to meet.

The Cabinet Member for City Economy expressed surprise that the Tettenhall Wood Institute had declined to attend the meeting. He requested that the Council write to them and obtain a statement from them about how they could work collaboratively with the Council. The Local Member stated they were very much in demand. During the day their car park came under a lot of pressure. The Tettenhall Wood Institute had a number of rooms which could be booked for community groups.

Mr Richard Preston (Canal and River Trust) stated the Canal was important for the Tettenhall community. It was a clear characteristic in the area, which had no fewer than six listed structures. To protect the asset, it was important to make it relevant for modern day use, such as for cycling, walking and canoeing. All of these activities improved health and well-being. The Canal in Tettenhall was part of the Smestow Valley Local Nature Reserve and an important green corridor and dark corridor between an otherwise fragmented habitat. The Canal was one of the forty-five Black Country geopark sites, making it an important geological feature. There were clear opportunities for visitor moorings to encourage people to stay in the Tettenhall area. Presently the Trust property could not be seen from the Canal. There were more boats using the Canal network than at any time during the industrial revolution.

The challenges the Canal and River Trust faced in the area included some of the structures being in poor condition, which they were constantly trying to repair on a 200-hundred-year-old network. The towpath was in a poor condition. Where towpaths had been repaired in other areas in the Black Country, up to a 60 per cent increase in use had been recorded, predominately in the Spring and in the Autumn. It was therefore a priority in the Tettenhall area to improve the towpath which would increase natural surveillance and help address issues surrounding graffiti on the structures. Most of the Trust's core funding went into maintaining the infrastructure of the Canal but they had worked successfully with Councils including City of Wolverhampton Council to attract Local Growth Funding for towpath improvement. He hoped there would be an opportunity for this in the Tettenhall area.

Mr Preston stated whilst it was not a big issue in Tettenhall there were incidents of fly tipping. The Trust was happy to work with the Council to identify offenders. There were many opportunities with the Council to promote the Canal and there was potential, in the future, for a Heritage Lottery Grant. Within the Black Country seventy percent population lived within one Kilometre of the Canal, which was a real opportunity to celebrate the Canal. Mr Reiss remarked, to obtain lottery funding it was important to undertake public consultation so the Heritage Lottery fund could see if it was wanted by the local community.

The Service Development Manager stated that there was more EDRF funding available and over a million pounds had been secured through the Blue-Green Network to improve a number of sites. One of those sites was in Smestow, which would open up several hectares not open to the public and in the Wednesfield Canal area. There were further opportunities to bid for resources but there was a need to identify fifty per cent match funding, which was the biggest challenge. If match funding could be identified, a new bid could be submitted. The Cabinet Member for City Economy stated a number of Canals had solar powered cats' eyes on each side of the towpath. This was important to encourage commuters to utilise the towpaths in all weathers and increase natural surveillance.

The Chair stated that he thought that a considerable amount of Section 106 money had been accumulated in Tettenhall but he was unaware where it was being spent. He asked for the Panel to be informed where this money was being spent.

RESOLVED: That an action plan be drawn up by Officers for the Tettenhall area, taking into account the information learnt from the meeting.

6 **Wolverhampton BID (Business Improvement District)**

Cherry Shine, Director of the BID and John Henn, Chairman of the BID and independent business owner gave a presentation on the Business Improvement District (BID). The Director of the BID stated that Wolverhampton BID was launched in April 2015 after a long period of public consultation with businesses in the wider City Centre area. The BID area was a defined location. There were 560 individual BID Businesses in the BID area, paying a levy between £150 per annum and £15,000 per annum. This collectively brought in nearly £504,000 per annum. There was a BID Board with representation from a variety of sources.

The Director of the Bid stated the whole BID development process had started with a feasibility assessment. A business plan was constructed after the consultation, developed by businesses for businesses. The objectives of the BID were to improve perceptions of the City, enhance accessibility, increase footfall and raise the City's profile as a destination. It was recognised that these objectives could be achieved under four themes, clean safe and welcoming, marketing, promotions and events, accessibility and parking and business support.

The Director of the BID said there was a team of City Ambassadors who were a welcoming team, branded with the Enjoy Wolverhampton logo on their uniforms. They were the eyes and ears for the City Centre and could guide people across the

City with useful information. They communicated via radio link into the BID Office. They were also the business engagement team, visiting businesses regularly. There were three Officers working for the BID including herself. A key priority was to keep the City Centre clean and so consequently the City Centre was jet and hot washed two nights a month in hot spot areas.

The Director of the BID remarked that public surveillance was provided via CCTV which linked to the team of 5 City Ambassadors, Police, PCSO's, transport interchanges, the Mander Centre and security staff. The City Radio link connected over 110 businesses, which had been proactively promoted by the City Ambassadors. These tools enabled the BID to have a good understanding of the movement of people, including anti-social behaviour within the City. It also enabled issues to be dealt with straight away before becoming a serious incident. Statements could be made to support evidence for legal action and criminal behaviour orders. Partnership working took place with the Police, and City Tasking and WBCRG (Wolverhampton Business Crime Group).

The Director of the BID said they ran the alternative giving campaign established because there was an element of homelessness and begging in the City. People could donate at 19 donation points across the City Centre. They were currently looking to develop the campaign with the Council to set up a business CSR Charity arm. The BID were members of the Tacking Rough Sleepers Task Force.

The Director of the BID said they paid for 32 additional Late Night Safe Haven nights. They also managed four promotional spaces to promote a vibrant High Street. They dressed vacant shop units, where possible, to make them more attractive. The BID arranged a series of Marketing events such as Easter parades, craftwork shops, Macmillan Coffee mornings and the Ice Palace/Grotto with the Mander Centre. These Seasonal events attracted over 9,000 people each year. Enjoy Wolverhampton Live attracted 6000 visitors on the day. They also arranged Seaside in the City which turned Queen's Square into a beach, which was planned to be over two days for the forthcoming year.

The Director of the BID stated, they partnered up with the Council to deliver the successful WIRE awards which launched in February 2017. Last year there had been 147 individual business entries. This was a useful tool to promote independent businesses and a platform for them to showcase their expertise. The BID was the main sponsor for Wolves in Wolves, which was the largest public art exhibition the city had seen. The project had really benefited footfall in the centre.

The Director of the Bid informed the Panel that the City was marketed on a West Midlands wide scale. The Christmas branding for 2017 was "A City Full of Joy." The City guide had been given to 25,000 people. The Bus Advert campaign ran across October – December and the reach was across Walsall, Telford, Shrewsbury and Cannock. They worked with Signal 107 at Christmas which brought them a platform to bring people back to Wolverhampton and to convey their key messages.

The Director of the BID stated the Enjoy Wolverhampton website was regularly updated and was a useful communication tool. They appreciated how important the Wolverhampton motto was "Out of darkness, cometh light." They had spent £37,000 of their budget on additional lighting over the Christmas season. They had enhanced old stock and refurbished lights. Their social media reached over 350,000 people on

Facebook and Twitter during November and December 2017. Over 17,000 people visited their website every month.

The Director of the BID said they worked very well in partnership with NCP on accessibility and car parking. The NCP had reduced shopper tariffs at the Wulfrun Centre Car Park. They had also worked with them on a BID business employee parking tariff at the Wulfrun Centre. They had worked with the Council to secure event parking and Christmas Parking and shared this information via marketing campaigns. They had promoted free event parking at the Wulfrun Centre in 2017. Thirteen maps had been installed in the City Centre to help people navigate around the City Centre. The BID had worked with City Centre businesses to help them save nearly £119,408 to date on utilities, telecoms and merchant fees. The NCP parking scheme gave reduced car parking fees to 298 employees at 57 City Centre businesses. This was an approximate saving of £450 each year per staff member. She stated she attended a number of meetings across the City to give businesses a voice.

The Director of the BID said they had applied to make environmental improvements on Woolpack Street, which included the installation of a gate to hide the unsightly bins. A Big City clean was planned for the Spring having first launched in October last year. She stated the following was planned for the future: -

- Wire Awards 2018 – Launch in March 2018
- Alternative Giving Scheme – Awareness Campaign
- Business Backing Big Change – Charity Arm Launch
- BID Accreditation with British BID's
- Enjoy Wolverhampton Live – Saturday, 2 June 2018
- Seaside in the City – 1st and 2nd September 2018
- Enhanced Retailer Forum (Monthly meetings)
- Reporting and Understanding Footfall
- Enjoy Wolverhampton Gift Card
- City Employee Loyalty Scheme
- Bigger Better and Brighter Christmas 2018

The Director of the BID commented that the Wolverhampton BID measured performance in a number of ways. These included the number of businesses engaging in promotions and assessing access to their website and social media pages. They also recorded the number of City Ambassador visits to City Centre business each year, which was currently over 3,500 per year. The City Ambassadors reported fly posting, dirty street furnishing and phone boxes. They supported the Council by managing the Busking spots in the City Centre, which reduced the number of complaints from businesses. Event attendance was also recorded.

The Director of the Bid informed the Panel they had 5502 social media followers and received at least eight additional positive press stories per year. They funded two footfall counters, one was on Queen's Street adjacent to the Wolverhampton Homes building and the second was in the Wolves Superstore, the second counter was currently out of action due to re-development. The change in footfall for Wolverhampton BID over the last 52 weeks was 2.1% down on the previous year.

Footfall for the year to date was 2% down on the previous year (compared to a figure of 2.3% down across the UK).

A Panel Member asked if they could have the total number of visitor figures as he believed the raw data was essential to understand how well the BID was performing. The Director of the BID stated she would do her best to respond with the information if they emailed her with the exact information required. The Head of Service Development – City Economy stated with the SMART City programme there could be improvements in the way footfall data was captured, so they would not just be reliant on footfall counters in certain positions. Mobile phone data could be used, which could be aggregated across partners to capture a much more sophisticated understanding of the whole footfall picture. The Director of the BID stated the bus station had some footfall information, as did the Wulfrun Centre. The Mander Centre would have information available in the future as they were installing a new system. She asked if the Council could help bring the data together.

The Director of the BID stated a feasibility study would start in early September 2018 on the BID Reballot. The proposed Ballot date would be October 2019, with potential establishment in April 2020. She referred to the last slide of her presentation which listed the opportunities of working collaboratively with the Council as being the following: -

- Continued partnership
- Recognition of the projects Wolverhampton BID deliver
- Supporting our continued opportunities for income generation via city centre operations
- Proactive use of planning enforcement to bring vacant buildings back into use
- Recognition of the collective importance of the independent businesses
- Communications to Non Levy payers – an additional Council funded Ambassador
- Acknowledgement of retail as a sector that needs support
- Retaining a City Centre events programme
- Supporting the enhancement of the city experience

The Director of the BID stated she wanted to better engage with half terms and families as an opportunity to attract more visitors. She was concerned about the vacancy rate on Queen's Square and some of the outer lying secondary retail areas. There had been considerable re-locating of businesses. For example, Nationwide had moved creating two void units on Queen's Street. They were hoping to decorate the windows and were approaching the agent. They also recognised that the rents were very high in Wolverhampton Arcade with a low occupancy rate. Agents were not as proactive as they would like them to be.

A Member stated there was concern regarding House of Fraser and an impatience to get the Westside development up and running. They had received remarks that there was too much empty space in the Mander centre despite the refurbishment. There was competition from Telford on the westside of the Town and Birmingham.

The Chairman of the BID Board stated more pressure was needed on landlords who owned derelict buildings in the City Centre. The BID did receive a number of

requests from independents for accommodation in the City which were being stifled by landlords who were waiting for better offers. If empty units could be cleaned up and occupied it would reduce some of the problems in the City Centre such as discarded needles. Lichfield Street was a third empty.

A Panel Member stated the Scrutiny Panel could look at how BID could help deliver their plans and proposals to fill empty properties in the City Centre and how best to work with landlords and agents. A Member stated Wolverhampton City Centre needed to develop its character to attract more visitors and the Council needed to look at what other authorities were doing to tackle rough sleeping and reduce the number of needles discarded across the City Centre.

The meeting closed at 9:05pm

Scrutiny Work Programme

Scrutiny Board

The Board will have responsibility for scrutiny functions as they relate to:

Combined Authority, Future Customer, Future Performance and Communications

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
05.06.2018	Annual Work Plan – invite all chairs and vice chairs (buffet from 4.30pm)	Julia Cleary	
03.07.2018	TBC		
11.09.2018	Scrutiny Review of the City's Apprenticeships Offer – 12-month update	Angela McKeever	
11.12.2018	TBC		
08.01.2019	TBC		
12.03.2019	Digital Transformation Programme Update - tbc		
09.04.2019	TBC		

Other potential items: -

1. Cyber Security
2. Local Enterprise Partnership (LEP)
3. Recommendations from Succession Planning Scrutiny Review

Scrutiny Reviews

1. Budget Task and Finish Group for the Combined Authority Scrutiny Committee
2. Transport- what could transport in the city look like in 20 years' time?
3. Possible Councillor engagement (See M. Sargeant Tettenhall Governance Review Report)

Scrutiny Board – Terms of Reference

- a. To arrange for the consideration of forthcoming Executive Decisions published in accordance with the Access to Information Procedure Rules with a view to identifying issues for early discussion with the Cabinet and/or scrutiny prior to decisions being made.
- b. The Board will oversee the operation of the [call-in mechanisms](#) with the Panels being responsible for hearing those call-ins related to their terms of reference. When the call-in relates to an overarching policy framework / budget issue or a matter that falls within the remit of more than one scrutiny panel it will default to the Scrutiny Board. Further, if the issue is considered to be of particular significance, either the Chair or Vice Chair of the Scrutiny Board can ask for it to come to the Board.
- d. The Board will oversee the work programmes of Scrutiny Panels to avoid duplication of work and to ensure coherence of approach to cross-cutting policy themes. The Board may determine that one named Panel shall take lead responsibility for a cross-cutting policy theme or may determine that the work be shared between one or more named Panels.
- e. The Board will ensure coherence between the policy development work of the named Panels and their role in the consideration of reports received from external auditors and external regulatory Inspectors.
- f. The Board will make recommendations to the Cabinet on the allocation of budgetary and employee resources held centrally for the purpose of supporting scrutiny work.

- g. The Board will ensure that good practices and methods of working are shared between Panels and in particular will seek to optimise the inclusion of citizens, partners and stakeholders in the work of Scrutiny.
- h. The Board will review or scrutinise non-Cabinet business and may make reports or recommendations to the Council. The Board will consider policy and due process and will not scrutinise individual decisions made by Regulatory or other Committees particularly those quasi-judicial decisions relating to development control, licensing etc. which have been delegated by the Council. The Board will not act as an appeal body in respect of non-Cabinet functions.
- i. The Board will oversee the work of any Councillors appointed to act as lead members or 'champions' in respect of any specific priority tasks or areas of policy development identified by the Council.
- j. The Board or another relevant scrutiny panel will consider any petition that contains 2,500-4,999 signatures with a view to making recommendations for action by employees or review by the Executive as appropriate.
- k. The Board will undertake the tracking and monitoring of scrutiny review recommendations.
- L. The Board will oversee the coordination of the budget scrutiny process.

Confident, Capable Council Scrutiny Panel Work Programme

The Panel has responsibility for Scrutiny functions as they relate to: -

Strategic Financial Services, Revenues and Benefits, Strategic Procurement, The HUB, Audit, Human Resources, Corporate Administration, Democracy, Corporate Administration, Democracy, Corporate Landlord, Transformation and ICT

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
18.04.2018	<ul style="list-style-type: none"> • Agile / Smart working (including different levels of staffing and types of job) • Treasury Management 	Sukhvinder Mattu Sarah Hassell	
13.06.2018	TBC		
26.09.2018	<ul style="list-style-type: none"> • Future use of the Mezzanine area and Temporary Councillor Office Area 	Tim Pritchard	
28.11.2018	TBC		
06.02.2019	TBC		
10.04.2019	TBC		

Stronger City Economy Scrutiny Panel Work Programme

The Panel will have responsibility for Scrutiny functions as they relate to: -

Enterprise and Skills, City Development, Visitor Economy, Adult and Cultural Learning, Economic Inclusion and Service Development.

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
17.04.2018	<ul style="list-style-type: none"> • Innovation • Strategic Economic Plan – look at draft of the plan before Cabinet and formal consultation. 	<p>Heather Clark</p> <p>Charlotte Johns</p>	<p>How can we work with the University and other key players to encourage innovation across the city? Focus of the item would be on the work of the University, the Growth Hub and how as a Council innovation is being addressed, including how the Council collaborates with partners. Report covering areas such as the Knowledge Economy, Digital Agenda and Smart City, Springfield Brewery and the Prototype Centre.</p>
26.06.2018	<ul style="list-style-type: none"> • Footfall and working collaboratively with partners and agencies to fill vacant property • Marketing City Centre Plan 	<p>Isobel Woods / Charlotte Johns</p>	
18.09.2018	<ul style="list-style-type: none"> • City Apprenticeships <p>Note - Ensure – Meredith Teasdale Invited)</p>	<p>Angela McKeever</p>	
20.11.2018	TBC		
12.02.2019	TBC		
02.04.2019	TBC		

Stronger City Economy Scrutiny Panel Work Programme

Other Potential items (when something significant needs a panel recommendation):

1. The potential effects of Brexit on the local economy
2. Policy implications from West Midlands Combined Authority/Regional/National or International Sources
3. How do we monitor our communications?
4. Skills and Employment

Vibrant and Sustainable City Scrutiny Panel Work Programme

The Panel will have responsibility for Scrutiny functions as they relate to: -

Operational Services, Public Realm, Commercial Services, Regulatory Services (policy), City Housing, Planning (policy), Strategic Transport, Keeping the city clean, Keeping the city moving, Improving the city housing offer and Strategic Asset Management.

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
26.04.2018	<ul style="list-style-type: none"> • Air Quality/Transport – Public Health to contribute – looking at ways to improve air quality in hot spots around the city which could include work for the Transport Review Group (John Roseblade) • Private Sector Housing Update 	John Roseblade Ravi Phull	
12.07.2018	<ul style="list-style-type: none"> • The Work of Contractor Kingdom (Provisional – To Be Confirmed) • Waste Management Delivery Plan and Strategy (Provisional – To be Confirmed) 	Ross Cook Ross Cook	
04.10.2018	<ul style="list-style-type: none"> • Evaluation of Waste Management Delivery Plan • Parking Outside Schools – Review Progress of Implementation of recommendations 	Ross Cook Earl Piggott-Smith	
06.12.2018	Director of Public Health – Progress Report Park and Stride Scheme	John Denley	
28.02.2019	TBC		
11.04.2019	TBC		

Health Scrutiny Panel

The Panel will have responsibility for Scrutiny functions as they relate to:-

- All health related issues, including liaison with NHS Trusts, Clinical Commissioning Groups, Health and Wellbeing Board and HealthWatch.
- All functions of the Council contained in the National Health Service Act 2006, to all regulations and directions made under the Health and Social Care Act 2001, the Local Authority (Overview and Scrutiny Committees Health Scrutiny Functions) Regulations 2002, The Health and Social Care Act 2012 and related regulations.
- Reports and recommendations to relevant NHS bodies, relevant health service providers, the Secretary of State or Regulators.
- Initiating the response to any formal consultation undertaken by relevant NHS Trusts and Clinical Commissioning Groups or other health providers or commissioners on any substantial development or variation in services.
- Participating with other relevant neighbouring local authorities in any joint scrutiny arrangements of NHS Trusts providing crossborder services.
- Decisions made by or actions of the Health and Wellbeing Board.
- Public Health – Intelligence and Evidence
- Public Health – Health Protection and NHS Facing
- Public Health - Transformation
- Public Health – Commissioning
- Healthier City
- Mental Health
- Commissioning Mental Health and Disability
- Headstart Programme

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
24.05.2018	<ul style="list-style-type: none"> The Royal Wolverhampton NHS Trust - Quality Accounts 2017/18 		
19.07.2018	<ul style="list-style-type: none"> Elizabeth Learoyd, Chief Officer, Healthwatch Wolverhampton Annual Report 2017/18 Cheryl Etches, Never Events, The Royal Wolverhampton NHS Trust 		
20.09.2018	<ul style="list-style-type: none"> Black Country Partnership NHS Foundation Trust 		
15.11.2018	<ul style="list-style-type: none"> Margaret Courts, Children's Commissioning Manager, WCCG, to present update report on refreshed CAMHS Local Transformation Plan to meeting on 15.11.18 Public Health Vision – Analysis of consultation responses 		
24.01.2019	<ul style="list-style-type: none"> TBC 		
21.03.2019	<ul style="list-style-type: none"> Hospital Mortality Statistics – update Public Health Vision – Review of Progress 		

Long list of topics - dates for presentation and method of scrutiny to be agreed

1. The Royal Wolverhampton NHS Trust – Primary Care Vertical Integration
2. West Midlands Ambulance Service - Quality Accounts 2017/18
3. CAMHS – Emma Bennett to lead and Stephen Marshall (CCG)
4. Walsall CCG - Reconfiguration of hyper acute and acute stroke services
5. Healthwatch Work Programme Planning Document 1 April 2017- 31 March 2018
 - Urgent and emergency care
 - Dementia
 - Access to healthcare for the deaf community
 - Transfer of services
 - CAMHS
 - Youth Healthwatch and Oral health

Adults and Safer City Scrutiny Panel

The Panel will have responsibility for scrutiny functions as they relate to: -

Older people assessment and care management, Financial support services, Libraries and community hubs, Independent living centre, Commissioning older people, Carers support and All age disabilities (disabilities).

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
10.04.2018	<ul style="list-style-type: none"> • Reducing Reoffending Strategy Consultation 		
12.06.2018	<ul style="list-style-type: none"> • Safer Wolverhampton Partnership Annual Report • Modern Slavery - update report 		
25.09.2018	<ul style="list-style-type: none"> • Joanne Keatley, Head of Service, Wolverhampton Adult Education Service - briefing about the current education offer 		
27.11.2018	TBC		
29.01.2019	TBC		
26.03.2019	TBC		

Adults and Safer City Scrutiny Panel

Long list of topics - dates for presentation and method of scrutiny to be agreed

1. Quality of Care – issues of quality assurance - Sarah Smith, Head of Commissioning
2. Draft People Directorate Commissioning Strategy – 13.6.17
3. Responding to Serious and Organised Crime - To provide an outline of partnership proposals to address serious and organised crime in the city and the Council's contribution. (Karen Samuels – CWC Community Safety/Chief Inspector Karen Geddes – West Midlands Police/Andy Moran – CWC Procurement)

Briefing notes for distribution via the Document Library:

1. Fatal Contraband and Alcohol - Update requested from meeting in July 2016 – Sue Smith agreed to lead
2. Crime Reduction and Community Safety and Drugs Strategy Update – request from meeting held in July 2017 – Karen Samuels and David Watts
3. Supporting a Safe and Seamless Transfer from Specialist Care or Hospital Setting – Update to be provided following meeting on 31 January 2017 (David Watts).
4. Better Care Fund – Update requested at meeting held on 31 January 2017.
5. Dementia City – Update on how GP services could be improved, any identified strengths and weaknesses and if possible data on which GPs were reporting incidents – lead Kathy Roper

Children, Young People and Families Scrutiny Panel

The Panel will have responsibility for scrutiny functions as they relate to: -

Children in need/child protection, Looked after children, Early help 0-5, Early help 5-18, Youth offending, Children's commissioning, School planning and resources and Standards and vulnerable pupils.

Date of Meeting	Item Description	Lead Report Author	Specific Questions for Scrutiny to consider
11.04.2018	<ul style="list-style-type: none"> Head Start Phase 3 – Progress and Impact Update 	Emma Cleary - Head Start Programme Manager	
20.06.2018	<ul style="list-style-type: none"> Proposals for change in Play Service Offer 		
	<ul style="list-style-type: none"> Early Years Strategy 	Lisa Hill - Early Years' Service Manager	
	<ul style="list-style-type: none"> Q4 Children's Improvement Plan and the 18/19 plan 		
	<ul style="list-style-type: none"> Primary and Secondary Sufficiency Strategy 		
05.09.2018	<ul style="list-style-type: none"> Troubled Families Report 	Kate Lees - Strengthening Families Partnership Manager Intervention People	

	<ul style="list-style-type: none"> Early Help Strategy 2018-2022 	Denise Williams - Head of Service Early	
14.11.2018	TBC		
16.01.2019	TBC		
27.03.2019	TBC		

Long list of topics - dates for presentation and method of scrutiny to be agreed

1. Supporting Unaccompanied Asylum-Seeking Children – pre-suggested item
2. Mental Health Issues/CAMHS (Emma Bennett/CCG) – pre-suggested item
3. Youth homelessness – pre-suggested item

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Stronger City Economy Scrutiny

17 April 2018

Report title	Supporting city businesses to innovate	
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 55 Isobel.Woods@wolverhampton.gov.uk
Report to be/has been considered by	Place Leadership Team	14 March 2018

Recommendation(s) for action or decision:

The Stronger City Economy Scrutiny Panel is asked to consider:

1. How can the Council and its partners support more businesses in the city to innovate, as part of an overall strategy for growth and economic resilience?

1.0 Purpose

- 1.1 To provide an overview of how the city is encouraging local businesses to innovate. This includes an overview of the collaborative work being undertaken by University of Wolverhampton, the Black Country Growth Hub and the City of Wolverhampton Council.

2.0 Strategic Context

- 2.1 The UK Industrial Strategy published on 27th November 2017, is built on five well known foundations for economic growth:
- **Ideas:** encouraging research and innovation
 - **People:** improving skills and employment opportunities
 - **Infrastructure:** investing in transport, housing and digital networks
 - **Business environment:** providing business support and access to finance
 - **Places:** recognising that local place-making has a key role to play in shaping the UK's economic future.
- 2.2 All of five pillars are embedded in Wolverhampton 2011 -2026 City Strategy – Prosperity for All, and the refreshed document, the City's Strategic Economic Plan, which will be subject to formal consultation in 2018.
- 2.3 This scrutiny paper focuses on the first pillar of “innovation”, which, in an economic context, is more than simply research and development. Although innovation starts with a new idea, it isn't innovative until the idea has been developed and deployed to support entrepreneurial activity. The Industrial Strategy recognises that much more needs to be done to ensure that good ideas are turned into strong commercial products and services. For this reason, the Government are planning to invest £725 million in a new Industrial Challenge Fund programmes to capture the value of innovation for the benefit of the UK economy.

Businesses that invest in innovation can benefit in a number of ways:

- Become more competitive, if their innovation is based on a good understanding of changing market conditions
 - Become more resilient
 - Reduce costs and develop smarter ways of working, leading to higher productivity, and increased returns from investment in the longer term
- 2.4 **Places** also benefit from innovative businesses. The 2010 NESTA report, Driving Innovation in Cities states that innovation has become a mainstay of competitive advantage, and brings benefits to a city:
- Job creation (Just 6% of highly innovation companies were responsible for the majority of new jobs in the UK between 2005 – 2008)
 - Improved tax base
- 2.5 Innovative small and medium enterprises can bring particular benefits to a city.

- Contribute to local identity and distinctiveness
- Become engagement in the local community
- Generate a sense of loyalty and encourage local spend
- Contribute to the vibrancy of a place and its environmental appearance
- Contribute to a stronger tax base
- Employ local people

2.6 The “Driving Innovation in Cities” NESTA report states that innovation has become a mainstay of competitive advantage in cities and their priority sectors. A review of the approach taken in Greater Manchester to drive innovation in the city identified three key lessons:

- **Creating the right conditions for innovation and growth requires honest, evidence based analysis of the city’s strengths and weaknesses.**
- **Leadership should cut across administrative boundaries and draw in and empower local businesses and organisations outside government.** Leaders need to help a population coverage on a vision for innovation and then distribute the capacity for achieving it. Untapped ideas and motivated leaders in the business community may be a vital source of innovation.
- **Cities can encourage innovation by ensuring appropriate networks are in place for driving innovation,** particularly those that enable collaboration between different organisations, sectors, higher education and research institutions.

The remainder of this paper, explores these three criteria for success and what they could mean for the City of Wolverhampton.

3.0 Access to information and data

3.1 In 2017, as part of the development of the Wolverhampton Strategic Economic Plan, a comprehensive Economic Assessment was undertaken of the city’s economic performance. The knowledge economy (defined as sectors including medical devices; pharma and biotechnology; IT services; communications; computing and advanced electronics; other technical consultancy services; aerospace and transport; creative content; software; and high tech financial services)¹ in Wolverhampton’s is growing at a faster rate than other areas in the region, albeit from a relatively low base.

3.2 **Smart city ambitions:** Increasingly at the heart of innovation is the application of new digital technologies. This cuts across all sectors and all organisations. The City of Wolverhampton’s City Board has identified becoming a ‘smart city’ as a key area of priority. A Smart City utilises digital technologies to manage data in a way that helps support, inform and manage decision-making and operational tasks as well as providing new business opportunities and empowering citizens.

¹ As per the ONS operational definition
(<https://www.ons.gov.uk/businessindustryandtrade/changestobusiness/businessbirthsdeathsandsurvivalrates/adhocs/006051demographicanalysesoftheknowledgeeconomybyregion>)

- 3.3 As part of delivering our ambition to be a Smart City, a city open data platform, WV Insight, is being developed. This will host a range of open data sets, including the comprehensive evidence base that has been compiled to support the development of the Strategic Economic Plan, and the council's Corporate Plan. It will also provide a platform for publishing data sets from across the public sector, which will enable businesses and residents to have access to robust, reliable and up to date information to support the development of innovative ideas, products and services that meet local needs and opportunity. Work has also been developed with the University of Wolverhampton's Computer Science department, including the development of 'hackathon' sessions to build networks between the public sector, students, researchers and local businesses. For example, the University's 'Datafest 2018' was held around transport, and students worked with data from the West Midlands Combined Authority. The council are also developing a stronger working relationship with the West Midlands Open Data Forum, and Wolverhampton will be hosting a session of the group in July 2018.
- 3.4 **Digital infrastructure** is a key enabler of a Smart City. In respect of innovation, it enables easier access to data and collaboration across organisations. Superfast broadband coverage in Wolverhampton is strong, however there are key gaps in particular our city centre and some business areas. The Broadband Delivery UK (BDUK) funded local broadband plan has increased Black Country coverage to 98.78% (excluding Wolverhampton City Centre). £4.9 million local full fibre network funding has been secured for a public sector fibre broadband network for Wolverhampton aimed at connecting 196 public sector sites across Wolverhampton. This in turn would increase the availability of fibre broadband to both residents and businesses across the city as well as filling the gap in Wolverhampton City Centre. Our bid has also included a request for Gigabit Vouchers for businesses who do not currently have access to fibre broadband.
- 3.5 To support the rollout of fibre broadband across Wolverhampton and the Black Country and benefit to businesses, the Council are a partner in the University of Wolverhampton's **Digital Passport** project which aims to support businesses to become more digitalised. The project will offer SMEs one-to-one and group support activities; awareness workshops covering topics such as web design, online marketing, social media, cyber security and networking and a voucher scheme for connection or specialist support.
- 4.0 Leadership across organisational boundaries**
- 4.1 The City of Wolverhampton has a strong track record in partnership working. The City Board, through its conference programme provides a platform for showcasing joint working and encouraging collaboration across the public, private and voluntary sector. Each part of the partnership structure has a particular role to play. For example, whilst the City Board is championing the Smart City agenda, the Economic Growth Board's new action plan for 2018/19 will include exploring how the data collected through public sector commissioning and procurement processes can inform where there are local gaps in the market, thus identifying where there are local business opportunities for new services and products.
- 4.2 Increasingly, partnerships at the regional level through the West Midlands Combined Authority and the Black Country LEP will be important in identifying and enabling

innovation at scale, both economically and socially. However, leadership and partnerships at the local level are also very important, and should not be overlooked. The council hosts an annual ideas festival, Make:Shift which encourages local people to 'change Wolverhampton with an idea'. Now in its sixth year, Make:Shift has helped to bring ideas such as the Wednesfield Community Organic Garden into fruition.

4.3 At Make:Shift in November 2017, the city's new civic crowdfunding initiative, Crowdfund Wolves was unveiled. Crowdfund Wolves is an online platform, where people with project ideas can build support from their community, ensure their plans are viable, pitch for funding from the crowd, partners and external grant funders at the same time and then share the impact they have created.

5.0 Networks and collaborations for innovation

5.1 At a strategic level, the £4.7 billion Industrial Strategy Challenge Fund is aimed at bringing forward innovation that responds to major societal change. The projects that are funded need to have a benefit to society as well as a benefit to business. Research that's often done in universities through building prototypes need to be converted into real deployments in the real world. The funding is being made available through a series of calls. The current call, due to close in April 2018 is for four key themes:

- Artificial intelligence and the data economy
- Clean growth
- The future of mobility
- Meeting the needs of an ageing society

5.2 Given that funding bids need to be made in partnership with the business community, there is potentially an enabling role to be played by the Black Country Local Enterprise Partnership (LEP), Black Country Growth Hub and University of Wolverhampton and the City of Wolverhampton Council to promote opportunities to promote any opportunities for local business to be involved in collaborative bids.

5.3 The Black Country LEP is targeting five transformational sectors which have significant export potential and supply chain opportunities: advanced manufacturing, building technologies, transport technologies, business services and environmental technologies. Initiatives include **High Value Manufacturing City** a series of interventions to accelerate the growth of high value manufacturing businesses in the Black Country, including action to improve the quality of existing employment locations.

5.4 **Black Country Growth Hub** is the gateway to business support and referrals to specialist support including innovation support and is based at Wolverhampton Science Park. Currently the specialist innovation support available, including that funded by European Structural and Investment Funds, includes:

- The **Intellectual Property Office** offers free Intellectual Property (IP) Health Check online tool, intellectual property course and IP Equip to help teach businesses about intellectual property rights such as trade-marks, patents, copyright and designs.
- The **Innovative Product Support Service (IPSS)** programme supports businesses through the early stages of developing a new product or process. Businesses will

initially receive a two-day review of their proposed product/ technology. The results of the review will be used to select businesses with the most viable propositions to undertake a second phase of the programme that offers a further four days of funded support

- **Innovation Vouchers** worth £2,500 funds access to external expertise with knowledge base organisations (research institutes) to support an innovation project. Businesses can also access free support in the form of workshops designed to help business become more competitive and manage growth effectively
- **Smart Concept Fund** offers a 'Proof of Concept' grant, designed to support the commercialisation of new technologies. It can award successful applicants a grant of up to £30k at an intervention rate of up to 60% to help fund an approved product development project.
- **Innovation Networks** provide support through grants to Small Medium Enterprises (SMEs) who are collaborating with at least 2 other SMEs on the development of an innovative product, process or service. The grants can cover external development costs, including parts, materials, prototype development, testing, IPR, marketing, machinery tooling etc., or skills that the business is lacking.
- **Manufacturing Growth Programme:** support Manufacturing SMEs to improve processes through one-to-one support.
- ERDF funded **Environmental Technologies and Resource Efficiency Support Service (EnTRESS)** supports Black Country SMEs on the adoption of environmental technologies and resource efficiency processes. It is part of the University of Wolverhampton's Faculty of Science and Engineering.
- **Built Environment Climate Change Innovations (BECCI)** benefits SMEs in the Black Country by providing free support in the development of products and services that reduce carbon usage
- **Product Innovation Accelerator** supports manufacturing SMEs to participate more actively in research and development, develop, test and demonstrate new products based on access to leading edge technology and applications and innovation support to bring ideas to commercial reality.
- **Focus Digital:** supports the acceleration to market and/or internal implementation of new products, services and process within the digital media/ICT domain. It supports SMEs through a combination of workshops, development support, usability studies and grants.
- **Knowledge Transfer Partnerships (KTP)** help businesses in the UK to innovate and grow. It does this by linking them with an academic or research organisation and a graduate. The academic or research organisation partner will help to recruit a suitable graduate, known as an Associate. They will act as the employer of the graduate, who then works at the company for the duration. The scheme can last between 12 and 36 months, depending on what the project is and the needs of the business.

5.5 A key partner in stimulating innovation in Wolverhampton is the **University of Wolverhampton** which centres a lot of their innovation activity around Wolverhampton Science Park. Wolverhampton Science Park is host to over 100 enterprises operating in a range of technological and creative sectors. The University of Wolverhampton attracted almost £20 million of innovation income and funding in 2014/15 and has a track record of delivering innovations that are industry relevant and has been ranked 9th in the delivery of Knowledge Transfer Partnerships for the 2010-2016 period.

- 5.6 The University of Wolverhampton is home to two **Visualisation Centres**, one at the University of Wolverhampton Science Park. Visualisation Centres act as a practical showcase for new technologies creating a hub for technological innovation to benefit local businesses and offering advice to businesses on how to adopt a range of cutting edge technology including:
- Touch tables
 - Multi touch screens
 - Advanced Video Conferencing Solutions
 - 3D scanning and printing (Rapid prototyping applications)
 - Streaming delivery
 - Drone training and hire
- 5.7 The new £10.1 million, three-storey **Science Technology and Prototyping** centre at the Science Park provides 4,000 square metres of space with category one and two laboratories, workshop space, and configurable offices ideal for scientific-based businesses aiming to enhance their research and development activities.
- 5.8 The University of Wolverhampton's **Midlands Simulation Group Centre** is focused on providing research and development in computer simulation for engineering and related industries (Science and Innovation Audit, Midlands Engine). The University of Wolverhampton is also part of the Midlands Enterprise Universities consortium which focuses on improving productivity and growth in the region.
- 5.9 The site of the former Springfield Brewery is being transformed into Europe's largest specialist construction and built environment campus including a centre of excellence for construction and the built environment, home of the West Midlands Construction University Technical College, the University's School of Architecture and Built Environment, and the Elite Centre for Manufacturing Skills, supporting business growth. The investment of £100 million to establish a dedicated campus with new facilities for the School of Architecture and Built Environment will include a unique centre of excellence known as the **Brownfield Research and Innovation Centre (BRIC)** will bring together academia with key public and private sector stakeholders to develop cost effective and sustainable solutions to brownfield development. The proposed functions of BRIC include:
- **Data Centre** – a centralised database of geotechnical, geochemical, geophysical, economic and ecological data associated with site development, to allow more robust phase 1 and phase 2 site investigations to be delivered, reducing developer uncertainty and providing more accurate remediation costings.
 - **Information Hub** – will offer advice and guidance on site remediation based on previous experience and real life case studies.
 - **Guidance Collaborative** – informal lobbying function to Government to limit the over specification of sites
 - **Brownfield Resource** – pooling what limited specialist resources the local authorities have within this field to provide greater impact across the region.
- 5.10 The Black Country LEP recently approved funding of £7.6 million for an **Elite Centre for Manufacturing Skills** with its hub based on the University of Wolverhampton's

Springfield Campus. The Elite Centre will provide specialist training in Toolmaking; Foundry; Patternmaking; Metalforming / Forging; Advanced CNC; Manufacturing Management, Leadership and Project Management. These skills underpin HVM performance, productivity and growth and were identified as current barriers to growth by the Black Country Skills Factory following extensive consultation with businesses across the Black Country.

- 5.11 The University of Wolverhampton also deliver a range of undergraduate and postgraduate courses including an MSC Innovation and Entrepreneurship. This course introduces business tools and techniques and theories, theoretical concepts of innovation, practical application of innovation, and the management skills required to affect the organisational change necessitated by innovation.

6.0 Questions for Scrutiny to consider

- 6.1 How can we better work with key innovation partners to stimulate innovation in the city of Wolverhampton and encourage Wolverhampton businesses to take up support?

7.0 Financial implications

- 7.1 The report provides an update on innovation activities, as yet there are no further proposals and current financial obligations are stated, therefore there are no financial implications arising directly from this report. [HM/06042018/B]

8.0 Legal implications

- 8.1 As there are no actual proposals yet, there are no specific legal implications arising from this report. When proposals have been formulated, a new reflection as to legal implications will be required. [RB/06042018/G]

9.0 Equalities implications

- 9.1 Innovation and smart technologies can result in positive equalities implications.

10.0 Environmental implications

- 10.1 Innovation and smart technologies can result in positive environmental implications.

11.0 Human resources implications

- 11.1 There are no human resource implications.

12.0 Corporate landlord implications

- 12.1 There are no corporate landlord implications.

Title: Strategic Economic Plan

Prepared by: Charlotte Johns **Date:** 4 April 2018

Intended audience: Internal Partner organisations Public Confidential

1.0 Purpose

To update the Stronger City Economy Scrutiny Panel on work to develop a Strategic Economic Plan.

2.0 Background

The City Strategy, Prosperity for All, was published in 2011 and still provides the overarching Economic Strategic Framework for the City. It was ratified by full Council, and developed in collaboration with a wide range of partners across the city. The high level performance indicators in the City Strategy are:

- **Increase in jobs:** By 2026 the number of jobs per head of population will have grown from 0.77 to 0.85 (on track to deliver).
- **High employment rate:** By 2026 we will have an employment rate of at least 70% from a baseline of 61.3% in 2010 (This is a challenging target, but is on track to deliver, partly because of the UK economy being in a stronger position than it was in 2010).
- **Longer, healthier lives:** By 2026 life expectancy at birth will be 80 years for men, and 83 years for women, from a baseline of 76.3 for men and 80.10 (This remains a challenging target, albeit with some improvement in relation to the baseline. The most recent figures over the period 2012/14 shows men at 77.6 and women at 81.8).
- **Reduction in child poverty:** By 2026 we will have no more than 10% of our families living in poverty (The latest government published child poverty data at local level is 2011 shows 29.2% of families living in poverty. This is down from the 2006 figure of 29.6%, which reached a peak at 31.5% in 2009. However, this remains a challenging target).

Since the City Strategy was produced and approved, there have been many significant changes to the context in which the City operates. A refresh will ensure there is a better alignment between the City Economic Plan, the Black Country Strategic Economic Plan (SEP) and the West Midlands Combined Authority Super-SEP. It will also allow us to respond to the latest economic evidence base for the city.

Initial engagement with key stakeholders, including the Stronger City Economy Scrutiny Panel has supported the development of a framework for the Strategic Economic Plan which includes four delivery themes as follows:

- An enterprising city
- A vibrant city
- A working and inclusive city
- A future city

Delivering inclusive growth (business, innovators, entrepreneurs and a skilled workforce)		Creating the conditions for growth (infrastructure and planning for the future)	
An enterprising city	A working and inclusive city	A vibrant city	Future City
Programmes: Inward Investment Enterprise and Business Support Innovation and Sector Development International Relationships Think Local	Programmes: City Workplace City Workforce Learning City Financial Inclusion	Programmes Transport and connectivity Industrial Growth Corridors City Centre District Centres Visitor and Cultural Economy	Programmes Planning for the Future City Living and Housing Sustainable City Smart city
Wider city level dependencies			
Place marketing	Health and wellbeing, Early years, Families in Focus	Place marketing	Digital transformation

The Strategic Economic Plan will include projects or initiatives that we will deliver with partners that we believe will make a significant contribution to the strategy's overarching goals.

Currently the plan is also at a stage that the actions are principally Council led. This will change as enter into wider dialogue and engagement with our partners over the coming weeks and months.

The key stakeholders are outlined below:

	An Enterprising City	Working and Inclusive City	A Vibrant City	A Future City
City of Wolverhampton Council	✓	✓	✓	✓
University of Wolverhampton	✓	✓	✓	✓
City of Wolverhampton College	✓	✓		✓
Local Businesses	✓	✓	✓	✓
Local business forums	✓			
Wolverhampton Business Champions	✓			✓
Black Country Local Enterprise Partnership	✓			✓
Black Country Growth Hub	✓			
Black Country Chamber of Commerce	✓			

Enterprise providers – Access to Business and Princes Trust	✓			
West Midlands Growth Company	✓			
Department of Work and Pensions		✓		
Schools and Education Providers		✓		
Wolverhampton Learning Partnership		✓		
Other apprenticeship training and employment providers		✓		
Voluntary community sector organisations		✓		
Wolverhampton Homes		✓		✓
Wolverhampton Citizens Advice		✓		
Health – Clinical Commissioning Group		✓		✓
Wolverhampton Business Improvement District (BID)	✓		✓	
Cultural and visitor economy venues	✓		✓	
Hotels			✓	
Heritage assets including Canal and River Trust			✓	
Black Country Consortium	✓			✓
West Midlands Mayor	✓	✓	✓	✓
Developers and landowners				✓
Housing providers		✓		✓
Residents and community groups		✓	✓	✓
Neighbouring authorities	✓	✓	✓	✓
Transport				✓

The Strategic Economic Plan will continue to be developed in dialogue with partners and stakeholders, with a formal consultation process planned in the Summer, with a view to the final strategy being agreed by Council by the end of 2018.

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