

NOT PROTECTIVELY MARKED

Briefing Note

CITY OF
WOLVERHAMPTON
COUNCIL

Title: Stronger City Economy Scrutiny Review of the Year 2017-18

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Date: 10 September 2018

Intended audience: Internal ☒ Partner organisation ☐ Public ☒ Confidential ☐

Purpose or recommendation

To provide an update on recommendations made by the Stronger City Economy Scrutiny Panel during 2017-18.

Background

The Stronger City Economy Scrutiny Panel aims to scrutinise activities of the Stronger City Economy service within the Council. During 2017, the panel looked at the following areas:

- Creative Cultural and Visitor Economy Strategy
- Bilston local economic development and growth
- Wednesfield local economic development and growth
- Tettenhall local economic development and growth
- Innovation

Review of the year 2017-18

The following action plan outlines progress against recommendations from Stronger City Economy Scrutiny Panel.

Date of meeting	Stronger City Economy Scrutiny Panel recommendation	Update on actions in response to recommendations
20 June 2017	<p>Developing a creative, cultural and visitor economy strategy.</p> <p>The Council should encourage tech and creative students to remain in the city</p> <p>Priorities from the SCE Scrutiny</p> <ul style="list-style-type: none"> • How micro businesses can be supported including alternative forms of governance • How the city's diversity can be incorporated more widely into its cultural events including how to introduce new technology ideas such as internet café 	<p>Wolverhampton's participation in the EU funded GenY City project focused on identifying best practice for developing, attracting and retaining creative tech young people and developing an action plan to drive forward the agenda. The project funded a strategic planning exercise for culture and creative industries in the city to help develop the case for investment in culture and maximise the potential of this sector to support economic growth in the city. The GenY city project and BOP research provided the evidence base and best practice which fed into a stakeholder workshop end March 2018. As a result of this, a consultation plan on a page has been developed to form the basis of the consultative Creative, Cultural and Visitor Economy Strategy.</p> <p>In July, the Government announced a bidding round for a Cultural Development Fund' to provide a small number of large grants (£3 – 7 million) for cultural, heritage and creative projects to help regeneration, create jobs and maximise the impact of investment. Building on the work of developing the Strategy, Wolverhampton submitted an expression of interest 15 August 2018. Our bid brings together a range of activities including placemaking to create an events city; support for creative tech businesses and developing a workforce for the future; and community driven cultural activity building on Crowdfund Wolves; to enhance access to culture and vibrancy of the city.</p>

	<ul style="list-style-type: none"> How to attract and sustain a franchise hotel chain in the city 	<p>The Wolverhampton Hotel Strategy Framework is looking to improve the hotel offer in Wolverhampton city centre through:</p> <ol style="list-style-type: none"> 1. Revisiting demand and supply for hotels in the city centre from the 2016 Hotel Study; 2. Reviewing opportunities in the short, medium and long-term, matching sites to hoteliers requirements; and 3. Reviewing the financial implications of facilitating hotel investment in the city.
26 September 2017	<p>Bilston local economic development and growth</p> <ul style="list-style-type: none"> Bilston action plan to be developed by the Council 	Bilston action plan produced.
21 November 2017	<p>Wednesfield local economic development and growth</p> <ul style="list-style-type: none"> Wednesfield action plan be developed by the Council <p>Draft Budget and medium term financial strategy 2019-2020</p> <ul style="list-style-type: none"> Feedback be forwarded to Scrutiny Board for consolidation and onward response to Cabinet 	<p>Wednesfield action plan drafted and subject to consultation with all Wednesfield ward Councillors prior to circulation.</p> <p>Businesses are driving forward activities through Wednesfield Alliance and In Bloom.</p> <p>Complete</p>
13 February 2018	<p>Tettenhall local economic development and growth action plan be developed by the Council</p>	Tettenhall action plan drafted and subject to consultation with all Tettenhall ward Councillors prior to wider circulation.

	<p>Business Improvement District presentation</p> <ul style="list-style-type: none"> • Scrutiny panel and the BID to work together to develop plans and proposals to fill empty properties in the city centre and how best to work with landlords and agents. • Tackling rough sleeping and removing number of discarded needles • Develop a character for the city 	<p>Comprehensive report on creating a vibrant city was brought to the June 2018 meeting of the SCE Scrutiny Panel addressing these issues.</p>
17 April 2018	<p>Innovation</p> <ul style="list-style-type: none"> • Further report to be received by the panel in future addressing the question of how the Council and its partners could support businesses in the City to innovate <p>Draft Strategic Economic Plan</p> <ul style="list-style-type: none"> • SEP slides circulated to current and new members of the panel and raised at the Annual Scrutiny Work Programme event. 	<p>Growth Hub gateway to business including innovation. Scheduled for 20 November 2018.</p> <p>Complete</p>