

# Economy and Growth Scrutiny Panel Meeting

Wednesday, 15 February 2023

Dear Councillor

## **ECONOMY AND GROWTH SCRUTINY PANEL - WEDNESDAY, 15TH FEBRUARY, 2023**

I am now able to enclose, for consideration at next Wednesday, 15th February, 2023 meeting of the Economy and Growth Scrutiny Panel, the following reports that were unavailable when the agenda was printed.

<b>Agenda No</b>	<b>Item</b>
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| 4 | <b><u>The Green Economy</u> (Pages 3 - 8)</b>   |
| 5 | <b><u>Public Realm - Support Package to Businesses</u> (Pages 9 - 14)</b>               |
| 6 | <b><u>Business Support Activities within the City Council Wards</u> (Pages 15 - 26)</b> |

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**Title:** Green Economy

**Date:** 3rd February 2023

**Prepared by:** Regeneration Directorate

**Audience:** Economy & Growth Scrutiny Panel

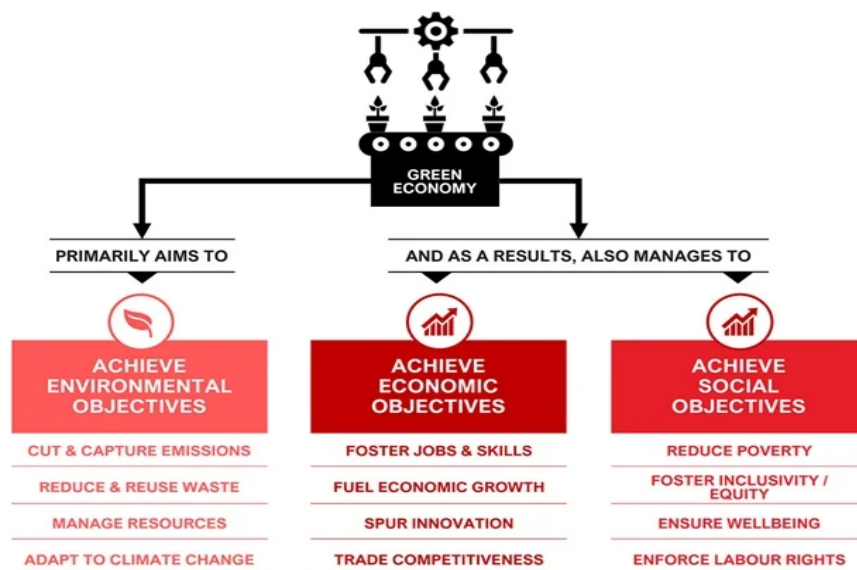
Internal  Partner organisation  Public  Confidential

## 1.0 Purpose or Recommendation

1.1 To provide an overview of the emerging areas that contribute to the developing Green Economy agenda in Wolverhampton. This includes an update on the emerging green economy policies, initiatives, citywide projects and education and skills opportunities.

## 2.0 What Is The Green Economy?

2.1 The Green economy is where economic activity is underpinned by socially responsible and environmentally friendly practices, such sustainable consumption and efficient reuse and recycling of land and materials that minimises resource waste, and which is powered by clean and renewable sources of energy.



2.2 A green economy is indeed about far more than emission reduction. It also builds our capacity to adapt to climate change, develop circular systems and reduce waste and material consumption. It leads to greater reuse of materials and not just protection but promotion of greater biodiversity.

2.3 But the green economy can and should provide economic and social benefits as well. As the graphic above shows, a green economy is also meant to foster greater prosperity,

boost local growth and innovation and foster competitiveness, as well as providing a more just and inclusive society.

### **3.0 The climate challenge – how Wolverhampton can help address this?**

- 3.1 The UK's climate commitment of 2050, and its subsequent strategy require greater action at a local level. The 2041 Net Zero target set by the WMCA and adopted by the City, is a science-based target directly aligned to a 1.5oC warming scenario.
- 3.2 To achieve this ambition, the City of Wolverhampton must make significant short-, medium- and long-term steps to cut emissions, aiming for a 70-80% reduction by 2030, and to stay within a local climate change budget of ~6 million tonnes by 2042. Currently the City emits 900 thousand tonnes of CO2 each year.
- 3.3 The next step for the City is the creation of a partner led City wide Net Zero Strategy and action plan that helps to not only decarbonise but deliver against the wider economic and social ambitions of the council and stakeholder across the city.
- 3.4 This will include establishing a Green City partner board that will coordinate development and delivery of the agreed strategy and the measures required for a planned transition to a green economy.
- 3.5 Domestic & commercial/ industrial Retrofit: the 110,000 homes and 8,000 business within the city all contribute to continued demand for fossil fuels, and subsequent release of greenhouse gases. The 5,000 retrofits required each year will help to drive growth in emerging technology markets (heat pumps, hydrogen, battery storage, insulation, sustainable construction) that present significant opportunity in terms of skills, jobs, and economic potential.
- 3.6 Electric Vehicle Manufacturing and ChargePoint deployment: Wolverhampton is part of the heart of the UK's automotive manufacturing industry. The electric vehicle market has witnessed exponential growth in recent years along with advances in charging networks. With JLR committing to phasing out production of its diesel drivetrains by 2026 and the government's commitment of "no new petrol or diesel vehicles after 2030", the increasing commercial viability of the electric vehicle ChargePoint network in light of the 110,000 registered vehicles within the city, should be considered.
- 3.7 Research from the British Business Bank found that, whilst awareness of net zero is becoming significant (at nearly 60%), only around half of smaller businesses say decarbonisation or reducing environmental impacts is a near-term priority, with 76% of small businesses having yet to implement decarbonisation strategies, capabilities and actions. Some of the barriers preventing businesses to take action are:
- Costs to transitioning to net zero, particularly upfront capital costs.
  - Feasibility of implementation, such as lack of appropriate technology, infrastructure or vehicles, or lack of control due to tenancy agreements.
  - Inability to find information on net zero, challenges around the scope and language of climate and carbon reduction / carbon jargon
  - Lack of understanding of how to secure investment from local energy schemes, and how to access impartial advice and expert guidance on programmes and funding.

- Lack of understanding of the potential finance implications inherent in transitioning to a low carbon economy.
- 3.8 The current Business support environment is undergoing a number of significant changes. The Council is currently developing a new employer support model for the city that will be informed by local business need and the business offer from the region and other partners including the private sector.
- 3.9 In its approach, the Council will take into consideration the Green Economy opportunities and challenges in the model to support the sector development in Wolverhampton, new and existing business to develop their offer and create new jobs and skills alongside key stakeholders.
- 3.10 As part of the Smart Cities programme, the Council has recently invested in smart street lighting which has the potential to reduce electricity use by up to 80% by adjusting output based on ambient light levels and weather. Smart streetlights can also monitor traffic, pedestrian crossings, and noise and air pollution, as well as incorporate electric car chargers and telecoms infrastructure.
- 3.11 Building on the city's success with the rollout of futureproofed digital infrastructure including full fibre broadband and 5G, Wolverhampton Digital Infrastructure Strategy outlines our ambition to become a Gigabit and Smart City. Its theme digital innovation is developing and innovate services including addressing key challenges and priorities such as climate change. The Council are exploring an Internet of Things Platform which will collate and analyse data from Smart City devices. Microsoft has offered to do a specific workshop looking at ways that technology can be used to support our net zero ambitions.
- 3.12 The Council is currently engaged in delivering a series of initiatives linked to some of the above growth areas:
- Domestic Retrofit. £10M contract for delivery domestic retrofit works over a 3 – 5-year period, and £4.2M of short-term funding through the sustainable warmth competition to delivery of the next 3 years. The Council is also working on a retrofit programme with Wolverhampton Homes to commence upgrades to the social housing stock.
  - EC Charging Points: 80 EV chargers are being installed on-street across 40 residential areas, to encourage adoption and facilitate charging of EV's in neighbourhoods which typically lack off-street parking. Plans for a further 170 in line with the Black Country Ultra Low Emission Vehicle Strategy are expected.
  - Solar Farms: A 6.9MW solar farm is being delivered at an ex-landfill site at Bowmans harbour in Wednesfield, that when finished later this year, will provide green lifesaving power directly to new cross hospital offsetting almost all of their energy needs.

#### **4.0 Physical Projects with Green Credentials**

- 4.1 Green Innovation Corridor (GIC) will support growth of new green industries, turbocharging economic prosperity and closing the productivity gap. It was submitted as part of Levelling Up Round 2 and forms part of the Trailblazer Devolution Deal.
- 4.2 The GIC is a key priority building upon the city's strengths in sustainable construction and circular economy. It will support inclusive growth, transforming our local economy and creating quality jobs and skills capital for local people in emerging green sectors.
- 4.3 The Corridor is a "place-based" approach connecting the Springfield Campus with Wolverhampton Science Park introducing new development opportunities, incubation space, and improvements to the City's connectivity. It will stimulate wider regeneration along the Corridor acting as a catalyst for additional private sector investment in the Science Park, unlocking brownfield sites for sustainable and mixed-use development, improving the canal and overall connectivity.
- 4.4 The key elements of GIC include development opportunities at Springfield Innovation Hub, Cross Street North and Wolverhampton Science Park enabling.
- 6.4 hectares of brownfield land remediated
  - to provide 22,762 sqm of commercial floorspace,
  - creation of 1,220 jobs
  - demonstrating a total of £225m Gross Investment.
- 4.5 The GIC programme will be delivered in partnership between the Council, University and private sector investor (s), maximising impact of government funding. It will support new business starts, scale up, products and services aligning to the City's existing strengths in high value manufacturing, green technologies, and digital innovation.
- 4.6 The i54 Business Park accommodates the Jaguar Land Rover (JLR) Engine Manufacturing Centre UK, production facilities for Moog, Eurofins, Cartor Security Printers, ERA Home Security Ltd, global engineering manufacturer Atlas Copco and more recently Bilco Access Solutions. These companies are expected to be joined by a tech-enabled international sustainable energy business whose principle of "Sun to Wheel" is responding to the climate emergency through an integrated technology focus: solar energy + energy storage + electric vehicles = completely Net Zero.
- 4.7 The National Brownfield Institute (NBI) is located within the University of Wolverhampton's Springfield Campus that is home to the new school of Architecture and Built Environment.
- 4.8 NBI research soil and groundwater contamination and ways of regenerating contaminated land using knowledge from other research centres to help assess and identify new remediation technologies and construction methods to promote advanced manufacturing / sustainable construction and a brownfield land first approach to regeneration throughout the region, thus protecting much valued greenfield sites.
- 4.9 NBI adds to the offer at Springfield Campus, including architecture and built environment super-campus home to the West Midlands Construction UTC, University of Wolverhampton's School of Architecture and Built Environment and National Brownfield Institute. Future phases will create opportunities for business growth and start-ups

around the epicentre of the National Centre for Sustainable Construction and delivered to carbon neutral standards.

- 4.10 Canalside South. The Council alongside strategic partners Canal and River Trust, have entered into an exclusivity agreement with Legal & General Modular Homes (LGMH), a subsidiary of Legal & General Capital (Legal & General), to build the regions first Net Zero Regulated Carbon residential development at Wolverhampton's Canalside South – a 17 acre former industrial site located minutes away from the city centre and transport Interchange.
- 4.11 LGMH ethos and business model is centred around carefully designed and built homes to keep energy and water consumption, greenhouse gas emissions and household waste to a minimum, while maximising comfort, interior daylight, and space for occupants. Sustainably sourced materials are used during the construction process and developments are landscaped to support biodiversity.
- 4.12 Around 400 precision-engineered homes will be delivered at Canalside South, each will include an air source heat pump, PV panels and Electric Vehicle charging point as standard – all supporting the city's climate change commitment to be net carbon neutral by 2041.
- 4.13 These homes will have major impact on individuals' energy bills as the homes are 60% more efficient to run for the homeowner than a Building Regulation compliant new build home and the apartments are up to 30% cheaper to heat and run than the average apartment.
- 4.14 I9 Interchange District. Energy efficiency has been integral to the design process, from controlling the solar gain through passive measures to incorporating low and zero carbon technologies to reduce day to day emissions. This is demonstrated through a commitment to achieve a BREEAM 'Excellent' rating.
- 4.15 The external envelope of the building is sealed to minimise air leakage. Fresh air is provided by mechanical means, and the heating and cooling operated via a four pipe fan coil system, which uses hot and chilled water to efficiently regulate the air temperature for optimum occupant comfort. In addition to external shading provided by the deep facade profile and high performance glazing, internal blinds will be used to provide another layer of solar control and prevent glare for occupants, reducing the loading on the mechanical system.

## **5.0 Education and Skills opportunities**

- 5.1 To demonstrate the scale of the challenge and opportunity regarding skills consider the following statistics.
  - To upgrade the 110,000 homes within the city, 5000 Homes need retrofitting every year demanding Labourers/ energy assessors & auditors/retrofit assessors/ coordinators/ designers
  - 110,000 homes require Heat pump transition or alternative heating catalysing a shift away from traditional gas boiler engineers with upskilling needed for heat pump installers, and service & maintenance engineers.

- Installing the equivalent of 2kW roof top solar power across the 110,000 homes per household across the city would offset up to a third of the City's current Carbon emissions. Investing in these areas will drive demand for solar installers, upskilled electricians to carry out regular testing and conduct service & Maintenance
  - 250 public EV chargers across City by 2025, and up to 1000 across the city by 2030, demanding a greater number of installers, engineers & service & maintenance personnel.
  - 7.5% of vehicles to be EV by 2025 (8,250): mechanics Upskilling, Battery recycling & 2<sup>nd</sup> life applications e.g., grid storage (circular economy)
- 5.2 A general shift to “electric” will necessitate greater adoption of physical sciences such as physics and electrical engineers, plus availability of accessible courses for upskilling in these areas
- 5.3 The changes and projects outlined above will see a transition to green skills that will transform the labour market. The need for “green skills” is not just about new green jobs in sectors such as construction, engineering, and manufacturing, but also “greening” existing roles such as project management, leadership, communications.
- 5.4 The Learning and Work Institute recently completed research on how the UK skills systems can help young people acquire the high quality technical skills needed to support the UK's transition to net zero carbon emissions: [GreenSkillsReport-2022\\_v3b.pdf](#) ([worldskillsuk.org](http://worldskillsuk.org))
- 5.5 The research showed a disconnect between an increasing demand from employers for green skills and the lack of knowledge amongst young people about what green skills mean. It also highlighted the need to ensure qualifications and training deliver the skills employers need to meet their low carbon efficiency targets.
- 5.6 The local response to meeting the skills needs is being developed together with the WMCA, which is funding green skills bootcamps in retrofit construction and electric vehicle technology. The WMCA has recently secured £15.2 million in government funding to expand its skills bootcamp provision by 4,000 places until 2024, specifically in retrofit, green and sustainability sectors. The bootcamps are free for participants aged 19 plus, at level 3 (equivalent to A levels), last up to 16 weeks, and guarantee a job interview at the end. If a participant is on Universal Credit, they can join a bootcamp and not lose their benefits.
- 5.7 The City of Wolverhampton College is at the forefront of green skill provision, with courses in both electric vehicle technology (delivered at its new state of the art facility in Wednesfield) and retrofit, from level 1 to level 4. It is also planning new courses in environmental sustainability, levels 1 to 4.



# Briefing Note

**Title:** Public Realm Support Packages for Businesses **Date:** 15 February 2023

**Prepared by:** Isobel Woods, Head of Enterprise

**Intended Audience:** Internal  Partner organisation  Public  Confidential

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## 1. Purpose or recommendation

- 1.1 To update City Economy Scrutiny Panel on the business engagement and support undertaken before and during the city centre public realm improvement works along Victoria Street and surrounding roads.
- 1.2 To outline the approach for business support in future phases of the city centre public realm improvements works.

## 2. Background

- 2.1 The regeneration of the West side of the city centre, aimed at arresting the decline in retail footfall and transforming the environment to bring more homes, jobs, events and shops, has been a significant priority since the publication of the City Centre Area Action Plan in 2016 and has been referenced in subsequent Investment documents as a key opportunity site.
- 2.2 The Council has proactively sought to assemble a strategic regeneration opportunity through land acquisition and subsequent enabling works such as demolition to present a 'development-ready' opportunity. City Centre West will represent a comprehensive mixed-use masterplan approach to bring the site forward in context with wider transformation and plans for the city centre.
- 2.3 City Centre West is identified as a priority project forming part of a continued public sector partnership approach with the Department for Levelling Up, Homes and Communities and Homes England with a view to accelerating delivery, enhancing the quality of the project and maximizing outcomes for Wolverhampton.
- 2.4 The public realm works are an essential part of the overall masterplan and have been planned over a number of years. Following completion of concept plans for the work, and Cabinet endorsement to consult on the project in September 2018, engagement with the public, businesses and stakeholders began in October 2018. During this time extensive consultation was undertaken with a variety of specific interest groups including local businesses, taxis, disabled groups, Wolverhampton BID and cycle forum.

- 2.5 By the end of 2018 all businesses in the phase 1 (Victoria Street) and phase 2 (Queen Square / Lichfield Street) areas that were directly affected by the proposals were contacted on an individual basis.
- 2.6 In March 2020 work on the project paused as the country went into lockdown during the pandemic. Whilst detailed design work and business case development was undertaken during the early months of the year, contact with businesses was limited as most premises were shut down and only a limited amount of contact via email was possible.
- 2.7 As a response to the pandemic and to help facilitate social distancing and increase walking and cycling as a means to travel safely, the Council was mandated to create wider open spaces for safe walking and cycling routes. This led to the early intervention to close Victoria Street to traffic other than time restricted servicing and as part of the Government Reopening the High Street initiative, pavement build outs were created in Victoria Street to assist the hospitality sector to reopen safely with extra areas for outdoor dining. In Lichfield Street, Queen Square and Darlington Street pavements were widened, bus stops were built out, traffic movement restricted to one way westbound and a new segregated cycleway was created as part of these Emergency Active Travel Fund measures.
- 2.8 In July 2021 preliminary enabling works began on site. Occupiers of affected areas were informed by letter drop of the works and traffic management arrangements around the area. Media coverage through the Express and Star and Council social media channels also allowed for a wider audience to be made aware of the works. Ongoing communication with key stakeholders continued through the usual channels including BID meetings and social media.
- 2.9 In November 2021, prior to the start on site of the main contract works, all occupiers in the area were visited and contact / information cards distributed to ensure that occupiers had 7 day per week contact details for the Customer Relationship Manager (or her team). The project website was fully up and running and social media links went live.
- 2.10 On 7 April 2022 officers were invited by the businesses on Victoria Street to attend a business meeting. The meeting had over 50 local traders, ward councillors, Cabinet Member for City Economy and the local MP. At this meeting the business agreed a subgroup with a chair that would represent the businesses in the area and provide a conduit to keep the wider network informed. This subgroup would meet regularly with representatives from the council and agreed to take on the responsibility to feedback information and actions, to and from the meeting.
- 2.11 On 9 May the Cabinet Member for City Economy, Assistant Director for City Transport and Environment, council officers leading the public realm improvements works project, Head of Enterprise and the Director of Wolverhampton City centre BID, met with 10 businesses of the subgroup. At this meeting information on the programme of works and forthcoming events was shared. Businesses fed back the impacts of the work on their premises and access issues that were relayed to the main contractor Eurovia.
- 2.12 The meeting on 9 May also invited businesses to shape the approach for business support. The council outlined that this work needed to be undertaken by an independent party. Traders agreed that it was important the offer included a package of support; advice and guidance on current business needs, support to help the businesses prepare for when the

works completed, and a financial review. Details of the tender specification were shared with the traders, who provided oversight and input.

- 2.13 At the same meeting the council also shared the point that it was not legally required to provide compensation but that it was committed to supporting those businesses where there was clear evidence of impact and financial loss. The council highlighted that it had to ensure it uses taxpayers money legally, appropriately and in their best interests.
- 2.14 The next meeting took place on 6 June. At this meeting with the traders, officers provided an update on the progress with the tender, information on the programme of works and the city centre events programme, including the forthcoming Commonwealth Games and Crazy Races. Officers also stated the council's commitment to invest £20,000 in a future events programme for Victoria Street upon completion of the works. Officers responded to requests from the traders to promote footfall to this area of the city. A social media campaign and signs around the city, saying Victoria Street 'businesses are open' were actioned and have carried on throughout the time of the works. Later in June, the council procured a local business, SCA Consultancy, to undertake the business support.
- 2.15 On 23 June a representative from SCA met with the subgroup, supported by Head of Enterprise, to talk through the approach to engage with businesses and to agree the reporting timeline period for the financial information. The financial information would be captured in a cashflow statement and would identify if a business had evidence of a financial loss arising from the public realm improvement works.
- 2.16 The decision to use a cashflow statement for the financial evidence followed a discussion with the traders. It had been identified that business owners in the area had varying accounts and ways of recording their financial position. To bring a fair and consistent approach, and enable independent businesses to participate, it was agreed with the traders that the cashflow statement was the best approach. Both the Council and traders were keen for SCA to begin their work swiftly and so it was agreed that the financial assessment period would be from January 2021 – September 2021, the 9 months before the works commenced, and October 2022 – June 2022, the 9 months from the start of the works up to that point in time
- 2.17 The meeting on 28 June with the council and traders was cancelled at the trader's request, because a meeting with the business consultant was planned to take place later that week.
- 2.18 On 30 June SCA consultancy attended a business meeting with local traders from Victoria Street and areas where the works were taking place. Around 45 businesses attended, they received information on the engagement with SCA, the service they would offer and the financial evidence for the time periods, set by the traders sub-group.
- 2.19 During July SCA, made contact with local traders in the area. From the 74 independent businesses who had been identified, 52 came forward to meet with SCA.
- 2.20 On 26 July, the council and traders met. The meeting was attended by SCA who fed back the number of responses and shared challenges contacting some traders, having emailed, phoned and walked around the area. The traders were asked when they wanted to bring to a close the business engagement activity. They made it clear this was to be Friday 29 July and confirmed they would inform all the businesses of this deadline.

- 2.21 On 1<sup>st</sup> August SCA concluded engagement with the businesses in the area where the public realm works were underway.
- 2.22 The meeting on 22 August was cancelled at the trader's request
- 2.23 At the meeting on 26 September SCA presented their findings to the group. From the 74 independent businesses within the identified area, 52 engaged with the consultants, of these 11 showed financial evidence of a drop in turnover.
- 2.24 On 12 October individual letters were hand-delivered to every business who had participated in the business review with details of the financial information for the first and second period, showing the percentage difference.
- 2.25 On the 17 October, after the findings of the initial business review work had been shared, the traders presented concerns to the council regarding the financial review process methodology. Comments were received that businesses had not been able to provide all the financial information which had been requested by SCA
- 2.26 On 28 October the council hand delivered letters to the 52 businesses who had taken part, to invite any missing information for the work which had been undertaken by SCA, to come forward. It was made clear that this information was for the cashflow statement.
- 2.21 On 7 November 2022, the council met with the traders. The traders presented a new approach for the financial review they wanted the council to undertake. They requested that the financial review should be re-done with different financial information and over a revised period, to include the three months since the original financial review with SCA had concluded in July. At no point was December 2022 or the forthcoming Christmas trading period mentioned. Some concerns were raised about the level of support received and this matter is being examined.
- 2.22 Although traders were originally involved in agreeing the terms of the initial review, the council acknowledged the feedback and subsequently commissioned, at pace, a specialist firm of accountants, RSM to review the process and methodology. They were fast-tracked through procurement and started their work before Christmas. They have experience of working on previous similar schemes, both here in the city and West Midlands. This work is being progressed and the council is expecting a report on their findings shortly.
- 2.23 On 16 December the council made disruption payments to 5 of the 11 businesses who had evidenced a loss of turnover. The remaining six businesses did not meet eligibility requirements either because they provided erroneous information when validated or ceased trading.

### **3. Current Position**

- 3.1 The council is currently awaiting the outcome of the review from RSM which is due early February.
- 3.2 With regards to political oversight, updates on the public realm works have been shared at Economy and Growth Scrutiny Panel in October 2022, Residents, Housing and

Communities Scrutiny Panel on 17 November, at Scrutiny Board on 27 January 2023, and also at Full Council in January 2023.

- 3.3 A report on the outcome of the consultation on the Phase 2 (Lichfield Street / Queen Square) of the city improvement programmes is due at Cabinet on 22 February 2023. The report recognises the need to have early engagement with businesses and regular channels of communication between all parties – council businesses and the contractor will be established. This will inform businesses about the programme of works and help to identify business support that may be needed.
- 3.4 The RSM review work will also provide a robust methodology that can be applied to future schemes, necessary to the transformation of the city centre, which may impact upon local businesses.

#### **4. Going Forward**

- 4.1 Current business support is undergoing significant transformation as EU funded programmes come to a close. The council is working with key partners and stakeholders including the WMCA to establish a new local employer support programme, which will meet the needs of the businesses in the city.
- 4.2 The council will review the report recommendations made by the financial experts currently reviewing the methodology and approach and this will inform future policy.

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# Briefing Note

**Title: Business Support Activities within the City Council Wards**

**Date: 9/02/2023**

**Prepared by: Isobel Woods**

**Job Title: Head of Enterprise**

**Intended Audience:** Internal  Partner organisation  Public  Confidential

## Purpose

Ahead of the new business support system, this paper provides an update to members on externally funded business support activity at ward level.

## Background

The delivery of the business support services has primarily been through public funded programmes including AIM for GOLD (EU funded) and the Relight Business Programme. This funding supports a small core team to support the businesses. Wolves@Work provides the employment support through a citywide programme.

EU programmes are now coming to an end and the Council has been working with the WMCA and the other met authorities to develop a new approach to business support, utilising the UK Shared Prosperity fund (UKSPF). As this work progresses over the coming weeks, it will be brought back to this Scrutiny panel.

The existing business support activity has been plotted on a map of the wards within the city (Table 2). The data shown is taken from the various programmes as follows:

- |   |                  |
|---|------------------|
| • Aim for GOLD Programme - 4 year programme                           | 2019 to current. |
| • Relight Business Programme - 18 month programme                     | 2020 to 2022.    |
| • Relight, Low Carbon and Retail grant schemes - 12 month programme   | 2021 to 2022.    |
| • Wolves@Work activity; strategic company engagement. 1 year activity | 2022.            |

## Business Support Provided

- The AIM for GOLD, Relight Business Programme and Relight, Low Carbon and Retail grants schemes are structured with key business support measures which include the following:
  - Business Review – this is a diagnostic designed to understand the key aspects of the business to tailor the support required, typically takes at least 3 hours
  - Light Touch support – this is typically no more than a couple of different interventions and totalling less than 12 hours of support
  - Intensive support – this is typically more than 4 interventions and totalling more than 12 hours of support
  - Financial Intervention – this a grant to support investment in new equipment - and for AIM for GOLD grant would involve numerous interactions and support to each business

2. The Wolves@Work Programme business support activity offered to employers includes the support of a dedicated Employer Work Coach providing a tailored recruitment and workforce development service to support their business growth. Support available includes:
  - Let's Talk Jobs online events - An opportunity for employers to promote their organisation and vacancies to a wide and diverse network of career advisers and work coaches.
  - Help in sourcing apprenticeship standards and training providers
  - Opportunities to promote vacancies at local Job Fairs
  - Opportunity to promote vacancies on Wolves Workbox
  - Liaising with DWP regarding the Sector Based Academy Programme offer
  - Facilitating introductions with the University, College, and Training Providers as appropriate
  - Invitations to attend business networking events e.g. meet the buyer
  - Raising awareness of and utilising national programmes and local initiatives e.g. Kickstart and 18 – 24 initiative
  - Raising awareness of Council priorities and events (e.g. Armed Forces, Care Leavers, Public Health)
  
3. The Strategic Companies are account managed by the business support team. Each member of the team meets with their allocated companies every 6 months. These meetings help develop a relationship with the senior management of the company. The information that is gathered includes:
  - company performance and current trading issues
  - details of any key expansion projects,
  - employment, training and recruitment,
  - supply chains issues and any local issues

## **Ward Activity**

Table1 shows the breakdown of the 496 businesses supported across the city. A concentration within 4 areas/wards are due to the location of businesses hubs:

- Wolverhampton Science Park – many creative and digital companies who joined the AIM for GOLD Programme secured medium sized grants to support capital investment
- Wolverhampton City Centre – many retail businesses joined the Relight Business Programme and accessed small relight or retail grants, and we were therefore able to support a group of businesses that were not eligible for our EU grant programme
- Neachells Lane Industrial Estates (manufacturing businesses who joined AIM for Gold for growth support and secured large capital grants to underpin capital investment resulting in jobs and increased sales. The grant intervention rate was between 30 and 40% so generated significant private sector investment)
- Bilston Industrial Estates (manufacturing businesses who joined AIM for Gold for growth support and secured large capital grants to secure capital investment)

Table 1



## Business Support



No. Businesses Supported

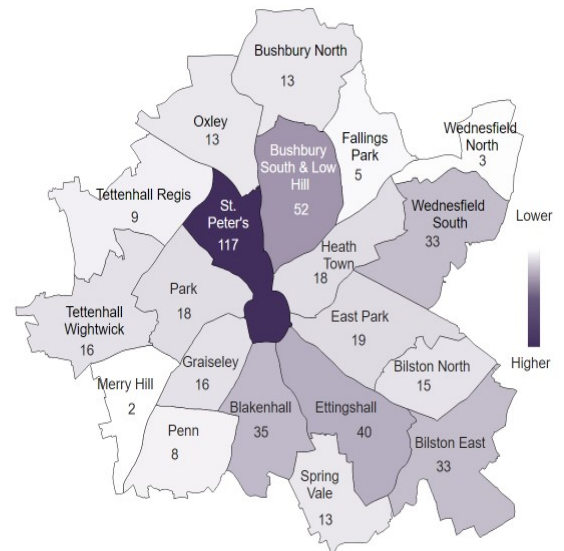
496

No. Interventions

1066

### No. Businesses Supported by Ward

Ward	Total No. Businesses Supported
St Peter's	117
Bushbury South and Low Hill	52
Ettingshall	40
Blakenhall	35
Bilston East	33
Wednesfield South	33
Outside of Wolverhampton	24
East Park	19
Heath Town	18
Park	18
Graiseley	16
Tettenhall Wightwick	16
Bilston North	15
Bushbury North	13
Oxley	13
Spring Vale	13
Tettenhall Regis	9
Penn	8
Fallings Park	5
Wednesfield North	3
Merry Hill	2
<b>Total</b>	<b>496</b>



\*24 businesses supported outside of the Wolverhampton boundary.

## Business Interventions at Ward Level

There have been a total of 1066 business interventions across the City, supporting 496 businesses over the last 4 years (2019-current). Some businesses have more than one intervention. These are plotted on table 2.

The team undertake a business review to identify needs and opportunities. These include:

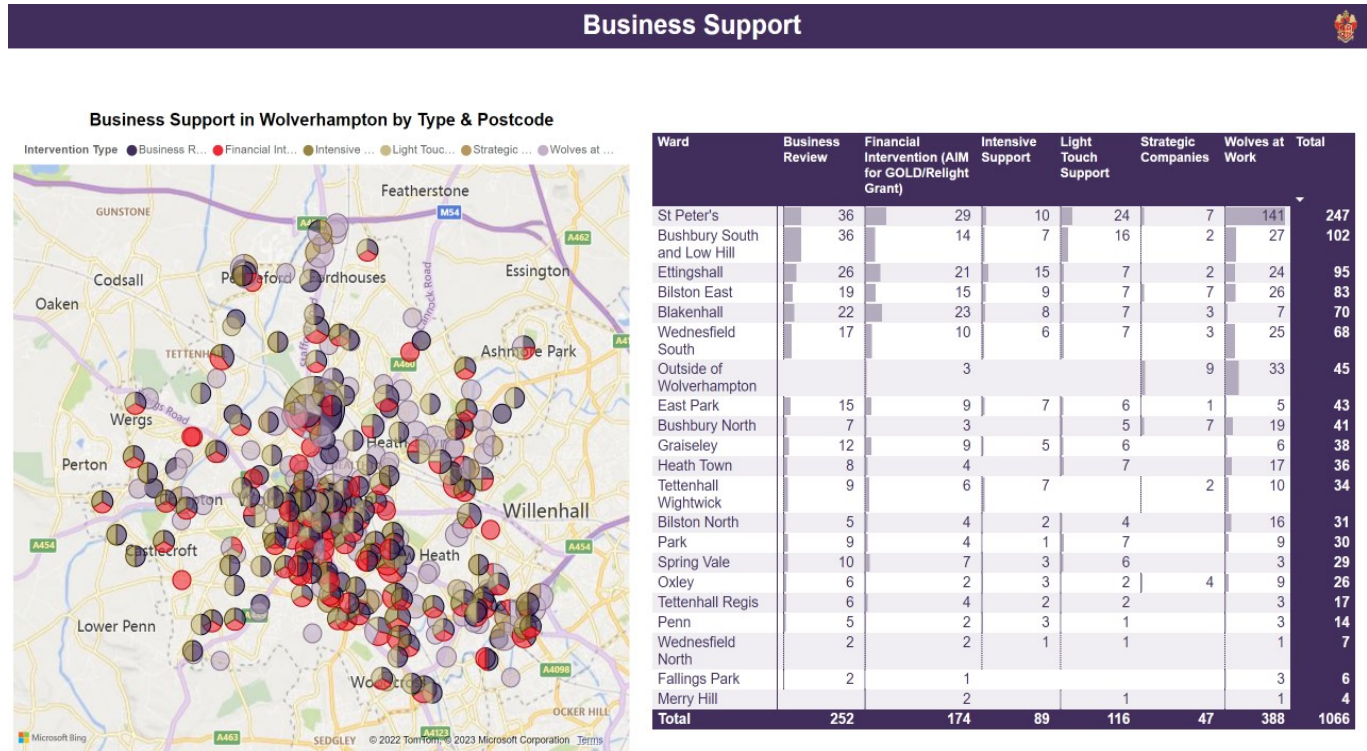
- 1:2:1 advice sessions/ Growth Planning sessions
- Enterprise Service Webinars/ Workshops
- Digital Review
- Financial Review
- One year's Chamber of Commerce membership/ FSB membership

The workshops on digital marketing were the most popular by far, followed by growth planning. Workshops were also held on financial management, workforce development, innovation, and leadership.

- The retail, relight, and low carbon grants, capped at £5,000, supported over 50 sole traders, micro and small businesses to make small capital purchases. The schemes were very popular and were oversubscribed.
- The Aim for GOLD programme showed that even after covid there was still an appetite amongst SMEs to make significant capital equipment purchases creating jobs and underpinning increased sales. However, a challenge for a number was the supply chain particularly when equipment was being purchased from overseas. Another issue for SMEs was the ability to recruit and retain skilled and semi-skilled workers.

- The Digital Reviews carried out in the Relight Programme showed limited use and knowledge of the application of digital technology. The consultants we used were able to share advice and guidance to businesses as part of the reviews, and the relight grant supported some investment in new computer equipment and software

Table 2



### Wolves@Work

Dedicated Employer Work Coaches maintain the employer relationships and offers the solutions available in response to the employers immediate and ongoing workforce needs. There are various actions that contribute to interventions with employers, they include:

- 1 to 1 Meetings – apprenticeships, new business enquiry
- Ongoing business reviews
- Let's Talk Jobs online events
- Workbox promotion/ Kickstart delivery
- 18-24 Wolves at Work activity – Youth Summits
- Jobs Fairs – 18-24 Wolves at Work
- Meet the buyer events
- DWP activity - SWAPs

Some support is highly concentrated in certain wards, this reflects the enquiries made by the employers through a range of sources including the ongoing relationship with their Employer Work Coach. The last 12 months of activity is shown on table 3.

The council continue to promote across a number of channels the Wolves@work support, to raise awareness and invite businesses to come forward.

Table 3

## Wolves at Work - Business Support



No. Businesses Supported

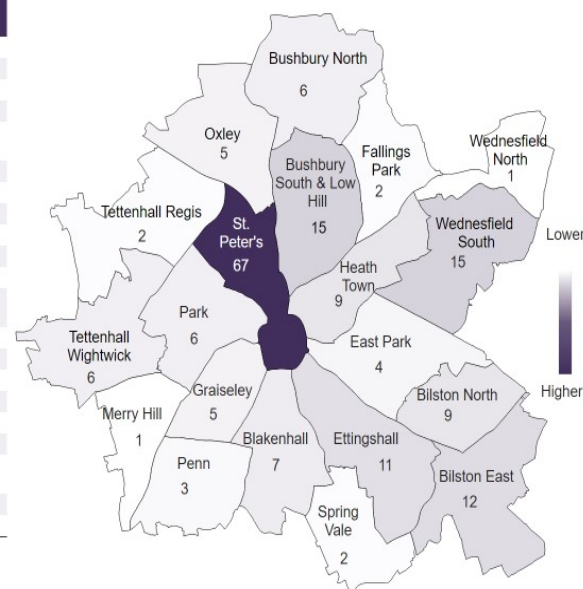
206

No. Interventions

388

Ward	No. Businesses	No. Postcodes	18-24	Jobs Fair	Kick start	Let's Talk Jobs	Meet the Supplier	New Enquiries	SWAP	Towns Fund
Bilston East	12	10	5		6	2	1	2		1
Bilston North	9	7	2	1	1		3	3		
Blakenhall	7	6						2		
Bushbury North	6	5	9		3		1	1		
Bushbury South and Low Hill	15	11	2	1				3		
East Park	4	4	1	1						1
Ettingshall	11	11	9		1	3	1	1		2
Fallings Park	2	2						1		
Graiseley	5	4	1					1		
Heath Town	9	9	7	2		1		1		
Merry Hill	1	1					1			
Outside Wolverhampton	20	18	11	4		4		3	2	1
Oxley	5	4	2			2			1	
Park	6	6			2			1		
Penn	3	3						2		
Spring Vale	2	2			2					
St Peter's	67	43	25	9	9	3	6	7	3	5
Tettenhall Regis	2	2								
Tettenhall Wightwick	6	6			2					
Wednesfield North	1	1			1					
Wednesfield South	15	11	2		2					2
<b>Total</b>	<b>206</b>	<b>166</b>	<b>76</b>	<b>18</b>	<b>29</b>	<b>15</b>	<b>13</b>	<b>28</b>	<b>6</b>	<b>12</b>

**No. Businesses Supported by WAW by Ward**



### Business Support Campaigns - Let's Talk Jobs Events

Large scale recruitment campaigns with key employers (national and local) have been undertaken. These companies are working in the city and target Wolverhampton to recruit their workforce, see table 4.

The postcode reflects the employer's location/ward however the opportunities are open to all residents across the city. Advisors from key stakeholders (such as Wolves at Work, Black Country Impact, Connexions, Care Leavers Team, Wolverhampton YOT, DWP, Adult Education, Wolverhampton College, University of Wolverhampton) and city partners (City Learning Platform, organisations and providers and Black Country authorities) are invited to attend the online events. Following the event, advisors cascade the recruitment information to residents across all wards.

The number of attendees (advisors) for each event varies between 30 to 80. An example of advisors attending from the following organisations: Colleges, University of Wolverhampton – Careers and The Workplace, DWP staff, other Local Authorities in the Black Country, WMCA, Steps to Work, Job change, Learning Platform, Agencies, Skills Training, Shaw Trust, National Careers Service, Princes Trust, Serco, Refugee and Migrant Centre, Access to Business, Aspiring Futures and TLC.

There are several key employers to the north of the city (e.g. Eurofins, JLR), located at the i54 who recruit from Wolverhampton and neighbouring areas. Working in Partnership with Staffordshire and South Staffordshire Councils, Wolverhampton takes the lead with Employer Engagement, involving colleagues as appropriate in delivering recruitment and workforce development support.

Magna is another key employer whose recruitment strategy involves targeting Wolverhampton residents and providing transport from a few Wolverhampton pick up points. The Employer Work Coaches have a longstanding relationship with this employer.

283 vacancies have been secured by Wolverhampton residents but due to employer recruitment practices, not all employers are able to identify and provide this information.

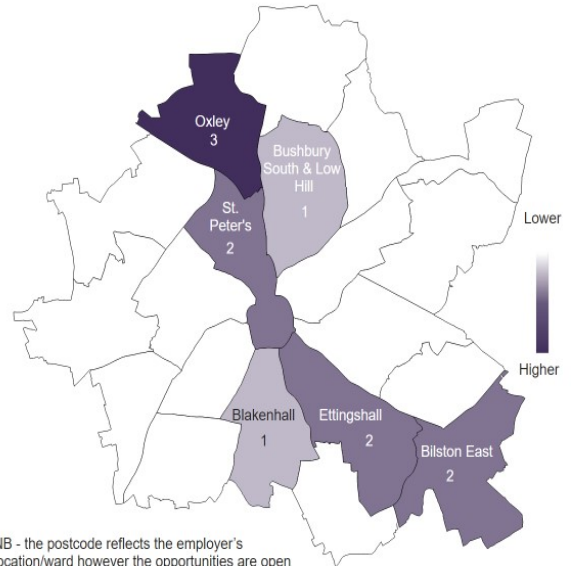
Table 4

Business Support - Let's Talk Jobs (Wolves at Work) 2022					
No. Let's Talk Jobs Events	No. Businesses Attended	No. Advisors Attended	No. Organisations/Depts Attended	Jobs Identified/Created	No. Vacancies Secured by W'ton Residents*
15	16	332	198	623	283

Ward	No. LTJ Events	No. advisors attended
Bilston East	2	61
Blakenhall	1	39
Bushbury South and Low Hill	1	15
Ettingshall	2	53
Outside of Wolverhampton	4	90
Oxley	3	47
St Peter's	2	27
<b>Total</b>	<b>15</b>	<b>332</b>

No. Events by Ward

\*due to employer recruitment practices, not all employers are able to identify and report to pathway of the individual.



Title	Ward	No. advisors attended
Salisbury Poultry	Bilston East	29
Wiggle	Bilston East	32
Aldi	Blakenhall	39
National Express	Bushbury South and Low Hill	15
Progress Care	Ettingshall	30
Select Lifestyles	Ettingshall	23
Empowering U Care Ltd	Outside of Wolverhampton	20
Eurofins	Outside of Wolverhampton	24
Magna Specialist Confectioners Ltd	Outside of Wolverhampton	22
Randstad and Jaguar Land Rover	Outside of Wolverhampton	24
Bailey Employment Services (Lloyds Banking Group, Pendeford)	Oxley	32
Premium Choice	Oxley	15
Eurovia UK	St Peter's	11
Lloyd James Media Group	St Peter's	16
<b>Total</b>		<b>332</b>

NB - the postcode reflects the employer's location/ward however the opportunities are open to all residents across the city.

# Business Support



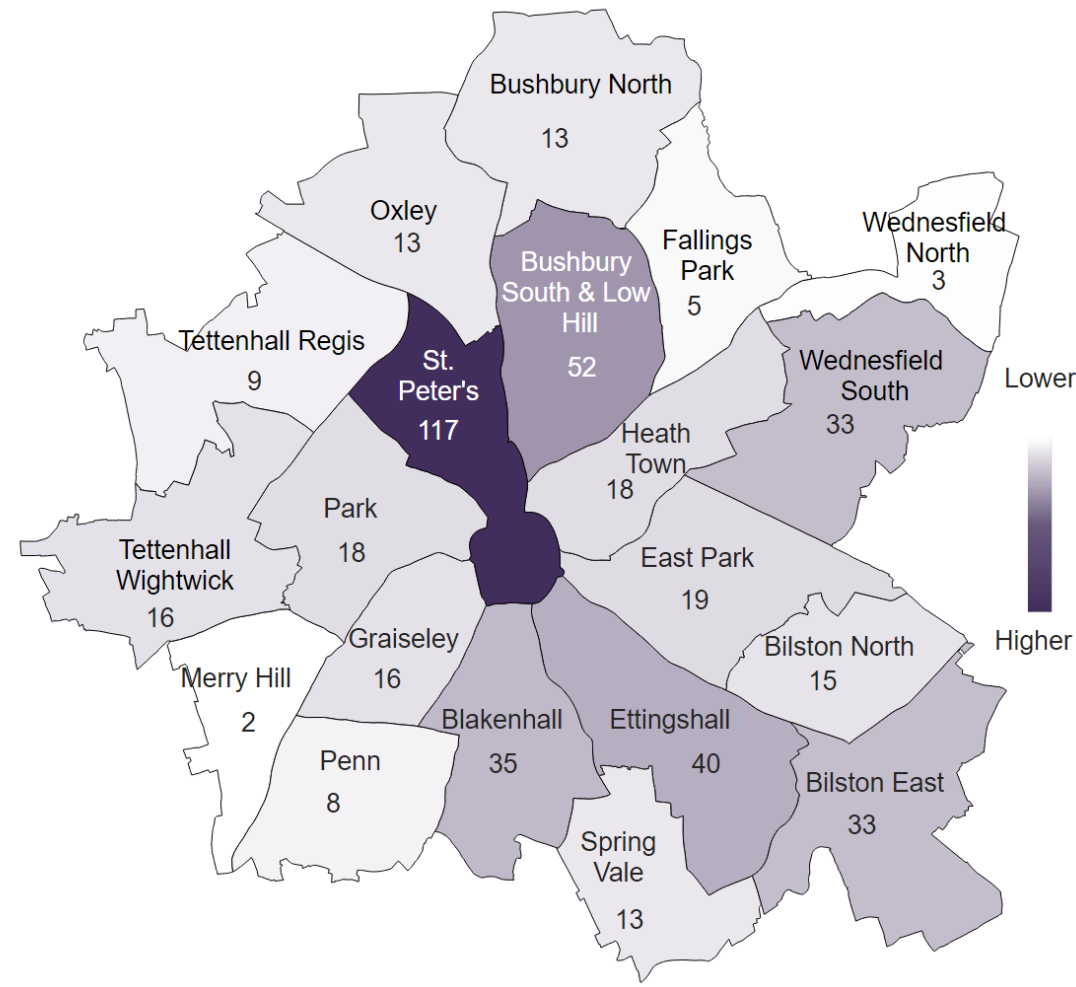
No. Businesses Supported  
**496**

No. Interventions  
**1066**

## No. Businesses Supported by Ward

Ward	Total No. Businesses Supported
St Peter's	117
Bushby South and Low Hill	52
Ettingshall	40
Blakenhall	35
Bilston East	33
Wednesfield South	33
Outside of Wolverhampton	24
East Park	19
Heath Town	18
Park	18
Graiseley	16
Tettenhall Wightwick	16
Bilston North	15
Bushby North	13
Oxley	13
Spring Vale	13
Tettenhall Regis	9
Penn	8
Fallings Park	5
Wednesfield North	3
Merry Hill	2
<b>Total</b>	<b>496</b>

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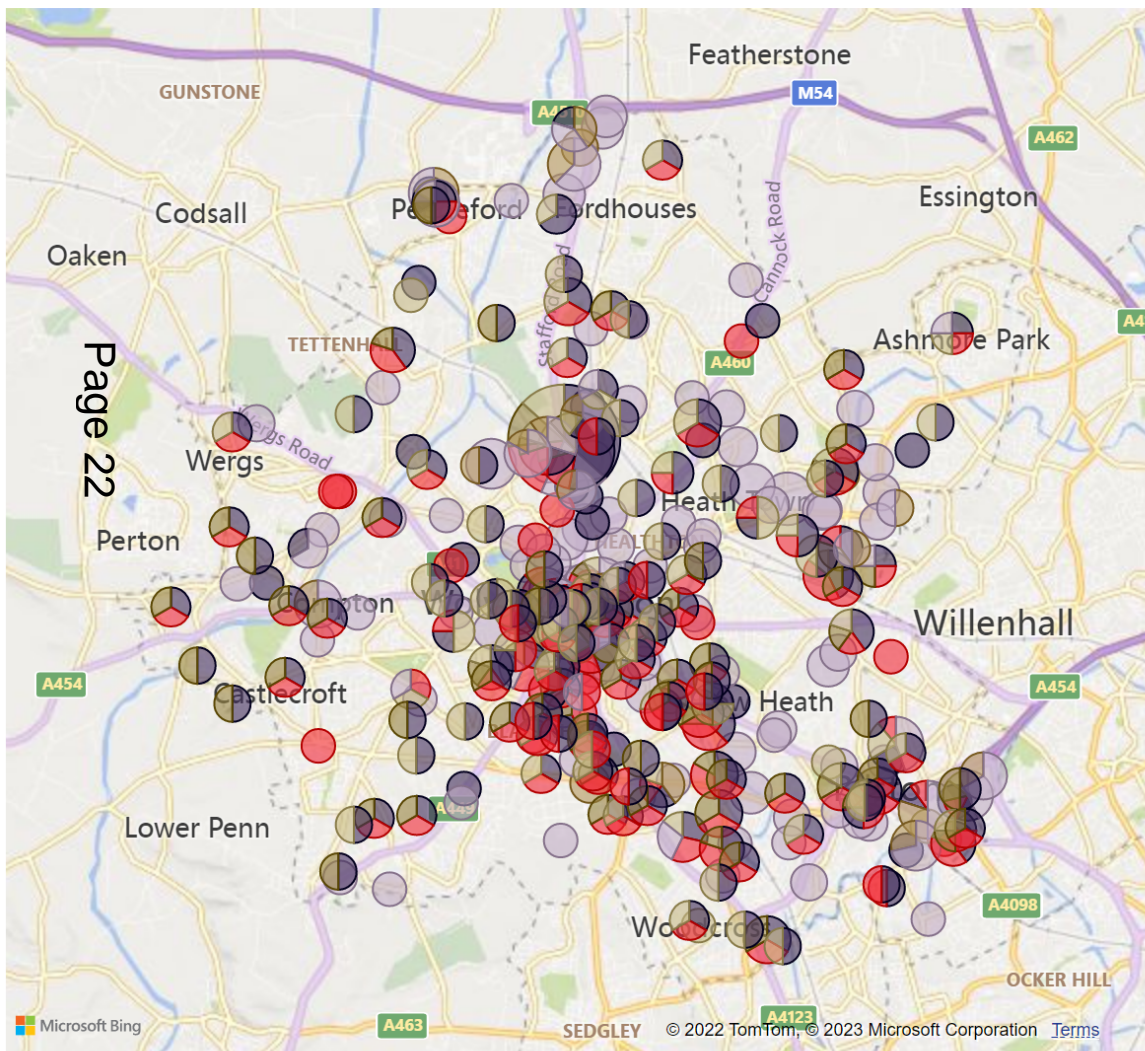


\*24 businesses supported outside of the Wolverhampton boundary.



## Business Support in Wolverhampton by Type & Postcode

Intervention Type ● Business R... ● Financial Int... ● Intensive ... ● Light Touc... ● Strategic ... ● Wolves at ...



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Ward	Business Review	Financial Intervention (AIM for GOLD/Relight Grant)	Intensive Support	Light Touch Support	Strategic Companies	Wolves at Work	Total
St Peter's	36	29	10	24	7	141	247
Bushbury South and Low Hill	36	14	7	16	2	27	102
Ettingshall	26	21	15	7	2	24	95
Bilston East	19	15	9	7	7	26	83
Blakenhall	22	23	8	7	3	7	70
Wednesfield South	17	10	6	7	3	25	68
Outside of Wolverhampton		3			9	33	45
East Park	15	9	7	6	1	5	43
Bushbury North	7	3		5	7	19	41
Graiseley	12	9	5	6		6	38
Heath Town	8	4		7		17	36
Tettenhall Wightwick	9	6	7		2	10	34
Bilston North	5	4	2	4		16	31
Park	9	4	1	7		9	30
Spring Vale	10	7	3	6		3	29
Oxley	6	2	3	2	4	9	26
Tettenhall Regis	6	4	2	2		3	17
Penn	5	2	3	1		3	14
Wednesfield North	2	2	1	1		1	7
Fallings Park	2	1				3	6
Merry Hill		2		1		1	4
<b>Total</b>	<b>252</b>	<b>174</b>	<b>89</b>	<b>116</b>	<b>47</b>	<b>388</b>	<b>1066</b>

# Wolves at Work - Business Support



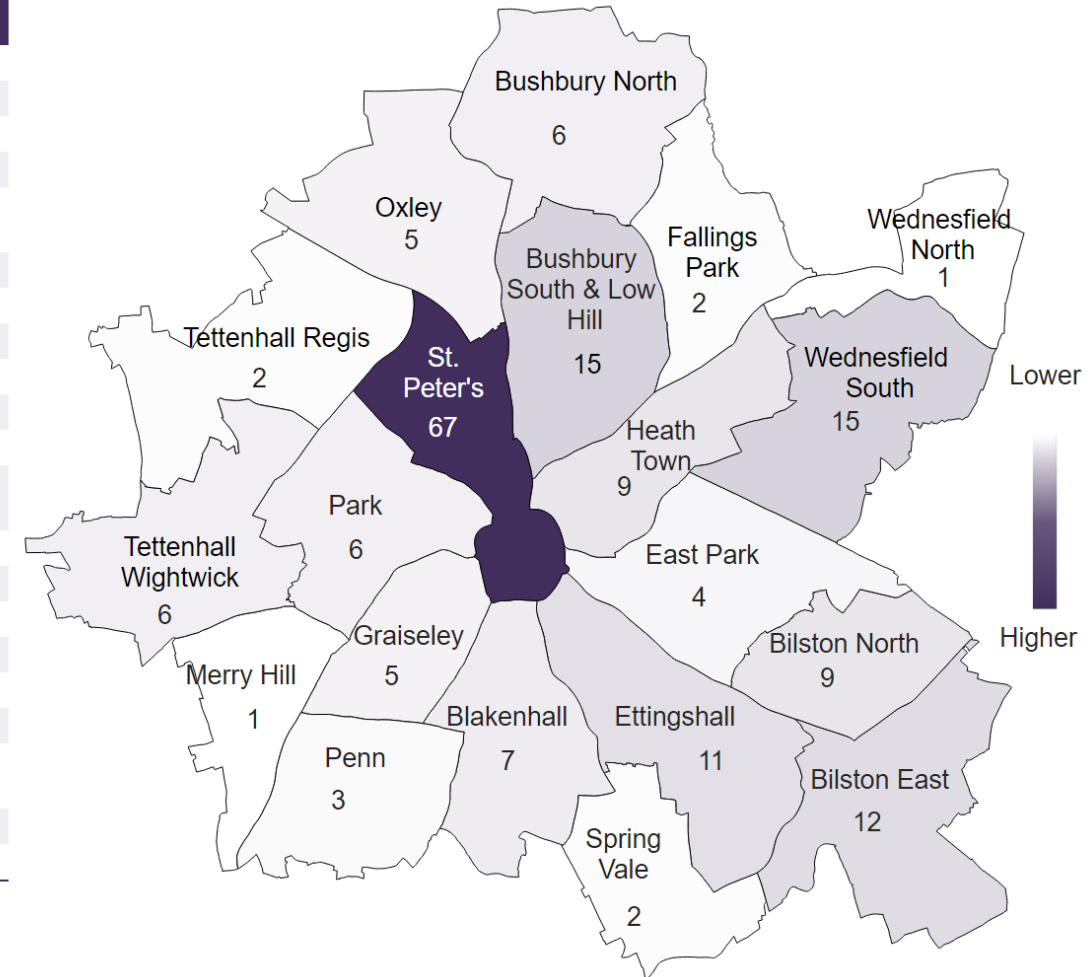
No. Businesses Supported

206

No. Interventions

388

## No. Businesses Supported by WAW by Ward



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Bilston East	12	10	5		6	2	1	2		1
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Blakenhall	7	6						2		
Bushbury North	6	5	9		3		1	1		
Bushbury South and Low Hill	15	11	2	1				3		
East Park	4	4	1	1						1
Ettingshall	11	11	9		1	3	1	1		2
Fallings Park	2	2						1		
Graiseley	5	4	1					1		
Heath Town	9	9	7	2		1		1		
Merry Hill	1	1					1			
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Park	6	6			2			1		
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<b>Total</b>	<b>206</b>	<b>166</b>	<b>76</b>	<b>18</b>	<b>29</b>	<b>15</b>	<b>13</b>	<b>28</b>	<b>6</b>	<b>12</b>

# Business Support - Let's Talk Jobs (Wolves at Work) 2022



No. Let's Talk Jobs Events

15

No. Businesses Attended

16

No. Advisors Attended

332

No. Organisations/Depts Attended

198

Jobs Identified/Created

623

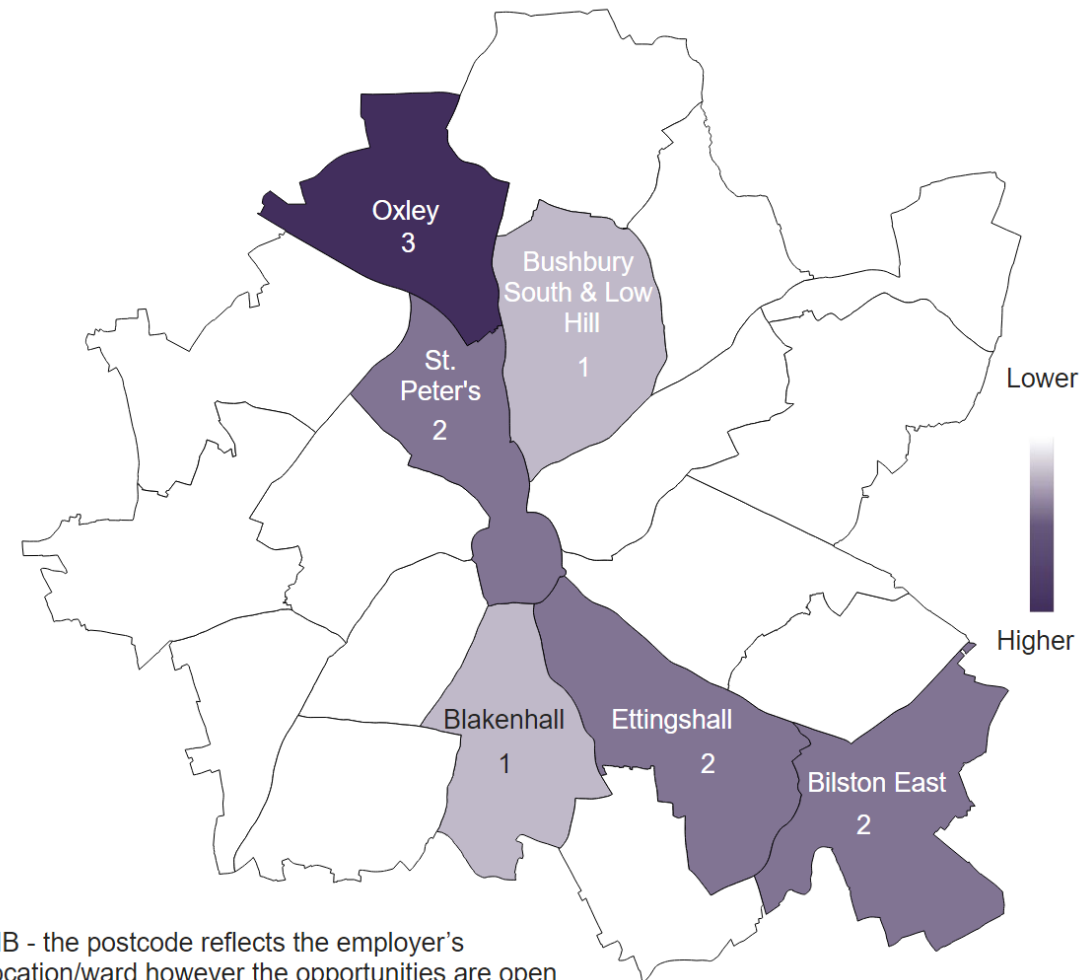
No. Vacancies Secured by W'ton Residents\*

283

Ward	No. LTJ Events	No. advisors attended
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## No. Events by Ward

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Select Lifestyles	Ettingshall	23
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Eurofins	Outside of Wolverhampton	24
Magna Specialist Confectioners Ltd	Outside of Wolverhampton	22
Randstad and Jaguar Land Rover	Outside of Wolverhampton	24
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Lloyd James Media Group	St Peter's	16
<b>Total</b>		<b>332</b>

NB - the postcode reflects the employer's location/ward however the opportunities are open to all residents across the city.





## Pre and Start Up Businesses

- Since April 2022, 32 new businesses have been supported to set up in the city.
- Enterprise service connects with partners and programmes (Princes Trust, RAISE, University) financial institutions and commissions VCS for targeted prestart and start-up programme in the city.

## Micro and SME Businesses

- Directly delivered by Enterprise Service, AIM for GOLD ( EU) has supported 216 SME businesses, offering workshops, business plans, grants.
- £1.3m grant attracting £2.5 private sector.
- 2808 hours of targeted advice and support.
- 286 new jobs 241 safeguarded jobs.
- Salaries above £27,000 NVQ3 – NVQ5.
- Increase in GVA from £585,763 to £629,695 (UK £649,118).
- Added £9.5m towards Wolverhampton's GVA of £5.1bn.

## Start Up, Micro and SME Businesses

- 236 businesses are members of IGNITE.
- Delivered directly at IGNITE Hub, supported by the University of Wolverhampton and Black Country Chamber of Commerce.

## Strategic Relations

- Social Value Charter has seen 9 projects signed up this year from housing, transport infrastructure and capital projects.
- 6 school visits.
- 20 jobs created.
- 57 work placements.
- 16 Apprenticeships.
- Wolverhampton Pound - i9 development spent £1.47m within 10 miles (9.1%).

## Wolves@Work Programme

- 665 Pledged Employers
- 2864 vacancies identified - Warehouse and Logistics, Hospitality Leisure, Public sector, Health Care and Business and Professional.

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