CITY OF WOLVERHAMPTON COUNCIL

Stronger City Economy Scrutiny Panel

5 February 2020

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

Venue   Committee Room 3 - Civic Centre

Membership

Chair   Cllr Jacqueline Sweetman (Lab)
Vice-chair   Cllr Udey Singh (Con)

Labour	**Conservative**
Cllr Philip Bateman MBE	Cllr Payal Bedi-Chadha
Cllr Dr Paul John Birch J.P.	Cllr Jonathan Yardley
Cllr Craig Collingswood	
Cllr Claire Darke	
Cllr Val Evans	
Cllr Asha Mattu	
Cllr Barbara McGarrity QN	
Cllr Susan Roberts MBE	

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the Democratic Services team:

Contact	Martin Stevens
Tel/Email	martin.stevens@wolverhampton.gov.uk
Address	Democratic Services, Civic Centre, 1st floor, St Peter's Square, Wolverhampton WV1 1RL

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Agenda

Part 1 – items open to the press and public

Item No.   *Title*

1   **Apologies**
        [To receive any apologies for absence].

2   **Declarations of interest**

3   **Minutes of Previous Meeting** (Pages 3 - 10)
        [To approve the minutes of the previous meeting].

4   **Matters arising**
        [To consider any matters arising from the minutes].

DISCUSSION ITEMS

5   **Wolverhampton Digital Infrastructure Strategy** (Pages 11 - 38)
        [To consider the attached report which was received by Cabinet on 22 January 2020
        on the Wolverhampton Digital Infrastructure Strategy. The decision by Cabinet was,
        "that the Wolverhampton Digital Infrastructure Strategy be approved"].

        [A presentation will also be given].

6   **Approach to Inward Investment** (Pages 39 - 52)
        [To consider a report on the approach to inward investment].

7   **Marketing**
        [To receive a briefing note on Marketing].

        [Report is marked: To Follow].

8   **Scrutiny Review of Apprenticeships** (Pages 53 - 64)
        [To consider a report on Apprenticeships].

9   **Work Plan** (Pages 65 - 68)
        [To approve the Work Programme for the Stronger City Economy Scrutiny Panel].

CITY OF
WOLVERHAMPTON
C O U N C I L

Stronger City Economy Scrutiny Panel

Agenda Item No: 3

Minutes - 25 November 2019

Attendance

Members of the Stronger City Economy Scrutiny Panel

Cllr Philip Bateman MBE
Cllr Payal Bedi-Chadha
Cllr Dr Paul John Birch J.P.
Cllr Craig Collingswood
Cllr Val Evans
Cllr Asha Mattu
Cllr Barbara McGarrity QN
Cllr Susan Roberts MBE
Cllr Jacqueline Sweetman (Chair)

Employees

Isobel Woods	Head of Enterprise
Sue Lindup	Skills and Employability Manager
Helen McGourlay	Finance Business Partner

Part 1 – items open to the press and public

Item No.   Title

1   **Apologies**
Apologies were received from Cllr Udey Singh and Cllr Jonathan Yardley.

Cllr Louise Miles as Portfolio Holder for Finance submitted her apologies.

The Director for Regeneration, Richard Lawrence submitted apologies due to being away on work related matters in China.

2   **Declarations of interest**
Cllr Bateman declaration an interest as he sat on the Advisory Board for the Canal and River Trust.

3   **Minutes of previous meeting**
Cllr Collingswood stated that he had given his apologies for previous meeting and requested that these be noted.

4   **Matters arising**

Cllr Paul Birch provided a verbal update on the matters referred to on page eight of the minutes.

Cllr Birch stated that he had attended a meeting in St. Peter's and was very pleased to report that the team had found a solution to the problem of the lych gate which was very important as it was relied upon for every civic event.

The Church had a small community of its own of about 150 people and it was very important to protect these people and to enable them to continue to worship at the Church. The resolution involved traffic flowing in one direction only, which would also deal in part with issues concerning the buses.

Cllr Bateman stated that plans for public transport services and the way they would be integrated appeared promising. There had been a decent debate at the meeting and he was pleased to see that bus operators had been present.

Another meeting was planned with the chair of the committee and the Operator would be in the room to respond to some of the issues. It was thought that this would be hugely beneficial to hear. Issues were now being addressed in a way that would not have happened without Cllrs Bateman and Birch present.

Cllr Sweetman stated that she was glad to hear that some resolutions were being put forward but was also conscious of making sure that the Panel were kept informed of these and the decisions that were then made.

The Panel queried where the funding had come from for the scaffolding at St. Peter's. It was confirmed that this would have come from the community and the Church Commissioners (Diocese of Lichfield). Cllr Birch stated that Ruth Taylor was the Officer who accompanied him and that she was very impressive.

The meeting had also considered the issue of dirty buses. Cllr Bateman stated that the Head of Service had responded to him on this matter but that more information was required and that discussions were needed with the Traffic Commissioner.

The Panel considered that issue of building 10,000 homes in the city and that this was actually 10,000 homes across the city and queried whether anyone had information about these homes.

The Head of Enterprise stated that this information could be provided and agreed that it was important for transport issues.

The Head of Enterprise updated the Panel regarding the issue of City branding and reputation that had been raised at the previous meeting. Since that meeting, the Director of Communications had adopted a more holistic view regarding marketing the City and how best to attract business tourism and investors etc. The Director would be keen to share this with the Panel in the early part of next year.

5   **Draft Budget and Medium Term Financial Strategy 2020-2021 to 2023-2024 - Stronger City Economy Scrutiny Panel**

A report was considered seeking the Panel's feedback on the budget relevant to its remit and how it was aligned to the priorities of the Council.

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In addition to this, the Panel's feedback was also sought on the Draft Budget and Medium-Term Financial Strategy 2020-2021 to 2023-2024 that was presented to Cabinet on 16 October 2019 including budget proposals relevant to the remit of the Panel.

The Panel welcomed the Finance Business Partner to the meeting. It was noted that the format of the report was slightly different this year. The net revenue budget 2019-2020 for Stronger City Economy was £6.4 million and the approved general find capital programme 2019-2020 to 2023-2024 was £159.6 million.

The Panel queried the format of the reports and the fact that income was shown in parenthesis which was different to how some members were used to seeing it; there was concern that it could lead to confusion.

It was noted that businesses and local authorities had to abide by different accounting rules and officers agreed to circulate copies of the appropriate guidance from the Chartered Institute of Public Finance and Accountancy (CIPFA).

The Panel considered that many of the items under its consideration dealt with improving and changing the City to attract more people and increase footfall. Concerns were therefore raised about the table on page 15 of the agenda which appeared to show a weaker budget in this area when a stronger budget was required if the aims of the Council and the aspirations of the Panel were to be realised.

The Panel referred to the City learning quarter budget listed on pg. 16 of the report and were understanding as to why a large budget was required for this but queried what the Targeting Disposals Programme was. Officers confirmed that this dealt with properties the Council owned that they were looking to dispose of in order to make the Council's estate more efficient.

The Panel also considered the tremendous impact that Wolves at Work had had on the City and questioned the proposal to discontinue its funding. Officers explained that they were currently looking for ways to fund the initiative into the future and confirmed that money from the City Learning Quarter and Cultural Estates could not be used as one was capital and the other was revenue.

The Panel questioned whether there might be any funding available through the West Midlands Combined Authority to help fund Wolves at Work which had now helped get just under 5000 residents into work and facilitated 600 business engagements (more than had been originally expected).

Officers stated that there had originally been 1.5 million input for the Council to Wolves at Work and 1.5 million from the Department for Work and Pensions and it was incumbent on the Council to evidence how it had used these devolved funds. There was another year of funding up to 2021 and it was important for the Council to make the initiative sustainable and prove this to the West Midlands Combined Authority and Central Government. Officers were also looking at what funding might be available from Europe.

The Panel considered that a potential source of funding might be businesses that had benefited from the initiative and stated that it was vital that the Council found a way to sustain this very successful model.

The Panel queried whether there were any figures to show the real impact the initiative had led to and the knock-on effect of people now being in work and not at home and issues such as medical costs. Officers agreed that yes, this information needed to be included in a clear business case and the value that Wolves at Work added to the City as a whole needed to be highlighted. The Panel considered that it would cost more in the long term if the project were to stop.

It was confirmed that Work Box was the online platform for Wolves at Work where people were able to find out how to get skills and training to get work ready. Wolves at Work then took over when they were work ready and this included monitoring all work placements for the first 12 weeks.

The Panel considered whether more funding might be available if Wolves at Work became a voluntary service and it was confirmed that all options were being considered and that the project did already work very closely with partners in the voluntary sector.

Officers stated that the team had worked hard on building relationships and identified something quite unique in Wolves at Work which was now seen as a trusted and credible company with a knock-on effect that had helped to increase transport links for people placed in work; and salaries as the Council requested those businesses it work with pay the living wage.

It was confirmed that the i54 western extension was a jointly funded project with South Staffs.

Resolved:

That the Panel:

1.   Provide feedback to Scrutiny Board for consolidation and onward response to Cabinet on the budget relevant to the remit of this Panel and how it is aligned to the priorities of the Council.

2.   Provide feedback to Scrutiny Board for consolidation and onward response to Cabinet on Draft Budget and Medium Term Financial Strategy 2020-2021 to 2023-2024 including budget proposals that are relevant to the remit of this Panel.

3.   Approve that the Scrutiny Panel response be finalised by the Chair and Vice Chair of the Scrutiny Panel and forwarded to Scrutiny Board for consideration.

6   **Careers and Employability work in Schools**
The Skills and Employability Manager provided a presentation to the Panel, highlighting the careers and employability offer in schools which was directly provided by or commissioned by the Council, or delivered by partners such as the Black Country LEP in close partnership with the Council.

There were a number of services that coexisted and integrated through connexions which allowed users to access different services at different times.
The Council's Workbox initiative underlay all of this and Officers stated that they would encourage all clients to sign up to Workbox to get as much help and guidance as they could.

The main services that were provided to schools under the theme of careers and employability were:

1. Connexions
2. Work experience
3. Careers and Enterprise support

It was noted that Connexions and the Council's service provision to reduce young people not in education, employment or training (NEETS) was showing the best performance for many years. City of Wolverhampton was now best in the Black Country for the number of young people aged 16 – 18 who were participating in education, training and employment.

Work around those not in education, employment or training (NEETS) was also now based in the Civic Offices with drop in sessions available twice a week. This was working well and included support from an officer in the Youth Offending Team to help pick up young offenders and those with Special Education Needs.

The Enterprise Lead Officer worked in partnership with schools to ensure they were fulfilling their obligation with regards to careers such as ensuring students participated in enterprise activities, helping schools to forge links with employers, planning activities that were most effective in motivating young people, supporting independent choices and supporting positive outcomes.
Through delivery of the programme for the academic year 18-19 more than 15,000 students had benefited from the programme through the following activities:

- Work Experience preparation;
- Interview Preparation;
- Practice Interviews;
- Careers Fairs;
- Speed Networking;
- Guess My Job;
- Guest speakers for assemblies;
- Apprenticeship talks;
- Meet the real apprentice;
- Visit to Universities;
- Visits to the workplace;
- Enterprise challenges;
- Employers supporting teachers in linking curriculum learning to different careers

The Work Experience Lead Officer had supported schools and the College through the Work Experience Support Service Level Agreement for over 20 years. The service was fully funded via schools.

Achievements to date included:

- 2563 students supported to access work experience in 2018/19
- 387 new employers engaged in 2018/19
- 100 work experience placements supported in the Council with 34% being from BAME backgrounds and 5 with disabilities.

It was hoped that this work would help to bring the Wolves at Work initiative to phase 2 where the scheme would help a young person when leaving school or choosing their options. The scheme would involve having personal advisors in schools picking young people and supporting them before they left. By doing this it was hoped that even more barriers would be removed that might stop a young person getting into work, these included ensuring the young person had an outfit for an interview or was able to travel to an interview.

At the moment the Wolves and Work scheme was overperforming with 1605 people moving to an outcome (149%). The Council wanted to extend the scheme and Officers hoped to hear before Christmas if they would receive European funding to help the scheme extend to 2023.

There was also a desire to focus more on the 25 to 29 year age group. The main problem with this group was that they may have been unemployed for some time so were harder to reach.

Wolves at Work had been the Council's flagship project with around 5000 residents being supported into work in partnership with the Department for Work and Pensions, job centres and work coaches. Part of the upcoming work would also involve more focused work with the University to try and keep graduates in the city and support them into employment.

The Wolves at Work benefit to the economy was huge with an economic benefit of £30,311,400. This was based on getting 2307 people into work in the first year and over 5000 by end of March 2020, with around 3000 in sustained employment. The Panel considered that this was an extraordinary figure that needed to be highlighted and praised along with the benefit that having people in work would have for other organisations such as the health service and police.

The Panel considered the work the Council was doing with the University and queried what the University provided in terms of income for the help the Council was be providing in bringing more students in on the bases that there would be jobs for them in the City when they finished their studies. Officers stated that they would look into this and that we were working in partnership with the University at the moment with no charge.

The Panel also noted that the Greater Manchester Combined Authority cost benefit analysis had been used and the question was raised as to why we did not have one of our own.

It was also noted that a number of the targets were self-set targets against which we were achieving but it would be useful to see our outcomes benchmarked against other similar local authorities.

The Panel considered that there was still more opportunity for investment in blue collar jobs and to look at further education and higher education establishments. Officers confirmed that work was carried out with academies and colleges too. Offers of help currently included work coaches to help applicants with internet-based applications where they had to go through processes including psychometric testing.

Work was also carried out with tenants in WV Living accommodation to help them find work and ultimately improve their general wellbeing. A pathway for tenants was currently being considered. It was confirmed that 15 development companies had signed up to a social value charter to engage with young people providing work taster sessions and apprenticeships. It was thought that there was more that could be done on this so the City and its residents could benefit. The Council had for example supported people into B&M and when the store closed, the Council went in the next day to help recruit those who had lost jobs. Any new store or business that opened, the Council offered support and help.

The Panel requested that an update on all the issues mentioned above be brought back to a future meeting.

Resolved: That the briefing note be received and Officers thanked for all of their hard work.

7   **Work Plan for the Panel**
The Panel considered that it was vital to ensure that all parts of the City were included in any polices or strategies moving forward.

Resolved: That the workplan be agreed.

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Agenda Item No: 5

CITY OF WOLVERHAMPTON COUNCIL	**Cabinet** 22 January 2019

Report title	Digital Infrastructure Strategy
Decision designation	AMBER
Cabinet member with lead responsibility	Councillor Louise Miles Resources
Key decision	Yes
In forward plan	Yes
Wards affected	All Wards
Accountable Director	Charlotte Johns, Director of Strategy
Originating service	Strategy
Accountable employee	Heather Clark Service Development Manager Tel 01902 555614 Email Heather.Clark2@wolverhampton.gov.uk
Report to be/has been considered by	Strategic Executive Board 18 September 2019 Stronger City Economy 16 July 2019 Scrutiny Panel

Recommendation for decision:

The Cabinet is recommended to:

1. Approve the Wolverhampton Digital Infrastructure Strategy.

1.0   Purpose

1.1   To adopt the Wolverhampton Digital Infrastructure Strategy to support the rollout of futureproofed digital infrastructure.
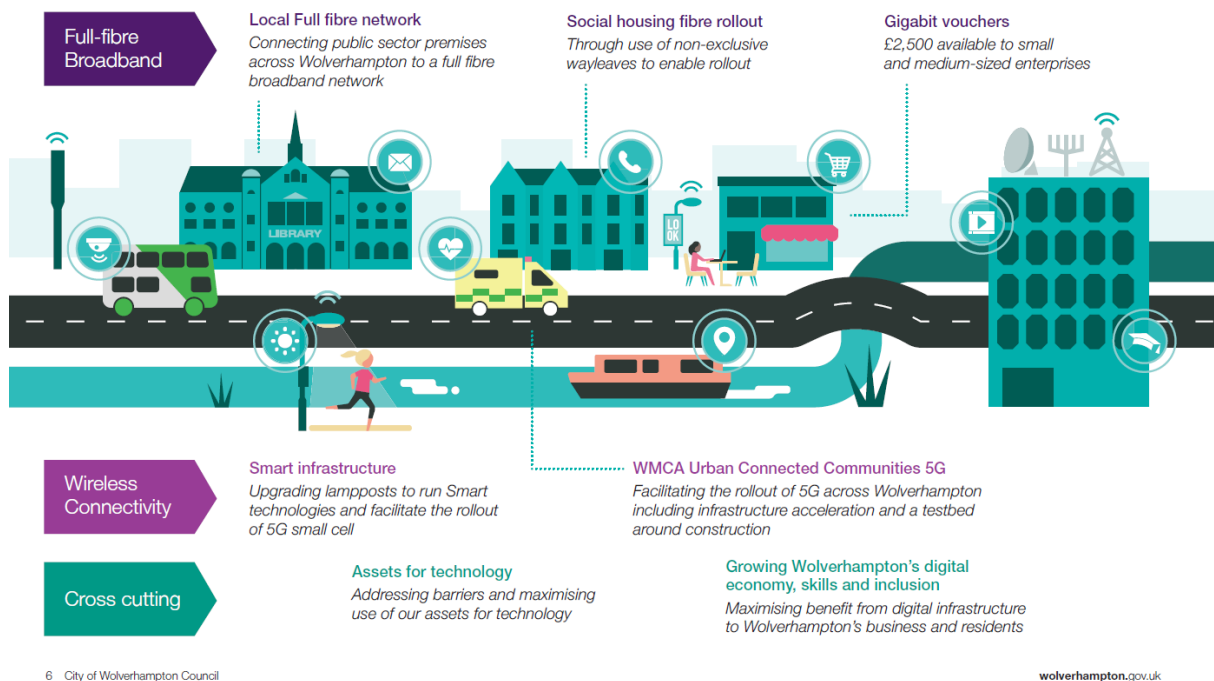
2.0   Background

2.1   Having future proofed digital infrastructure is crucial to making Wolverhampton a more attractive place to live, run a business and invest. Currently 97% of Wolverhampton is connected to superfast broadband (fibre to the cabinet and copper to the premise) but the future is full fibre which currently covers only 0.29% of Wolverhampton. The Government has committed to full fibre coverage by 2033, however if the City of Wolverhampton is ahead of the game, this makes us more attractive for investment and supports economic growth. The benefits of full fibre broadband are significant: over 15 years, full fibre broadband in Wolverhampton would lead to £27 million direct impact, £64 million business impact and £58 million of benefits to households (Economic Impact of full fibre infrastructure in 100 towns and cities Regeneris January 2018).

2.2   5G is mobile internet as fast as fibre with speeds up to 1GB, five-ten times faster than current home broadband connectivity currently. 5G benefits include huge capacity with the ability to connect thousands of users and devices at the same time at consistently ultrafast speeds and ultra-reliable, secure and low latency which will be transformational for industry. Without intervention, deployment will be in phases with the ambition for the majority of the population to have 5G coverage by 2027, however Wolverhampton's involvement in the West Midlands 5G project could enable us to accelerate 5G connectivity.

2.3   The strategy meets the Government's recommendations that local authorities should:

   a. Develop a Digital Infrastructure Strategy

   b. Identify a Digital Infrastructure Champion

   c. Make available your assets

   d. Work with the Code Operators to accelerate deployment whilst negotiating changes brought about by the Electronic Communications Code

   e. Ensure that planning policies support the Digital Infrastructure Strategy

   f. Coordinate Street Works effectively.

2.4   Cabinet (Resources) Panel agreed on 16 January 2018 to submit a bid to the Local Full Fibre Network to fill the gap in broadband in the city centre. It was also agreed to engage with UK Government's Barrier Removal Taskforce in relation to adopting a local approach to highways, planning, wayleaves that optimises the local environment to improve digital infrastructure.

2.5   This item was considered as pre-decision scrutiny on 16 July 2019 by Stronger City Economy Scrutiny Panel and will therefore not be available to call in once a decision is made by Cabinet.

3.0   Digital Infrastructure Strategy

3.1   Futureproofed Digital infrastructure is the backbone of a modern thriving economy driving productivity and spreading growth and in delivering effective and efficient public services. The Digital Infrastructure Strategy and Programme is centred around three themes:

Full-fibre Broadband

Local Full fibre network
Connecting public sector premises across Wolverhampton to a full fibre broadband network

Social housing fibre rollout
Through use of non-exclusive wayleaves to enable rollout

Gigabit vouchers
£2,500 available to small and medium-sized enterprises

Wireless Connectivity

Smart infrastructure
Upgrading lampposts to run Smart technologies and facilitate the rollout of 5G small cell

WMCA Urban Connected Communities 5G
Facilitating the rollout of 5G across Wolverhampton including infrastructure acceleration and a testbed around construction

Cross cutting

Assets for technology
Addressing barriers and maximising use of our assets for technology

Growing Wolverhampton's digital economy, skills and inclusion
Maximising benefit from digital infrastructure to Wolverhampton's business and residents

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3.2   **Full Fibre Rollout**: through implementation of the Local Full Fibre Network (LFFN) project to connect public sector premises to full fibre broadband including Council premises, schools and the College. In addition, there is commercial interest in rolling out full fibre broadband across social housing estates. This could be enabled through the use of non-exclusive wayleave agreements. Gigabit Vouchers, which contribute to the cost of fibre to the premise for businesses, are being promoted through the Black Country Growth Hub and Enterprise team. We are also exploring ways that the requirement for futureproofed digital infrastructure is built into future planning guidance and encouraging discussions with developers to ensure full fibre is included in new build developments.

3.3   **Wireless Connectivity:** covers a wide range of technology including wireless technology on rooftops and highrise aerials, small cell technology and Wi-Fi meshes. The Council successfully bid for European Regional Development Fund (ERDF) for a **Smart Infrastructure** project which embeds smart enabled technology within street lighting

including facilitating network capability. There is further potential to identify future Smart and Internet of Things (IOT) opportunities leading to efficiency savings and improved quality of life embedding in service delivery.

3.4   As part of West Midlands Combined Authority (WMCA) **Urban Connected Communities 5G** programme, WM5G are supporting the Council to facilitate the rollout of 5G whilst remove barriers. We are also exploring potential use cases to demonstrate the benefits of 5G in both industry and public service delivery. We will also work with WM5G to test different models for deployment of 5G infrastructure, and maximise benefits to local people through these.

3.5   A key requirement for enabling digital infrastructure rollout is to facilitate access to local authority owned assets and street furniture. **Assets for Technology** aims to put systems in place to support the commercial rollout in line with the Electronic Communication Code, good practice guidance and removal of barriers. This includes identifying suitable assets that are viable for telecoms uses, agreeing a commercial model to facilitate the rollout and improving access arrangements including wayleaves and leases.

3.6   Consultation on the draft strategy took place for six weeks closing on 30 August 2019. Four responses were received. Two related to poor broadband coverage in their areas. As a response of enquiries into one of the areas, a broadband infrastructure provider has upgraded the estate to full fibre broadband. Two further enquiries related to free WiFi which will be explored through the testing of different models of deployment of infrastructure and the impact of 5G on health (see 12.1 below).

4.0   Evaluation of alternative options

4.1   Option 1: the Digital Infrastructure Strategy will support the rollout of full fibre and 5G in Wolverhampton making us more attractive for investment and support our the delivery of our Council Plan. There is also scope for savings, both monetary and efficiency.

4.2   Option 2: do nothing. The Government has committed to full fibre coverage by 2033. Currently only 0.29% of Wolverhampton has full fibre therefore without intervention, Wolverhampton would be less attractive for investment in full fibre and wireless connectivity impacting on the city's attractiveness for investment and economic impact. There is currently insufficient commercial business case to rollout 5G infrastructure. Without intervention, 5G deployment will be in phases with the ambition for the majority of the population to have 5G coverage by 2027.

5.0   Reasons for decision

5.1   The Digital Infrastructure Strategy will deliver benefits to the economy of the city and support the delivery of the Council Plan.

6.0   Financial implications

6.1   The Digital Infrastructure Strategy has been produced using in house resources and associated costs have therefore been accommodated within existing Service Development Team revenue budgets.

6.2   £4.9 million of Challenge Fund grant has been secured from the Department for Digital, Culture, Media and Sports for the Local Full Fibre Network (LFFN). This grant supports the full fibre broadband theme and funds the roll out of full fibre broadband infrastructure in the city for public sector usage and is reflected in the approved ICT capital programme.

6.3   £2.3 million European Regional Development Fund (ERDF) grant has been secured for smart infrastructure contributing to a smart street lighting project. This grant supports the wireless connectivity theme and funds smart enabled technology within street lighting, including the facilitation of network capability.

6.4   Approval to the above LFFN and ERDF grants has been subject of previous reports to Councillors.

6.5   A need to fund a dedicated Local Full Fibre Network Project Manager who will work with the Digital Co-ordinator and Smart Infrastructure Project Manager to form a Digital Infrastructure team has been identified. Proposals for the allocation of up to £84,000 from the Efficiency Reserve to fund and enable recruitment of a Local Full Fibre Network Project Manager for an 18-month period to October 2020 will be subject of future reports for approval.

6.6   It is anticipated that a reduction in annual broadband rental costs will be realised as a result of the Local Full Fibre Network project. This will support the delivery of revenue budget reductions already assumed in the Medium Term Financial Strategy for ICT services.

6.7   In line with the Electronics Communication Code the Council must ensure that charges for use of our assets for technology are based on actual costs incurred. These costs include; structural engineers fees to conduct due diligence, access and agreeing terms for a major/minor upgrade, annual operation and maintenance costs.

6.8   The Service Development Team, in partnership with the West Midlands Combined Authority (WMCA), as part of WMCA Urban Connected Communities 5G programme have explored a revised basis for charging in line with the Electronics Communication Code has been explored. It is anticipated that this will fully recover associated costs incurred.
[TT/29102019/K]

7.0   Legal implications

7.1   Smart Infrastructure and Local Full Fibre Network will be subject to Grant Funding Agreements in April 2019 and November 2019 respectively. Part of the Assets for

Technology workstream will be to look at access arrangements including standardising wayleaves and leases. To enable the rollout of full fibre broadband on residential estates, we are looking at a non-exclusive wayleave agreement covering whole estates. Independent State Aid advice has advised that there are no state aid implications for Local Full Fibre Network and the use of non-exclusive wayleaves.
[TS/23102019/W]

8.0 Equalities implications

8.1 Digital and smart technology could potentially have significant positive equalities implications, for example making it easier for people with health problems to live more independently through the provision of telecare and e-health solutions.

9.0 Climate change and environmental implications

9.1 Digital Infrastructure enabling Smart technology can have positive implications on the environment and climate change, for example enabling the Council to capture environmental information and improve service delivery.

10.0 Human resources implications

10.1 To support the delivery of externally funded projects, a Local Full Fibre Network Project Manager and ERDF funded Smart Infrastructure Project Manager will be appointed.

11.0 Corporate landlord implications

11.1 Corporate landlord are fully involved in the Assets for Technology workstream including mapping of assets to review their suitability for technology.

12.0 Health and Wellbeing Implications

12.1 The approach is in line with the guidance from Public Health England (3 October 2019) which states that the health effects of exposure to radio waves have been researched extensively over several decades, and very many publications can be found in scientific journals and elsewhere. Coordinated research around the world has addressed concerns about rapidly proliferating mobile communications technologies. Independent expert groups in the UK and at international level have examined the accumulated body of research evidence and their conclusions support the view that health effects are unlikely to occur if exposures are below international guideline levels. Overall exposure is expected to remain low relative to guidelines and, as such, there should be no consequences for public health.

12.2 Fibre broadband will have health benefits arising from increased of technology in the delivery of health and social care. The city's Health and Wellbeing Board are exploring opportunities to test various use cases around health. As part of WM5G, a 5G pilot around Citizen Wellbeing in partnership with University Hospital Birmingham NHS Trust is being developed, and the outcome of these will be shared locally.

13.0 Schedule of background papers

13.1 Cabinet (Resources) Panel, 16 January 2018 – 'Achieving Our Broadband Vision'

13.2 Cabinet (Resources) Panel 15 January 2019 – External Funding Update 2018

13.3 Stronger City Economy Scrutiny 16 July 2019 – Digital Infrastructure Strategy

14.0 Appendices

14.1 Appendix 1 – Wolverhampton Digital Infrastructure Strategy

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Digital Infrastructure Strategy

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Contents

Introduction and Context

Digital cuts across **Wolverhampton's vision for 2030** supporting a buoyant and resilient economy with strong, vibrant innovative business base. It supports the four themes of **Wolverhampton's Strategic Economic Plan** – an enterprising city, a working and inclusive city, a vibrant city and a future city - with a specific focus on delivering the 'Smart Connected' priority within its Future City theme to develop gigabit connectivity across the city.

Digital is embedded throughout **Wolverhampton's Council Plan** with the aim to deliver smart technology to improve connectivity and accessibility for all, supporting electric vehicle growth, improved digital infrastructure and sustainable transport. The Our Technology strand of the council programme embraces digital technology to enhance customer access and improve the efficiency and joined-up nature of our services.

Wolverhampton's Vision for Education 2030 Commercial and Digital Transformation theme supports the development of digitally innovative and future-proofed learning environments and curriculums that ensure that our learners leave school as some of the most technologically capable young people in the country.

Better connectivity in public buildings are essential to ensure residents are digital included. Libraries are committed to giving people access to new and emerging digital technology through the provision of computers, free WiFi and other digital technologies and developing digital skills. Supporting the rollout of full fibre across residential estates will open up opportunities for residents and improve the delivery and efficiency of services.

Faster broadband is essential for ensuring businesses remain competitive in an increasingly digital economy. Connectivity is becoming increasingly vital, and as a region we need to make sure our digital infrastructure is suited to the needs of modern day operations and processes.
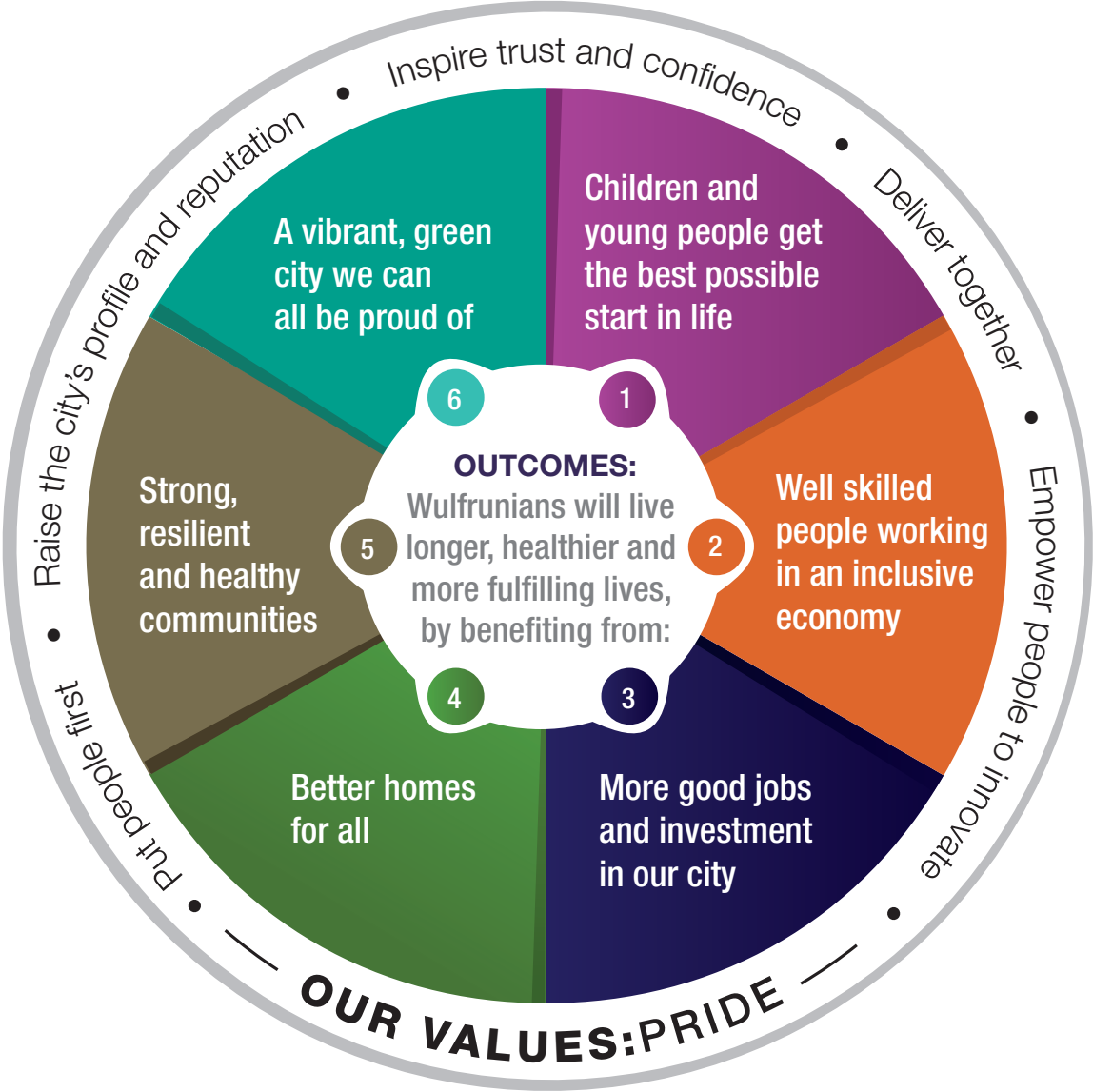
Council Plan

Working together to be a city of opportunity and to deliver our contribution to Vision 2030.

Digital is a key enabler which supports the delivery of our Council Plan. With the right digital infrastructure in place it will enable us as a council and wider city to improve outcomes for local people.

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WOLVERHAMPTON FOR EVERYONE

Inspire trust and confidence

Deliver together

Empower people to innovate

Raise the city's profile and reputation

Put people first

OUR VALUES: PRIDE

OUTCOMES:
Wulfrunians will live longer, healthier and more fulfilling lives, by benefiting from:

1 — Children and young people get the best possible start in life

2 — Well skilled people working in an inclusive economy

3 — More good jobs and investment in our city

4 — Better homes for all

5 — Strong, resilient and healthy communities

6 — A vibrant, green city we can all be proud of

Why is digital infrastructure important?

Having future proofed digital infrastructure is crucial to making Wolverhampton a more attractive place to live, run a business and invest. Currently 97% of Wolverhampton is connected to superfast broadband (fibre to the cabinet and copper to the premise with speeds up to 30 MB) but the future is full fibre (1GB equivalent to 1000 MB). The Government has committed to full fibre coverage by 2033, however if the city of Wolverhampton is ahead of the game, this makes us more attractive for investment and supports economic growth.

The benefits of full fibre broadband are significant to our economy, residents, businesses and the way services are delivered to meet local needs. Over 15 years, full fibre broadband in Wolverhampton would lead to £27million direct impact, £64 million business impact and £58 million of benefits to households (Regeneris January 2018).

Better connectivity will result in more efficient and innovative ways of meeting the needs of residents and support the redesign of services across the public sector. Key opportunities include:

Better connectivity in schools can enable more digitally innovative learning environments preparing our young people for the future.
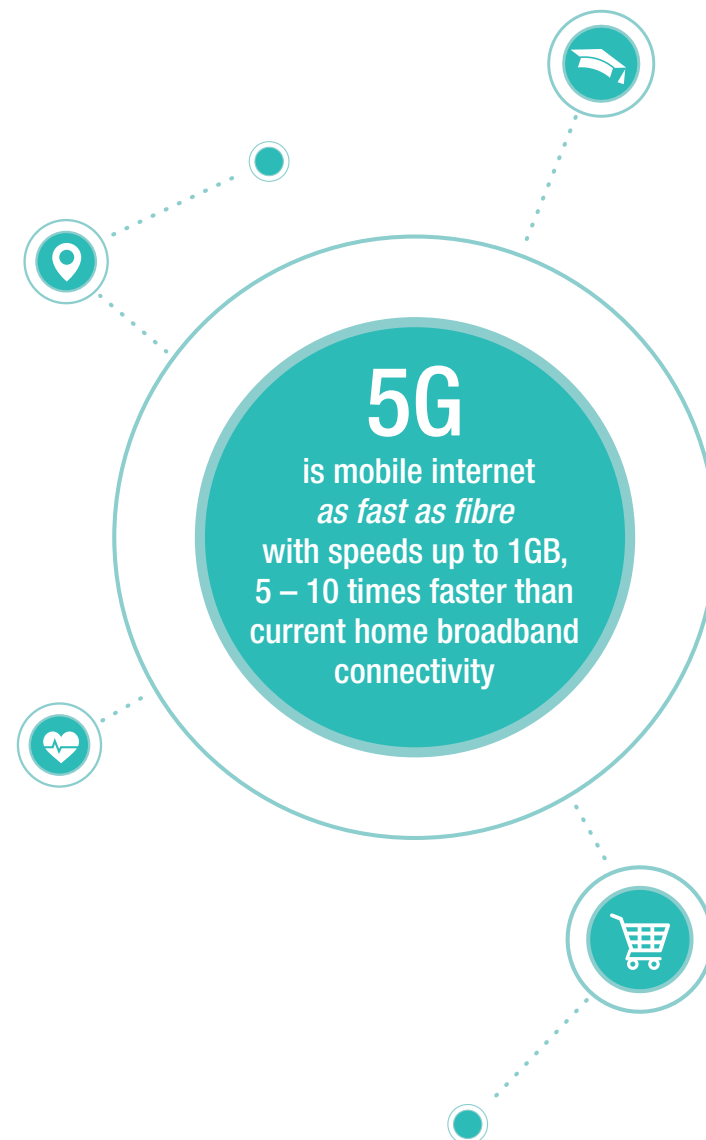
Residents benefit from better access to services which are increasingly online, skills and employment and consumer benefits.

Full fibre connectivity for businesses plays a crucial role in the attraction, growth and retention of businesses resulting in increased productivity, innovation and growth in knowledge based sectors.

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Wireless connectivity covers a wide range of technology including wireless technology on rooftops, high rise aerials, small cell technology and Wi-Fi meshes. The city currently has good coverage of 4G and 4G+ but our strategy aims to support early rollout of 5G. 5G benefits include:

- Huge capacity with the ability to connect thousands of users and devices at the same time at consistently ultra-fast speeds e.g. mobile phones, cars, ambulances, machines, medical devices, CCTV, buildings, and environmental sensors monitoring and controlling intelligent infrastructure - all without needing a fibre broadband connection;

- Ultra-reliable, secure and low latency (which means it does not drop connections) – which will be transformational for industry. 5G will create indoor and outdoor networks within businesses, factories and warehouses to support industries and critical communications like medical devices, guided vehicles, machine-to-machine communication, remote control and monitoring of stationary and mobile equipment, and augmented reality support in design, maintenance, repair and construction.

5G
is mobile internet
as fast as fibre
with speeds up to 1GB,
5 – 10 times faster than
current home broadband
connectivity

Wolverhampton's Digital Infrastructure Strategy

Full-fibre Broadband

Local Full fibre network
Connecting public sector premises across Wolverhampton to a full fibre broadband network

Social housing fibre rollout
Through use of non-exclusive wayleaves to enable rollout

Gigabit vouchers
£2,500 available to small and medium-sized enterprises

Wireless Connectivity

Smart infrastructure
Upgrading lampposts to run Smart technologies and facilitate the rollout of 5G small cell

WMCA Urban Connected Communities 5G
Facilitating the rollout of 5G across Wolverhampton including infrastructure acceleration and a testbed around construction

Cross cutting

Assets for technology
Addressing barriers and maximising use of council assets for technology

Growing Wolverhampton's digital economy, skills and inclusion
Maximising benefit from digital infrastructure to Wolverhampton's businesses and residents

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# 1. Support the rollout of full fibre broadband

Our aim is to support the rollout of full fibre broadband to public sector premises, across housing areas and businesses.

PRIORITIES

1.1 Support the rollout of full fibre broadband to public sector premises through implementation of the Department of Digital Culture Media and Sport (DCMS) funded Local Full Fibre Network project. The project will roll out full fibre to public sector premises across Wolverhampton, including council premises such as libraries, Wolverhampton Homes offices, schools and the City of Wolverhampton College. Full fibre will open up opportunities for more innovative ways of delivery, efficiency and cost savings by April 2021.

1.2 Support the rollout of full fibre broadband on housing estates through developing non-exclusive wayleave agreements covering whole residential estates. This approach, based on best practice from elsewhere, includes guidance and principles commercial providers must sign up. Removing barriers to rollout and standardising procedures is essential to facilitate the rollout of full fibre broadband across the city.

LIBRARY

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1.3 Support the take-up of Gigabit Vouchers by Wolverhampton businesses including raising awareness of the scheme https://gigabitvoucher.culture.gov.uk. Gigabit Vouchers can be used by small and medium sized businesses to contribute to the installation cost of a gigabit capable connection. Businesses can claim up to £2,500 and residents £500 as part of a group scheme with a business, against the cost of connection either individually or as part of a group project aggregating vouchers to fibre up a multi-tenant building or estate.

1.4 Encourage developers to consider full fibre as the fourth utility and build into all new developments through production of a toolkit to inform discussions with Developers.
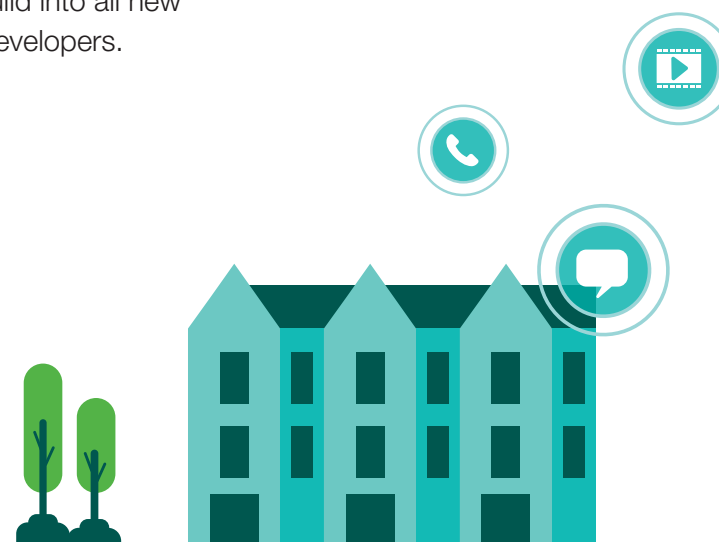
2. Wireless Connectivity

Our aim is to support the rollout of wireless technology, in particular 5G, on rooftops and high rise aerials, small cell technology and Wi-Fi meshes.

PRIORITIES

2.1 Support the rollout of 5G

West Midlands Combined Authority secured DCMS funding for an Urban Connected Communities 5G programme to support the rollout of 5G infrastructure. We will work closely with WM5G to:

- Remove barriers to rollout by providing access to our assets, facilitating Mobile Network Operators to upgrade existing masts to enable coverage and invest in new 5G infrastructure including small cell technology for capacity to facilitate the rollout.

- Demonstrate the potential for 5G through testbeds and application accelerators that develop new applications and services using 5G to demonstrate the financial case for investment, contribution to innovation and growth and service efficiencies.

- Explore innovative uses of 5G in the delivery of services working with partners.

2.2 Identify future Smart and Internet of Things (IOT) opportunities

Developing and seeking funding for projects resulting in efficiency savings and improved quality of life and embedding in service delivery including the potential for Smart Energy.

2.3 Upgrade to Smart Infrastructure

Funding from the European Regional Development Fund has been secured to introduce smart enabled technology on street furniture. Funding will upgrade street lamp columns to facilitate the rollout of 5G, add smart data collection sensors to enable environment and traffic monitoring and smarter delivery through light and temperature sensors resulting in cost and energy efficiencies. The project will also pilot electric vehicle charging points and solar lighting along the canal to encourage walking and cycling and collect data to inform behaviour change.

3. Cross cutting

Wolverhampton has committed to developing our local approach to highways, planning, wayleaves that optimises the environment to improve digital infrastructure enabling full fibre broadband and 5G, removing barriers to commercial rollout based on good practice guidance.* Our approach is in line with the Electronic Communication Code 2017.

PRIORITIES

3.1 Barrier busting

Maximise the use of public assets and street furniture to facilitate the rollout of digital infrastructure:

- **Stage 1:** identifying suitable assets that meet relevant regulatory requirements, are viable for telecoms use and factors that may impact deployment.

- **Stage 2: commercial model:** agree a model to facilitate the rollout. National guidance recommends an open model through a simple agreement offering access to one or more sites/locations on standard non-discriminatory terms. This approach is favoured by network providers as it minimises complexity and therefore cost.

- Stage 3: Access agreements:

  - **Wayleave** for deployment of fixed-line broadband infrastructure providing right to access land and/or property to install and maintain electronic communication apparatus.

  - **Lease agreements** for mobile masts on land and rooftops giving right to use the property for a specified period of time in return for periodic payments.
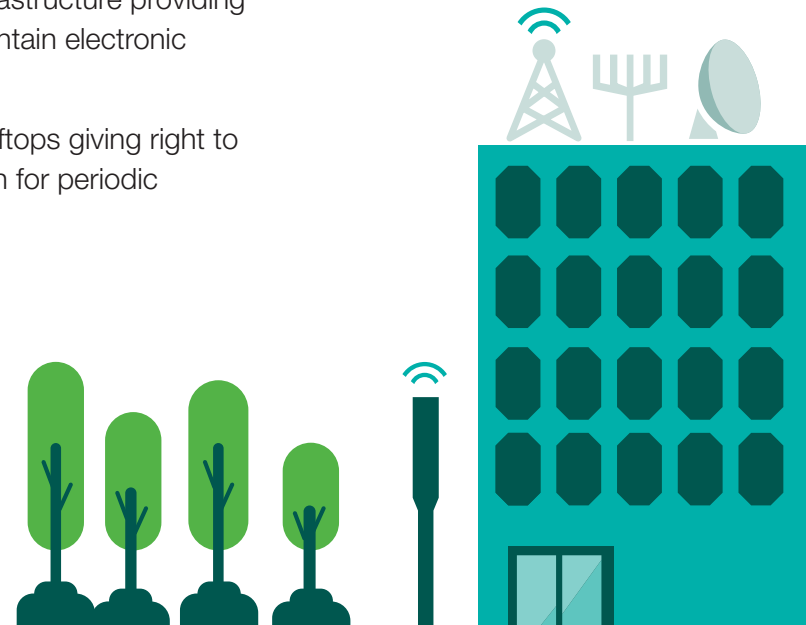
Influence stakeholders to support the rollout of digital infrastructure through the planning process to ensure that fibre broadband and connectivity is considered the fourth utility:

PRIORITY

3.2 Barrier busting – planning

- Develop a connectivity toolkit to inform discussions with developers during at planning stage to encourage installing ducting/full fibre at the same time as other utilities.

- Make available city development plans, showing where new housing, commercial and transport infrastructure will go and when, to encourage rollout of full fibre at build stage encouraging infrastructure providers.

- As part of the review of the Black Country Core Strategy - Wolverhampton's strategic local plan (to become the Black Country Plan) - ensure planning policies require both full fibre infrastructure and building design for high bandwidth and high availability wireless access technologies and provide positive planning guidance for 5G infrastructure providers.
  A utilities infrastructure capacity study to inform this review is currently underway.

- Develop any further supplementary planning guidance which may be required at a local level.

Nationally this sector is growing twice as fast as the economy as a whole. The digital sector supports productivity and growth, including the transformation of other sectors. In Wolverhampton, this builds on a growing knowledge economy and clusters of creative tech businesses contributing £201.5m GVA and employing 4,527 people and an increase in digital startups of 422% dominated by companies in the "scale up" phase suggesting potential for significant growth.

PRIORITY

3.3 Growing the Digital Economy

Support the growth of the knowledge economy and the digital sector in Wolverhampton through digital upskilling of existing businesses through schemes such as eBay's Retail Revival scheme and workshops through the Black Country Growth Hub, Digital Passport and AIM for GOLD, and encourage the take-up of Gigabit Vouchers. Explore potential for digital co-working space as part of our wider vision of creating a vibrant city centre.

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In order to fully benefit from a growing digital economy, we must ensure our residents have the right skills. Employers indicate that one-third of difficult to fill vacancies are to a degree due to a lack of digital skills. Digital and non-digital companies are increasingly more reliant on workers with digital skills (essential requirement for over two-thirds of UK occupations) with jobs with a digital skill requirement carrying with them a wage differential. To address this, we need to develop, retain and attract digital skills.

PRIORITY

### 3.4 Increasing digital skills

Retain and attract digital skills into Wolverhampton through development and implementation of a digital skills plan developing skills throughout education and in the workplace and maximising ensuring local delivery of the WMCA digital skills retraining fund to benefit both our residents and businesses.

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Digital inclusion is increasingly essential to access benefits, services and work opportunities, for education, training and improving children's educational performance, boosting total lifetime earnings and increasing chances of employment.

3.5 Digital inclusion

Support access to computers and digital connectivity (public access points and WiFi) and ensuring support is available to improve confidence and skills to get online, working closely with the Voluntary and Community Sector.
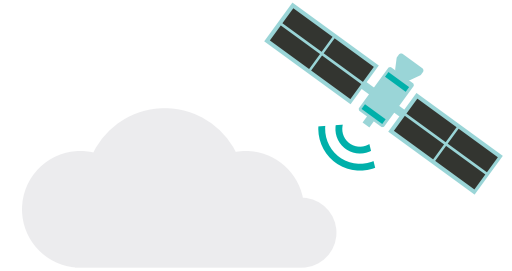
Delivering the Digital Infrastructure Programme

Digital Infrastructure deployment requires involvement from a number of departments within each local authority - such as assets, highways, planning, legal – and other partners. Internally, the following roles will support implementation of the Digital Infrastructure Strategy:

- A **Digital Innovation Councillor Champion** will support and promote the digital innovation agenda.

- The **Digital Champion** will help disseminate the council's overarching strategy, bring colleagues together and coordinate pan-council and city solutions to support infrastructure deployment. The Champion has the authority to ensure that departments across the organisation work together to achieve the policy goals and support effective engagement between local authority and network operators.

- A **Digital Infrastructure Co-ordinator** acting as the single point of contact within the council, they will work in partnership with network operators to help them navigate through the areas of the organisation with which they need to engage.

Delivering this strategy will involve developing our local approach to highways, planning, wayleaves, use of assets such as street lights and rooftops that optimises the environment to improve digital infrastructure enabling full fibre broadband and removing barriers to commercial rollout including:

- Removing barriers to rapid delivery of digital infrastructure

- Enabling and encouraging investment

- Reducing delays and costs, simplifying processes and encouraging best practice

- Develop relationships with providers and Mobile network operators

- Central point to facilitate and co-ordinate wayleaves, street works licences and planning as well as making public sector assets available

- Rollout best practice around barrier busting

We will work with a broad range of stakeholders including WM5G, commercial providers and Mobile Network Operators to support the rollout. Locally, the team will work with key local partners including the University, College, Health partners to maximise the benefits across the city including identifying future Smart and Internet of Things (IOT) opportunities.

Measuring our performance we will:

- improve broadband speeds in the city

- improve full fibre coverage in the city

- improve 5G availability in the city

For more information: www.insight.wolverhampton.gov.uk

You can get this information in large print, braille,
audio or in another language by calling 01902 551155

wolverhampton.gov.uk   01902 551155

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City of Wolverhampton Council, Civic Centre, St. Peter's Square, Wolverhampton WV1 1SH

	Stronger City Economy Agenda Item No: 6 **Scrutiny Panel** 05 February 2020
CITY OF WOLVERHAMPTON COUNCIL	

Report title	Attracting Investment
Cabinet member with lead responsibility	Councillor Harman Banger City Economy
Wards affected	All
Accountable Director	Richard Lawrence
Originating service	City Economy
Accountable employee	Richard Nicklin City Investment Manager Tel 07464981823 Email Richard.nicklin@wolverhampton.gov.uk
Report to be/has been considered by	Leadership Team 07th January 2020 City Economy Portfolio Holder

Recommendations for decision:

The Stronger City Economy Scrutiny panel is recommended to:

1. Agree the current approach in place through the council Inward Investment service to attract and support investment and expansion from new or existing businesses.

2. To consider and agree the revised approach to inward investment and the, International Trade and Investment marketing strategy, for Wolverhampton.

1.0   Purpose

1.1   The purpose of this report is to provide an update on our current inward investment position and to outline a new, formalised international trade and investment marketing strategy.

2.0   Background

2.1   Attracting new investment and jobs to the city is fundamental to achieving managed growth and delivery of the overall aims of the council plan: 'More good jobs and investment in our city'. Improving the city's presence and position in overseas markets that leads to the attraction and securing new businesses will raise the overall GVA growth of the city generating business rates, training and job opportunities for local residents

2.2   There is an increasingly competitive global market particularly with those outside of the EU, following the announcement of BREXIT. Within this global market 'place' it is becoming increasingly important that Wolverhampton can direct overseas investment opportunities to the city. We need to emphasis the high-quality connected location that has an attractive offer for both living and working, which are critical for investment success, particularly for higher value and knowledge-based industries.

2.3   Wolverhampton, as a place that offers a labour market of skilled and semi-skilled people is increasingly attractive to businesses. This coupled with the city's Higher Education institutions and expertise are having a greater role to play in Wolverhampton's offer to investors.

2.4   To be a successful investment location, we need to have and articulate a strong sense of Place and People offer, promoting our distinctiveness and existing investors, which form an increasingly important role in testing and defining the city's strengths and propositions.

2.5   The new International Trade and Investment strategy will set out Wolverhampton's objectives and priorities for securing inward investment and growth for the next three years (2020 – 2023). It will identify the key strengths of our local economy and the sectors, technologies and opportunities that business investment activities will focus on. It will also recommend the global locations the city should focus on and present the high-level actions and initiative to deliver these. These will be taken forward and reviewed on an annual basis.

2.6   Appendix 1 outlines the current approach, within the Enterprise Service, to attracting inward investment including examples of successfully landed projects.

3.0   Challenges

3.1   The awareness and visibility of the city's evolving offer is not yet fully visible to the market and needs to be strengthened. The West Midlands Growth Company's 2019 Regional Perceptions Study indicates that:

- Only 10% of international foreign direct investment intermediaries feel they know either a lot or a fair amount about the city's offer. More than half, meanwhile, know the name but nothing else and nearly 20% have never heard of Wolverhampton.

- Only 7% had positive perceptions of the city, while 86% were either neutral in their feelings or had no particular view.

- Only then will it be possible to start to achieve penetration within key markets across the world, allowing Wolverhampton to reach its full potential compared with other regional cities.

4.0   Response

4.1   In order to improve our approach to attracting inward investment and address the challenges faced in section 3.0, the service needs to take stock and consider the series of questions set out below. This will help provide a clear rationale in relation to the key markets, sectors and industries we will be actively targeting the city more competitively. We need better knowledge and understanding of our key target markets including:

A. A stronger focus on Wolverhampton's specific strengths in terms of key sectors, industries and specific niche activities.

B. Intelligence - In which sectors, industries and specific niche activities does the city have a particularly strong representation of businesses, employment and key strategic companies?

C. Knowledge and understanding - Which of these are potentially 'key investing sectors or industries', aligning closely to key global foreign direct investment growth markets?

- Where are the fastest growing source markets?

- With which cities and regions will Wolverhampton be primarily competing with for investment?

D. Influencing - Which are 'key enabling sectors or industries', i.e. acting as supply chains for key investing sectors and/or providing services and facilities critical to the city's offer to investors?

5.0   Market Needs

5.1   The service needs to have a greater understanding on the demands of the market when looking to invest. We have to identify if the city can meet these demands, to know:

- What is the market looking for in a location and does the city provide this kind of business eco – system to investors?

- What are the characteristics of typical investors?

- What are they looking for in a potential investment location? (e.g. in terms of land and property (e.g i9, i54), connectivity, market access, supply chain, talent base, R&D ecosystem, supply chain, living environment/quality of life etc.)

- What is Wolverhampton's USP's as an investment location?

- How well do the characteristics and strengths of Wolverhampton's offer line up against investor requirements in each investing sector?

- With which cities and regions - in the UK and globally - will Wolverhampton be primarily competing with for investment?

- What are the key proof points on Wolverhampton's specific strengths and USPs relevant to each target market?

6.0 First stage activity and key findings

6.1 The service has commissioned West Midlands Growth Company's research team who have started the process of answering and formulating responses to the above. The team has completed the first phase of the project which has shared:

- Analysis of the city's strengths in terms of the representation of businesses, employment and key strategic companies

- Specialist foreign direct investment market intelligence from a range of sources on key global growth sectors

- Recommendations on sector priorities for the Wolverhampton international trade and investment marketing strategy sub-divided into:

6.2 Wolverhampton's key economic sectors aligned to the current global foreign direct investment (FDI) market opportunities are:

A. Transport technologies (and automotive and aerospace in particular),

B. Advanced manufacturing (and fabricated metal products and machinery in particular)

C. Business services (and financial services in particular)

D. Environmental technologies (notably waste treatment).

6.3 These sectors have associated with their industries and business, strong supply chain and access to customer base which form a key element of the city's offer to investors. This attracts and help secure foreign direct investment for the city, bringing with it, significant new market opportunities for Small Medium Enterprises (SME's), which make up the city local supply chain. These include advanced materials (notably basic metals) and logistics (notably road and air freight transport).

6.3   Supporting sectors and industries are also critical to the city's offer to investors. These include a number of the enabling sectors such as health services, retail, the visitor economy and sports.

7.0   Place Marketing

7.1   The next step is to address the questions "What is the market looking for in a location, and what are Wolverhampton's USPs as an investment location?" The work will look at current market insights to identify:

- Wolverhampton's competitive strengths linked to specific investor requirements

- Examples of key overseas investors based in the city

- Key market opportunities expanding businesses in the sector are likely to be looking to take advantage of

- Characteristics of typical inward investors in the sector

- Global source markets, where there are significant concentrations of potential investors

- Locations around the world Wolverhampton will be competing with to attract investment

- Examples of key investors into Western Europe in recent years with no significant presence to date in the West Midlands

8.0   Next Steps

8.1   The research findings, recommendations and final report will be provided by West Midlands Growth Company on 28th February 2020.

9.0   Evaluation of alternative options

9.1   Option 1 – Make no change to business as usual activity and continue with our current approach. This approach will prevent us identifying areas for improvement and may hinder our ability to attract foreign investment in the future.

9.2   Option 2 – Address the challenges facing the city outlined in paragraph 3.0 and implement the new international trade and investment marketing strategy. This will improve perceptions of the city amongst investor markets, raise its profile as an inward investment location that is 'open for business,' leading to increased international investment.

10.0 Reasons for decision(s)

10.1 Agreeing these proposed approaches will enhance the city's presence in overseas markets leading to increased foreign direct investment entering the city creating jobs and opportunities for local residents and businesses.

11.0 Financial implications

11.1 There are no further direct financial implications of this report for the Council. The cost of this piece of work is £45,000. Costs will be met through the Council's existing service level agreement with West Midlands Growth Company. There is no additional expenditure from Council revenue budgets required for this project.

[HM/20012020/Z]

12.0 Legal implications

12.1 There are no direct legal implications arising from this report

[Legal Code: TS/15012020/T]

13.0 Equalities implications

13.1 None

14.0 Climate change and environmental implications

14.1 As new companies set up operations in the city there may be associated environmental impacts through increased energy usage for example. However, these can be addressed through attracting, carbon neutral / low emission companies and ensuring that eco-friendly building processes are used in construction of new premises. We can also encourage existing companies to make their business premises more environmentally friendly / efficient.

15.0 Health and Wellbeing Implications

15.1 Being in long-term employment often improves the health and wellbeing of residents. Therefore, creating new jobs through attracting new businesses in to the city will raise levels of health and wellbeing for local people.

16.0 Project Implications

None

17.0 Human resources implications

17.1 The CWC Enterprise Service will be responsible for delivering the strategy which will impact on staffing and resourcing.

18.0 Corporate landlord implications

18.1 The strategy may have positive implications for corporate landlord as new overseas investors considering the city may be interested in purchasing / leasing council owned assets for their operations.
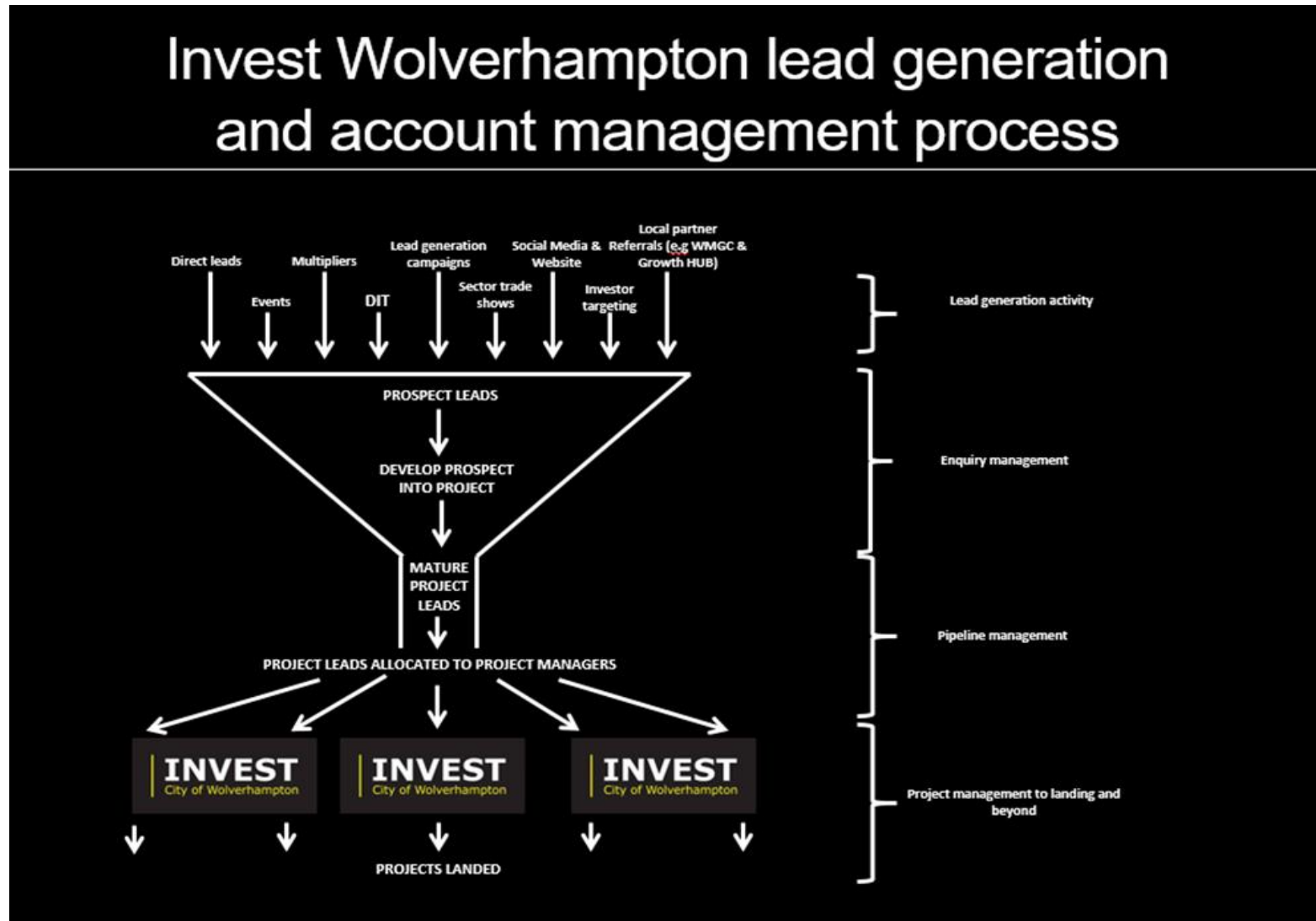
19.0 Schedule of background papers

19.1 None.

20.0 Appendices

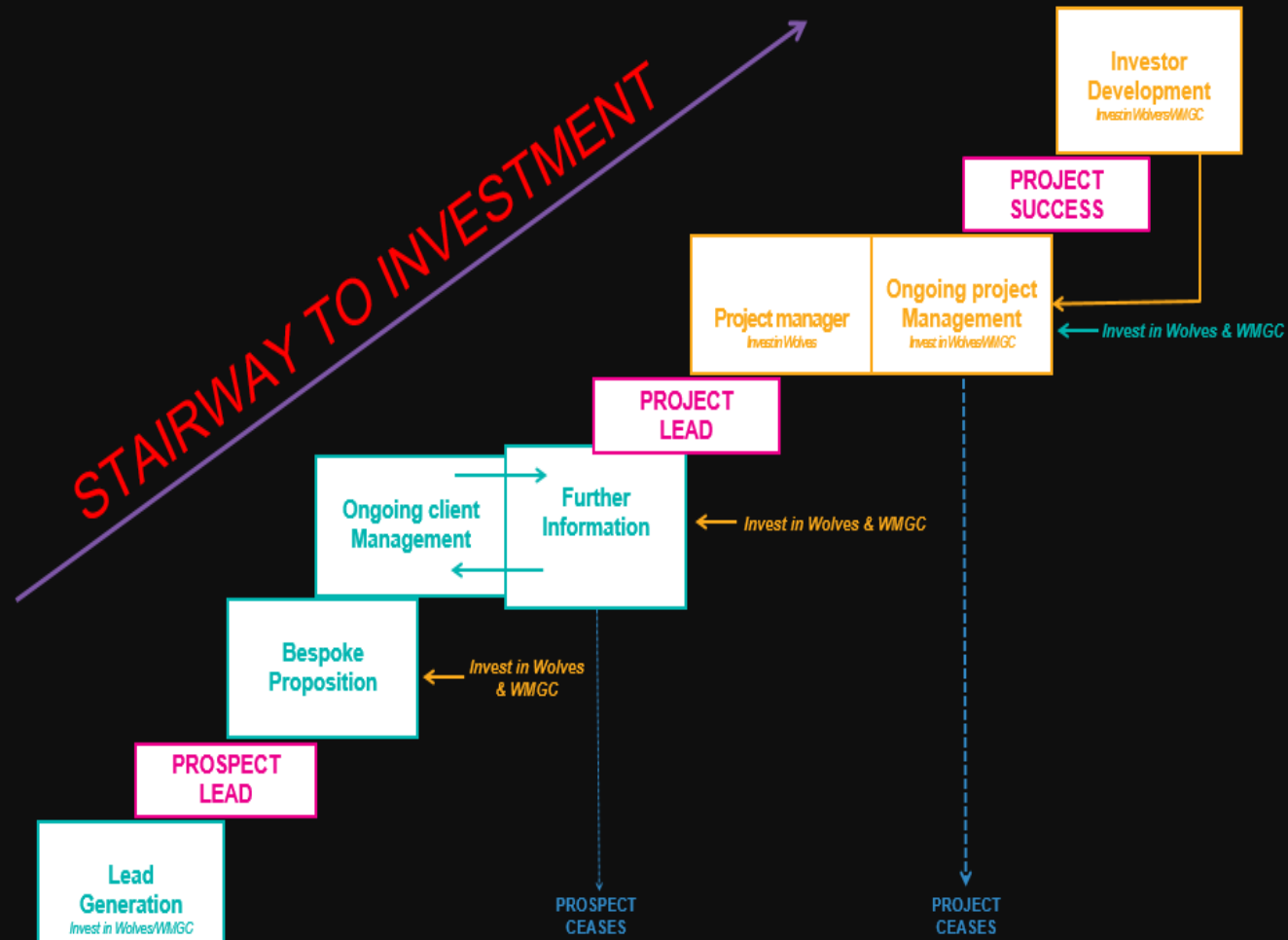20.1 Appendix 1 – Enterprise service current approach to attracting inward investment

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Appendix 1 – Enterprise service current approach to attracting inward investment

The following diagrams illustrate the Enterprise Service current approach to attracting investment and the business relationship once investment has been secured.

Invest Wolverhampton lead generation and account management process

Invest in Wolverhampton CUSTOMER JOURNEY

STAIRWAY TO INVESTMENT

Investor Development
Invest in Wolves/WMGC

PROJECT SUCCESS

Project manager
Invest in Wolves

Ongoing project Management
Invest in Wolves/WMGC

Invest in Wolves & WMGC

PROJECT LEAD

Ongoing client Management

Further Information

Invest in Wolves & WMGC

Bespoke Proposition

Invest in Wolves & WMGC

PROSPECT LEAD

Lead Generation
Invest in Wolves/WMGC

PROSPECT CEASES

PROJECT CEASES

Appendix 1 – Enterprise service current approach to attracting inward investment

This approach has led to significant foreign direct investment entering the city including

- Swedish owned Atlas Copco's 46,000sq.ft industrial facility at i54 creating 80 jobs. – new occupier
- German owned DB Cargo's £6m freight hub expansion – new occupier
- American owned Charter Court's expansion at Wolverhampton business park creating 250 new jobs. – expansion

The current number of inward investment projects for 2019 stands at 46 of which 33 are new projects, 12 are existing company expansions and one is a capital investment project. Total pipeline of job creation figures currently stands at 3,629.

The below table illustrates the sector, and country of origin breakdown of our current inward investment pipeline:

Country of Origin	Number of Projects
UK	29
Australia	4
China	2
France	1
India	3

Ireland	2
Netherlands	1
Norway	1
Turkey	1
USA	2
Sector	**Number of Projects**
Advanced Engineering (Includes Automotive and Aerospace)	22
Business Services	4
Food & Drink	5
Tech and Creative	3
Life Sciences	3

Appendix 1 – Enterprise service current approach to attracting inward investment

Low Carbon	1
Construction	4
Leisure / Retail	4

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Agenda Item No: 8

CITY OF
WOLVERHAMPTON
C O U N C I L

Stronger City Economy Scrutiny
5ᵗʰ February 2020

Report title	Council and City Apprenticeship Update.
Cabinet member with lead responsibility	Councillor Dr Michael Hardacre Cabinet Member for Education and Skills Councillor Harman Banger Cabinet Member for City and Stronger Economy
Wards affected	All
Accountable director	Richard Lawrence and Emma Bennett
Originating service	Strategy
Accountable employee(s)	Paula Warrilow Head of Organisational Development and Apprenticeships Tel 01902 552756 Email Paula.Warrilow@wolverhampton.gov.uk
Report to be/has been considered by	Strategic Executive Board 5th November 2019 Stronger City Economy Scrutiny Panel 5ᵗʰ February 2020

Recommendation(s) for action or decision:

The Scrutiny Panel is recommended to:

1. Inform Scrutiny Panel of the apprenticeship work and achievements within the council and city wide.

1.0   Purpose

1.1   To provide an update on the apprenticeship work and activity across the city and within the council where appropriate, including the progress made since the last scrutiny panel in September 2018.

2.0   Background

2.1   The panel at the initial scrutiny review of apprenticeships in January 2017 agreed the 4 priorities listed below:

   a. Become an exemplar employer of young people in the city – offering improved apprenticeship opportunities
   b. Improve marketing, information and awareness of apprenticeships in the city to young people, schools, parents, careers advisers etc.
   c. Improve access to information on apprenticeships through schools
   d. Improve the availability of supported internships, traineeships and apprenticeships for vulnerable young people.

2.2.1 At the last scrutiny in September 2018, feedback was given to the group on activities undertaken since January 2017 and the promise to ensure that further activities would be introduced to support the development of an effective apprenticeship offer across the council and the wider city. Updates have been given to councillors and senior officers in May 2019 and September 2019.

2.2.2 The Scrutiny panel have also asked to receive feedback from school representatives on how the interaction and support from the council and other agencies has supported them with apprenticeships.

3.0   Progress to date.

3.1   **Become an exemplar employer of young people in the city – offering improved apprenticeship opportunities**

Across the city there are 104 different apprenticeship standards being offered within different businesses. Of these 82 have been accessed by young people aged 16 to 24.

The Council has increased its 2016/2017 offer of 4 sector apprenticeship standards to a current offer of 27 which can be from educational levels 2 to 6 depending on the standards available and its appropriateness to the role the apprentice will be or is currently undertaking

To compare the City offer with that of the Council we can see that the top 5 apprenticeship standards across the city differs from that of the council, this is likely due

to the council using more apprenticeship standards to upskill current employees than businesses across the city. The council has more career opportunities to open out to recruited apprentices than most businesses across the city.

Top six most popular apprenticeships across the City of Wolverhampton;

Level 2/3 Business and Administration
Level 2/3 Adult Social care
Level 2/3 Light Vehicle
Level 2 Children and Young People
Level 2 Customer Services
Level 3 Performing Engineering Operations

This differs from the most common standards used at the Council, these are;

Level 3 team Leader
Level 7 Senior Leaders Master's degree
Level 2 Horticulture
Level 4 Associate Project Manager
Level 4 Regulatory Compliance Officer

3.2 Apprentices age range comparisons

Apprenticeships are for everyone and not just for young people, that said we need to ensure that our young people have as many opportunities to get an apprenticeship as possible.
The number and age profile of apprenticeship starts for 2018/2019 currently based in businesses across the city are;
- o 16 to 18-year olds 520 apprentices
- o 19 to 24-year olds 570 apprentices
- o 25 + year olds 1120 apprentices

The number and age profile of apprenticeship starts for 2018/2019 within the City of Wolverhampton Council are:
- o 16-18-year olds 10 apprentices
- o 19 to 24-year olds 32 apprentices
- o 25+year olds 162 apprentices

Across the council 28% of apprentices are from groups with protected characteristics, unfortunately this data is not available at a City level.

In addition to recruiting apprentices into the council we are also utilising the apprenticeship standards to upskill current employees.
This year the council has focussed on setting up the appropriate processes identified below. It realises that more needs to be done to support young people into apprenticeships within the council and also to support those who have challenges into employment. The council will be focussing its efforts onto recruiting more apprentices

into different departments and utilising all the support available through the inclusive apprenticeships, traineeships and pre-apprenticeship programmes. The council recruitment and management approach has been set up this year to assist managers and apprentices to succeed.

3.3 **Increase the number of new apprenticeship starts across the city and in the council including existing staff**

Wolverhampton continues to have challenges with the number of apprenticeship starts. This appears to be due to the lack of opportunity offered through businesses and the traditional ideas that university is the easier and better route to follow. Feedback received from young people within schools supports this explanation.

In order to support an increase in apprenticeships across the city, the OD and Apprenticeships Team works closely with services in the Enterprise and Skills team, including Wolves at Work, Impact, Connexions, Education Business Partnership, Careers Enterprise Company to engage with local residents, employers and schools.

The council has also set up a new City Apprenticeship Group (CAG) including representatives from several businesses across the city. This is in its infancy but has generated interest and attendance from various sectors including;
Moog,
Collins Aerospace,
Marston's,
RWT,
WMCA,
Wolverhampton Homes,
Bromford Housing,
Wolverhampton University

There are also two high schools on the group. This has promoted constructive conversation around issues faced in schools and in businesses when promoting and recruiting apprentices.

In order to measure the Council against the City as a whole there have been to date 2210 apprenticeship starts across the City of Wolverhampton, at the end of 2018/19. The table below shows a comparison over the past 3 years. We can see from the data that Wolverhampton employers are starting to increase the number of starts after a recent down turn due to the introduction of the apprenticeship levy in April 2017

	16/17	17/18	18/19
Dudley	3266	2404	2910
Sandwell	3459	2131	2870
Walsall	2494	1904	2310
Wolverhampton	2559	2251	2210

Within the Council there have been 204 apprenticeship starts, including schools in academic year 2018/19. This has increased by 70% and comprises of 9 new recruits, 8 apprentices progressing to a higher level and 135 existing employees, this compares to a total of 89 apprentices in 2017/18

The previous WCC centrally controlled scheme ended in April 2018 and now managers are encouraged to recruit apprentices into their service areas.
The strategies that have been introduced to encourage managers to recruit apprentices include;

- o Paying 18+ year olds the national living wage for 25+ to undertake an apprenticeship (see appendix 1)
- o Additional support and funding available to help new apprentices with any barriers to work when joining the council (see appendix 2)
- o A wider range of apprenticeship standards and more levels to support different roles across the council
- o Assessment centre style recruitment interview process, ensuring that the applicants have different opportunities to showcase their skills.
- o Work trials to support the recruitment process
- o Frozen permanent established vacancies to open opportunities for managers to recruit apprentices, this generates a position for the apprentice to move into.
- o There are changes to the way apprenticeships are now delivered, offering support to managers from Organisational Development team, Wolves at Work and Black Country Impact with recruitment and a supportive inclusive approach.
- o Managers have a new information portal giving information on all elements of recruiting and supporting apprenticeships.

With the increased number of apprenticeship starts across the Council has come an increase in apprenticeship levy spend. The council apprenticeship levy spend has increased in 2018-2019 to £614,398, compared to £105,752 in 2017-2018. The council has also been linking with external companies to transfer levy in order to support them to recruit apprentices and upskill their employees. To date we have supported Wolverhampton Homes, and 2 Academies. Showcasing us as an exemplar employer. All councils have an apprenticeship target, we have exceeded the public sector target of 2.3 percent of workforce being an apprentice or undertaking an apprenticeship. In 2018/19 there were 3.06 percent of the workforce undertaking apprenticeships, compared to 1.58% in 2017/18.

3.4 **Improve marketing, information and awareness of apprenticeships within the City and across the council**

As well as the new City Apprenticeship Group, the Training and Joint Brokerage Group and Education Business Partnership have also worked to raise the awareness of apprenticeship opportunities for young people within schools. The Organisational Development team, Wolves at Work, Black Country Impact and the Enterprise and Skills team have worked together to promote the City Apprenticeship group across the city. We

currently have over 20 businesses engaged with the City Apprenticeship Group from different business sectors across the city, including; engineering, hospitality, finance, ICT, social care and health, schools and many others.
(See appendix 3)

Other activities that have taken place in 2018/19 are:

City wide activity

- New - City Jobs Fair now including apprenticeship opportunities
- New City Apprenticeship Group Business Apprenticeship Breakfast sessions
- Continued use of social media throughout the year
- Continued to support and sponsor the annual Skills and Apprenticeship Show led by City of Wolverhampton College with of 400 people attending
- Careers advisors in all schools working towards the new Gatsby bench marks
- Wolves at Work have a dedicated apprenticeship coach
- Impact has targets to support young people (16-29) into apprenticeships
- Council is supporting a community-based project called PATWOLV, this is a work experience and pre – apprenticeship programme set up to support young people within the local community into work or apprenticeship opportunities. This is based in the community and managed by people who live within the community.

City of Wolverhampton Council activities
- New National Apprenticeship Week (NAW) campaign
    - New apprenticeship celebration event for City of Wolverhampton Council apprentices that had completed their apprenticeship
    - New large #FireitupWolves banners down Dudley Street in city centre
    - New pin badges with Fire it up Wolves
    - New 3 days to meet the training providers held in the Civic Centre foyer
    - New Ask The Apprentice held in the Civic Centre foyer
- New information available for manager and apprentices on the learning hub portal
- New manager scoping sessions
- New schools' apprenticeship coordinator promoting and supporting with the delivery of apprenticeships within schools

3.5 Improve access to information on apprenticeships through schools

Connexions and the Education Business Partnership team actively support schools across the city to promote apprenticeships to students. They link with businesses and students to ensure that positive messages are given about the apprenticeship opportunities across the city and beyond. They support career staff within the   school to understand the opportunities as they evolve.

The City Apprenticeship Group had their third meeting at the Kings C of E School where businesses met with a panel of students to discuss apprenticeship opportunities which support their future career aspirations. The group met with 6 young people currently undertaking 6th form and received feedback on their views around Apprenticeships:

This report is PUBLIC
[NOT PROTECTIVELY MARKED]

- o One pupil explained that it was far easier to apply for university than it was to apply for an apprenticeship, in some cases young people would take the easier option.
- o One young person was interested in starting up their own hospitality business and Paul Fellows from Marston's was able to explain that by undertaking a hospitality apprenticeship they would be fully qualified to do that.
- o Another young person was interested in joining the police force and so would be able to join through their apprenticeship approach

The Organisational Development Team have allocated an apprenticeship coordinator to support schools with apprenticeship recruitment and to develop the knowledge around apprenticeships.

3.6 **Improve the availability of supported internships, traineeships and apprenticeships for vulnerable young people**

- o Implemented the new pay model for the council and schools, which now support vulnerable young people to take on an apprenticeship, providing a wage which will allow them to support themselves.
- o Opened up opportunity for job trials.
- o Completed the agreed actions in the post 16 implementation plan to support vulnerable groups to access apprenticeships and other employment opportunities. By creating new pilots to support young people in care and young offenders into apprenticeships
- o Ongoing work with Enable to develop new opportunities within the council for the young people they support. In 2018/19, two young people were supported, one a former care leaver and one with dyspraxia. Plans for a new project in 2020 to further promote this with managers across the council and schools is planned.

4.0   Financial implications

4.1   The delivery of the apprenticeship scrutiny action plan will continue to be co-ordinated through the existing Organisational Development Team. There is also a £20,000 budget set aside in 2020-2021 to meet any costs associated with implementation of the plan. This could, for example, include marketing costs incurred in increasing awareness of the availability of apprenticeships. [GE/24012020/C]

5.0   Legal implications

5.1   There is no legal implications as such, as this reports on actions so far.

5.2   There are no legal duties to provide apprenticeships, only an incentive. It is however good practice to provide a positive example to the City's employers and good financial practice to utilise as much as possible of the levy.

5.3   The policies supports our Public Sector Equality Duties, by improving opportunities for vulnerable, minority ethnic and / or young people across the City and the Council itself. If not providing the Apprentice with a permanent position, this gives them experience and qualification which will help them on their working journey.

[LW/27012020/W]

6.0   Equalities implications

6.1   All apprenticeships are required to meet equality and diversity standards. Various groups inform this process including inclusion advisory forums and individual institutional policies and procedures. Currently no data is gathered to support Equality and Diversity data across the city this will be investigated with the national Apprenticeship Service in 2020

7. 0   Environmental implications

7.1   Environmental implications are undertaken through provision planning.

8.0   Project Implications

8.1   The project is supported through existing resources and the Head of Organisational Development and Apprenticeships.

9.0   Human resources implications

9.1   The levy gives an opportunity for existing employees to upskill using apprenticeship standards. This is monitored by Human Resources Business Partners and the Organisational Development team lead by the Head of Organisational Development and Apprenticeships.

9.2   New processes have been developed in partnership with Human Resources and the Organisational Development team. These include; a revised pay structure for people employed as an apprentice, generic apprenticeship role profiles based on the level of apprenticeship being offered and the level of work the manager is expecting the apprentice to carry out. There is a new recruitment process including a streamline application form, allowing people to submit a CV for Apprenticeship roles.

10.0   Corporate landlord implications

10.1   There will be no property or landlord implications as apprentices will be based within the existing infrastructure

11.0   Schedule of background papers

11.1   Scrutiny Review of Apprenticeships Sept 2018?

12.0 Appendices

12.1 Appendix 1 - **Apprenticeship pay scale**

APPRENTICESHIP PAY SCALES - COWC RATES

Apprenticeship Level	Apprenticeship Description	Grade / SCP	APRIL 2019 Annual Salary	APRIL 2019 Weekly Rate	APRIL 2019 Rate of Pay
Level 2 (a)	16 to 18 years	CWCAPP / 01	8,392.00	160.94	4.35
Level 2 (b)	18 years plus - NMW 25+	CWCAPP / 02	15,839.00	303.76	8.21
Level 3	Level 2 (b) + 2.50%	CWCAPP / 03	16,235.00	311.36	8.42
Level 4	Level 2 (b) + 5.00%	CWCAPP / 04	16,631.00	318.95	8.62
Level 5	Level 2 (b) + 10.00%	CWCAPP / 05	17,423.00	334.14	9.03
Level 6	Level 2 (b) + 20.00%	CWCAPP / 06	19,007.00	364.52	9.85

Prior to September 2018 apprentices were paid £150 per week regardless of age and level of apprenticeship. This had an impact on the quality and number of applicants that applied for apprenticeships at the council. Care leavers were not interested in applying for the apprenticeships because it would affect their benefits, they would be worse off.

The pay structure is a stand-alone pay structure that is based on the level of apprenticeship undertaken instead of age, this is to prevent age discrimination for young people undertaking the same apprenticeship standards as an older person.

Managers have welcomed the change in apprenticeship pay as it has increased the number of applicants and attracted people with different skills sets and qualifications. Managers are able to recruit to apprenticeships up to level 6 which in turn has offered more varied opportunities to people looking for apprenticeships.

12.2 Appendix 2 – Inclusive apprenticeship approach

What is Inclusive apprenticeship approach

- A term used to showcase a new apprenticeship approach
- An apprenticeship that considers joined up bespoke support for people applying for apprenticeships at the council
- An apprenticeship that doesn't use labels such as care leaver, SEND and holding an Educational Health Care Plan
- Opportunity to consider different ways to recruit to level 2 apprenticeships
- An apprenticeship that utilises support from partner agencies to ensure that managers have support in recruiting and managing the right person for the role. Ensure that managers start to look at all the skills and qualities apprenticeship applicants have and stop focusing on just the qualifications especially for level 2/3.
- An Apprenticeship that ensures that appropriate support is in place for the apprentice to complete the recruitment process and beyond.

Bespoke Support for Managers
- Effective assessment process developed in partnership with the manager, OD team and Wolves @ Work
- Specialist support from professionals e.g Children and Young People in Care, YOT, Adult Disability services
- Specialist support from Employment support agencies and OD team

Support for Apprentice Applicants and Appointed Apprentices
- Wolves @ Work skills and employment coaches
- College / training provider, extra training as required
- Financial support for travelling or clothing if required
- Occupational Health / Reasonable Adjustments for work environment

12.3 Appendix 3 – City Apprenticeship Group

CITY OF WOLVERHAMPTON APPRENTICESHIP GROUP
Terms of Reference

Group Aim: To liaise with, and widen participation from, a range of businesses and industry to improve apprenticeship outcomes across the City of Wolverhampton.

Purpose of the Group:

- **Lobby**: speak with a clear, single voice on behalf of local business and residents to WMCA and at various regional/national forums.
- **Educate**: make businesses aware, in easily digestible format, of any information or updates in relation to apprenticeships.
- **Engage**: liaise with businesses to understand any apprenticeship-related issues for local employers and industry.
- **Understand**: aim to establish issues for local schools and residents which results in a lower local uptake of apprenticeship opportunities.
- **Shape**: help to create the apprenticeship agenda on a local level, engaging with employers, residents and educational establishments, including schools, devising strategies and solutions to local issues.
- **Enhance**: work with schools and training providers to improve the work-readiness and industry-specific skills of students, through strengthening of content/curriculum and enhanced careers support.
- **Promote**: use various channels to ensure that apprenticeships are promoted in a more connected, coordinated and effective manner, with the widest possible audience in mind, including schools and digital engagement.
- **Include**: ensure an inclusive-approach to apprenticeships is promoted, including an all-age agenda and encouragement of female participation in historically male-dominated industries.
- **Destigmatise**: become ambassadors for apprenticeships, increasing the promotion of apprenticeships as an attractive route into diverse career pathways.

Group Membership:

Chair: Paula Warrilow (City of Wolverhampton Council)

Local business representation:
Mark Hince- (Moog)
Julien Sable- (Collins Aerospace)
Paul Fellows- (Marston's)
David Pearson- (Liberty HG)
Liz Blakemore- (A.F. Blakemore & Sons)
Su Gough – Lloyds Bank
Dean Coombs – St Mathias School
James Ludlow – King's School
Sharon Conway Thomas – Wolverhampton Homes

Mark Price – Wolverhampton university
Beena Nana – ESFA
Vicky Green – Bromford Housing
Rose Reese- Midland Metro
Dawn Jevons – Galifordtry
Claire Young - RWT
Sonia cross – DWP
Anne-Marie McAuliffe – McAuliffe Group
Nigel Taylor – Care Tech

From Black Country Chamber of Commerce:
New person joining T B C
From WMCA:
Louise Ward
From CWC:
Joseph Burley
Sue Lindup
Angela Hoyle
Jay Patel
Niginder Kaur
Alice Vickers
The members are increasing with each group meeting.

Meeting Frequency: Quarterly. March, June, September and December meetings.

Location: Hosting to be shared amongst the group.

Accountability: An action log will be sent out following each meeting detailing notes, decisions and assigned actions.

Minutes are available from the last 3 meetings if further information is required.

City Apprenticeship Business Breakfasts are put on bi-monthly and are open to all businesses across the city.
To date we have held 3 breakfast briefings and have covered a range of subjects ranging from a general overview on apprenticeships, apprenticeship levy transfer, digital agenda and apprenticeships, apprenticeships standards and an overview of other business development models for apprenticeships.

Scrutiny Work Programme

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	Notes
5 February 2020	• Inward Investment	Richard Nicklin /Cllr Harman Banger (Cabinet Member)	• To include communications angle and detailed analysis of the outcome of work done to attract inward investment – for example, how new businesses have relocated to Wolverhampton? How many positive leads have been generated as a result of promotional work?
	• Digital Innovation (First on Agenda) (45 Minutes)	Heather Clark/ Cllr Beverley Momenabadi (Digital Champion)	• Cllr Momenabadi to give presentation on progress of work. Heather Clarke to present report details about plans to improve the design of and infrastructure of buildings to provide better connectivity.
	• Apprenticeships	Paula Warrilow	• Update as resolved at the Panel last year. Particular focus on uptake numbers, effectiveness and overall career pathways. Data analysis.

	• Marketing		• Preliminary Note outlining roles
25 March 2020	• Progress report on Branding and Marketing Strategy for City of Wolverhampton	Isobel Woods / Ian Fegan	
	• Update on impact of Empty Properties Strategy – update on action to reduce vacant properties in the city centre.		• Update on the number of empty properties in the city centre and trend data, current strategy for improving the situation -Cllr Sohail Khan raised the issues at the Annual Scrutiny Work Programme Session.
	• Future High Streets Fund	Isobel Woods	
	• Review of recommendations throughout the year.	Heather Clark	
	• Former Royal Wolverhampton Hospital Site – update on Phase 2 and 3 (exempt item) (Last on agenda)	Vic O'Brien	• To brief panel on the next stages of the plans for developing the site and outcome of tender discussions and funding. Details of current progress

Potential Future items: -

1. Policy implications from West Midlands Combined Authority/Regional/National or International Sources
2. Westside Link Final Designs before Cabinet
3. BID
4. Green industries and green environment

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