

CITY OF
WOLVERHAMPTON
COUNCIL

Economy and Growth Scrutiny Panel

30 November 2022

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

Venue Council Chamber - Civic Centre

Membership

Chair Cllr Jacqueline Sweetman (Lab)

Vice-chair Cllr Sohail Khan (Con)

Labour

Cllr Mary Bateman
Cllr Philip Bateman MBE
Cllr Dr Paul John Birch J.P.
Cllr Craig Collingswood
Cllr Claire Darke
Cllr Celia Hibbert
Cllr Zee Russell
Cllr Clare Simm

Conservative

Cllr Wendy Dalton
Cllr Mak Singh

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the Scrutiny Team:

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

Copies of other agendas and reports are available from:

Website <http://wolverhampton.moderngov.co.uk/>
Email democratic.services@wolverhampton.gov.uk
Tel 01902 555046

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

If you are reading these papers on an electronic device you have saved the Council £11.33 and helped reduce the Council's carbon footprint.

Agenda

Part 1 – items open to the press and public

- | <i>Item No.</i> | <i>Title</i> |
|-----------------|---|
| 1 | Apologies
[To receive any apologies for absence]. |
| 2 | Declarations of interest
[To receive any declarations of interest]. |
| 3 | Minutes of previous meeting (Pages 5 - 14)
[To confirm the minutes of the meeting held on 28 September 2022 as a correct record]. |

DISCUSSION ITEMS

- 4 **Performance, Budget Monitoring and MTFS** (Pages 15 - 40)
[To receive a presentation on Performance, Budget Monitoring and MTFS].

- 5 **Business Support at Place Level** (Pages 41 - 54)
[To receive information on how the Council is helping to support businesses at local ward level and how this links with the wider work relating to the Wolverhampton Pound].

[Report is marked: To Follow].

- 6 **Heath Town Baths** (Pages 55 - 64)
[To consider the future plans for Heath Town Baths].

[Presentation is marked: To Follow].

- 7 **i54 New Businesses** (Pages 65 - 80)
[To consider the developments at i54 relating to new businesses].

[Briefing Note is marked: To Follow].

- 8 **Exclusion of Press and Public**
To pass the following resolution should exempt information on the item on the i54 need to be discussed:

That in accordance with section 100A (4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following item of business, information on i54 Business Park, as it involves the likely disclosure of exempt information, as defined in Part 1 of schedule 12A of the Act, on the grounds shown below:-

Exempt under Category 3 – Information relating to the financial or business affairs of any particular person (including the authority holding that information).

Economy and Growth Scrutiny Panel

Agenda Item No: 3

Minutes - 28 September 2022

Attendance

Members of the Economy and Growth Scrutiny Panel

Cllr Mary Bateman
Cllr Philip Bateman MBE
Cllr Wendy Dalton
Cllr Celia Hibbert
Cllr Sohail Khan (Vice-Chair)
Cllr Zee Russell
Cllr Mak Singh
Cllr Jacqueline Sweetman (Chair)

In Attendance

Cllr Stephen Simkins (Cabinet Member for Inclusive Economy)
Cllr Steve Evans (Cabinet Member for City Environment and Climate Change)

Employees

Martin Stevens DL (Senior Governance Manager)
Richard Lawrence (Director of Regeneration)
John Roseblade (Temporary Director of Housing and Environment)
Ian Fegan (Director of Communications and Visitor Experience)
Isobel Woods (Head of Enterprise)
Crissie Rushton (Visitor Economy Manager)
Julia Cleary (Scrutiny and Systems Manager)
Kimberly Dawson (Scrutiny Officer)

Part 1 – items open to the press and public

Item No. *Title*

- 1 **Apologies**
Apologies for absence were received from Cllr Claire Simm, Cllr Paul Birch and Cllr Craig Collingswood.
- 2 **Declarations of interest**
Cllr Simkins, Cabinet Member declared an interest under the Inward Investment item as a Board Member of West Midlands Trains.
- 3 **Minutes of previous meeting**
The minutes of the meeting held on 22 June 2022 were approved as a correct record.

4 **Inward Investment**

The Director of Regeneration gave a presentation on the subject of Inward Investment, a copy of the slides presented are attached to the signed minutes. He showed a short video on the Wolverhampton Investment Prospectus and spoke on the assets and opportunities within the City. There were a lot of opportunities coming forward in the future. Now i10 and i11 were fully let there was a need for more and better commercial office space. They were consequently looking to develop a project known as Interchange 8.

The Vice-Chair asked what assurances Officers were able to give that some of the projects highlighted in the presentation would come to fruition. He referred to the West Side Project which had been presented to Scrutiny in the past, but which was no longer going ahead in the form that had been detailed.

The Director of Regeneration with reference to West Side explained that the Council had exhausted all opportunities with the developer Urban & Civic. The project had started with a large capital receipt due to the authority and ended up with Urban & Civic asking the Council to under write a significant amount of funding. This was considered too much of a risk for the organisation. The demand for a hotel had not gone away and the need to develop a new one for the City. A new hotel would require significant investment by the authority, unless a partner could be found to develop one.

Members discussed funding arrangements for regeneration projects in Wolverhampton. The Chair and Vice-Chair asked for an update on this matter at a future meeting.

A Panel Member asked how the Council was going to promote diversity in the City within regeneration. He asked about the opportunities that would be available. The Cabinet Member for Inclusive City Economy referred to a diversity project that had been put in pace which was the glazed café. The Art Gallery put on regular cultural events. They would be working with providers in the sector to see what cultural events could be arranged. Members and Officers had a detailed discussion about attracting a diversity of businesses in the City.

A Member of the Panel remarked that there were insufficient hotels in the City. She was aware that the Mercure Wolverhampton Goldthorn Hotel on Penn Road would soon be lost to the Supermarket Chain of Lidl. The choices had been very limited for people to stay in the City during the Commonwealth Games Cycling Trial. She asked if a more aggressive approach was needed to attract investment for Hotels in the City. Her second question related to the number of people using the new train station in Wolverhampton and whether there was data monitoring the numbers passing through the station.

The Director of Regeneration responded that when considering new hotels, the location was very important. A City Centre location was going to be very important for the Council because that would support the Civic Halls, the Art Gallery, the University and local businesses. There was demand for more than one hotel. A hotel could be developed as the Local Authority or the Local Authority could work with a developer as part of a wider scheme.

Footfall was monitored in the City and he would look into whether the train companies monitored the footfall at the station.

The Chair stated that the efficacy of the business case for hotels in the City was critically important. An effective business case could only be developed if the market research had been completed.

Members praised the Investment Prospectus that had been presented. A Member stated that Wolverhampton was part of a national and international economic macro. It had suffered in the past when national and international circumstances had changed. He asked if the Council would be able to continue at the pace they wanted, when taking into account the national and economic situation.

The Cabinet Member for Inclusive City Economy responded that it was a fragile economic climate. There were however considerable opportunities which could be utilised. He referred to the Green Innovation Corridor which would stretch from the City Centre through to IGNITE down the Stafford Road and to the Science Park.

5 **Visitor Experience, Culture and Leisure Offer**

The Director of Communications and Visitor Experience introduced the slides on the Visitor Experience, Culture and Leisure offer in Wolverhampton. He stated that the Council was already an Events City. IPW Consultants had provided the information for the slide on Events City, it stated the following was applicable to Wolverhampton:

-

- 1000+ events a year
- 30,000 football visitors every fortnight
- 300,000 per year to the Grand Theatre
- Estimated 300,000 to new Civic Halls
- 120,000 visitors to the Racecourse a year
- Admired civic / community events programme
- Range of local events delivered by partners (e.g., BIDs) and event companies

The Director of Communications and Visitor Experience commented that the Council made a significant contribution to the City wide programme through investment in arts, culture and city events. The Council had five venues which were used for major events and they had 76 outdoor events each year. 273,000 visitors in 2021/2022 came because of the events held by the Council. There was £650,000 in direct economic impact as a consequence and £9 million in in-direct economic benefit. The £9 million figure was based on the West Midlands in the 2015 Great Britain Day Visits Survey.

The Visitor Economy Manager spoke about the Commonwealth Games Cycling Time Trial. The start and finish line had been hosted in West Park. 20,000 attended across the event and people also lined the streets of the City, representing an indirect economic benefit of £665,000. The event received global TV coverage. The Fireworks spectacular had been hosted in partnership with Dunstall Racecourse in November 2021. A profit of just over £11,000 was raised and 15,000 attended the event, representing an indirect economic benefit of £500,000.

The Visitor Economy Manager presented a slide on the Grand Slam of Darts. This has been hosted at Aldersley Leisure Village in November 2021. The event had a budget of £7,320 and there was an income of £70,000 from the event. 12,500 had attended and this represented an indirect economic benefit of £420,000. A large production crew had stayed in the City for 2 weeks at an estimated cost of £140,000. There had been global TV coverage via Sky Sports.

The Visitor Economy Manager stated that the World Snooker Player's Championship had been hosted at Aldersley Leisure Village in February 2022. There was no budget for the event and it cost £9,416. 4000 people had attended the event, representing an indirect benefit of £140,000. A large production crew stayed in the City for two weeks at an estimated cost of £200,000. There had been global TV coverage via the BBC.

The Visitor Economy Manager presented a slide on Vaisakhi Mela. There had been a celebratory event in May 2022. The budget for the event had been £15,000 and it had cost £14,700. 23,209 had attended the event, representing an indirect economic benefit of £770,771. Local leaders took the opportunity to urge attendees to take up the Covid-19 vaccination. There had been coverage on Midlands Today and ITV Central. She listed a number of other significant events that had taken place over the last twelve months, these were as follows: -

- Relight Festival – 4,598 tickets as Covid-19 restrictions lifted.
- Diwali Mela – 8000 attendees to Phoenix Park
- Christmas Lights Switch Ons across the City – City Centre, Bilston, Wednesfield, Tettenhall and Bantock.
- Literature Festival – at venues across the City.
- Launch of the British Kabaddi League at Aldersley.
- Armed Forces Day – Over 5,000 attendees.
- HM The Queen - Jubilee Beacon Lighting in St Peter's Square
- Krazy Races – 15,000 visitors to the City Centre
- Ibiza Proms in the Park – Large local audience of 3,000 attended
- WV1 Fest – 7,000 visitors to West Park
- Airing HM The Queen's Funeral in Queen Square

The Director for Communications and Visitor Experience stated that they intended to build on their current position. They had completed an internal review to reprofile budgets to match city ambitions, cost inflation and the core programme was now complete. The team had faced challenges to mitigate the post pandemic market and had suffered with increased costs and the cost of living crisis affecting buyer behaviour. IPW Consultants were completing a review to inform the five-year strategy. Their report would be completed by the end of October 2022. The IPW research to date was listed on a slide as follows: -

- Current events – what's on lists from past years and current programme for 2022.
- Audiences – Data on audiences and attendance patterns via ONS, local surveys, national bodies studies.

- Organisational – public, private, cultural, sports, academic, community.
- City of Wolverhampton Council – direct events supporting including funding and staffing, indirect support, policy and strategy.
- Conducted 21 stakeholder interviews.
- Looked at case studies for 6 core cities, and 6 key cities to identify best practice.

IPW had identified 3 objectives;

1. Change perceptions of the City – by enhancing profile and reputation nationally and internationally.
2. Increase the social benefit and value from events – by creating opportunities for employment and skills development
3. Increase the economic benefit and return from events – by generating significant new direct and indirect spend.

A Panel Member applauded the events team for the events they had arranged in the last twelve months. For one event in his constituency involving the GKN Temple some of his constituents had felt there had been a lack of communication from the Council.

A Panel Member stated that the British Art Show had a target of 50,000 people to attend the show in Wolverhampton. He asked if this target had been achieved and whether the City could have the show again in the foreseeable future. The Director for Communications and Visitor Experience responded that the target was hit through a combination of direct visits to the art gallery and the fringe art festival.

A Member of the Panel asked when the Britannia Hotel would be open again for general public use. The Cabinet Member responded that Britannia was a private operator and had a contract with Serco. They could influence them but had no direct control.

A Panel Member asked if the 300,000 visitors expected to visit the Civic Halls on an annual basis was a realistic figure. He also asked if it was true that Molineux stadium was not pursued as a potential venue for the Euro 2028 Football Tournament, as reported in a recent press article.

The Director of Communications and Visitor Experience responded that the 300,000 visitor figure was based on the IPW predictions and the AEG business model. The AEG approach would be very different to the approach taken to the Civic Halls in the past. The Cabinet Member for Inclusive Economy responded that the Council would fully support Wolverhampton Football Club if they wanted the Molineux to host any of the football matches as part of a bid for Euro 2028.

A Panel Member raised the importance of diversity at events. She was of the view that some events were only attended by specific groups, rather than a broad diverse section of the community. She thought a holistic review looking at this question would be prudent. The Director of Communications and Visitor Experience responded that some events were free which helped to attract people. Other events were paid for sometimes due to partnerships with other community organisations. There was some work to take place on data and how it was collected. The Art gallery was very good at collecting data. He had been very pleased with the diverse nature of the crowds during the Commonwealth Games event. The Chair suggested that the Director of Communications and his team could work with some of the Council's BAME Council Members on processes regarding data for market research.

The Director of Communications and Visitor Experience commented that events did not sit on their own, they were part of a wider city offer and context which included marketing, transport, environment, and Food and beverage / accommodation. He presented a slide on the early recommendations from IPW, which were as follows: -

1. Create a shared vision
2. Create a performance framework
3. Create a city-wide governance structures
4. Better use of market intelligence and data
5. Generate more private sector investment in high quality events
6. Find the balance between accessible public events and commercial events that generate income for reinvestment in the programme

Over the next 12 months the plan was listed on a slide as follows:-

- Support and funding for annual Eid event
- Support and funding for annual city Pride event
- Building on the legacy of Commonwealth Games
- Build on the British Art Show legacy
- Develop and deliver an improved digital city visitor offer - Visit Wolverhampton
- Maximise the AEG relationship
- Implement the five-year event strategy and IPW recommendations

The Chair remarked that she would like to meet with the Director of Communications and Visitor Experience once the report from IPW had been completed, so she could discuss the next steps for the Council. She was happy for the Cabinet Member to attend the meeting.

A Panel Member commented that there had been no mention of community and volunteering on the slide detailing the plan for the next twelve months. He mentioned Wednesfield in Bloom and the Canal Festival as examples of growing opportunities.

A Member of the Panel commenting on the slide detailing the plans for the next 12 months stated there was nothing listed specific for the black community. She added

that she would welcome a conversation with the events team about unique selling points in five years' time for the City.

A Panel Member asked for an update on the Eye Infirmary and the Pipe Hall by the next meeting. The Director for Regeneration responded that Pipe Hall was being led by the West Midlands Combined Authority (WMCA). They were actively engaging with the Heritage Preservation Trust to consider how the site could be brought forward. They updated the Council on a monthly basis and so he could provide the Panel Member further information. On the matter of the Eye Infirmary, the developer had submitted a planning application, which was going through the planning process. The developer was also in negotiations with the WMCA on potential grant funding and the outcome was awaited.

The Visitor Economy Manager stated that there should be a strong community volunteering angle in the five-year event strategy. This area was really important to generate opportunity. The Cabinet Member supported the viewpoint.

Resolved: That the Director of Communications and Visitor Experience and his team work with the Council's BAME Councillors on processes regarding collecting data to assist with marketing research for events.

6 City Public Realm Works

The Temporary Director of City Housing and Environment presented slides on the City Public Realm Works. Phase 1 (Victoria Street) was currently on programme to deliver a new events square to support the Events Programme in the City. Phase 3 (Civic Halls) was currently on programme to deliver a completed scheme for handover to the Civic Halls operator. The project was funded by the Future High Street Fund.

The Temporary Director of City Housing and Environment stated a group had been established which met on a monthly basis to talk to traders about the progress of the works. It also provided feedback on specific issues and sought to obtain their ideas about events the City could hold in the space. Social media provided updates on the works and helped to communicate that businesses were still open. They had secured a business independent advisor to help the Council work with the local business in the area. It had been an intense period of work which had its challenges.

The Chair asked where the project could be improved. The Temporary Director of City Housing and Environment responded that there had been some challenges with engaging with some of the businesses. When works were about to start the City was still in Covid lockdown and some of the messages and leaflets couldn't be sure had been received and read. During the works a large damaged sewer had been identified with a 3 meter void, which needed to be repaired by Severn Trent, meaning that the work programme had to be changed.

The Head of Enterprise added that the Independent Business Advisor had helped with the communication. Some businesses had changed hands and there had been new businesses established.

A Panel Member praised the plans. They asked about car parking for the disabled and the vulnerable in the public realm areas. He stated that there had been problems in Bilston during the WMCA Tram works. He asked why an independent advisor had been employed after the traders had complained because it could have been foreseen there would be problems. He asked if an impact study had been completed before the works commenced. Six months into the works, traders were still struggling and he believed they had not yet received any compensation from the Council for profits lost.

The Temporary Director of City Housing and Environment responded there were plans for parking for the disabled. They had also been working with the traders to ensure they were aware of these plans. There was a liaison Officer employed, but it was true that they had not foreseen the extent of the impact on the traders. Coming out of a pandemic, switching in retail behaviour and the pandemic meant it was hard to predict the level of impact.

The Head of Enterprise acknowledged that a lesson had been learnt on the extent of liaison required with traders for the Public Realm project. Strong robust data and analysis was required on any level of compensation and support to be awarded to businesses. The businesses advisor was able to give impartial independent advice to the Council. Any compensation payments needed to go through the correct governance process of the Council.

The Temporary Director of City Housing and Environment added that the grant funding allocated to the Council for the project did not include provision for any compensation payments to businesses. Sometimes works were scheduled so shops could maintain access such as late night and early morning working.

A Panel Member commented that the feedback he was receiving from businesses within the City as a whole was one of a lack of support from the Council. He asked about the costs of the independent business advisor. The Head of Enterprise responded that a tender process had taken place for the advisor, which was required as they needed to be independent. A local business advisor had been recruited, 4 of his team had been liaising with the traders. Now European funding was coming to an end, the funding they received to support businesses more generally within the City would change and the criteria on how they could support them. The programme needed to be shaped going forward and work needed to take place with the WMCA. The Shared Prosperity Funding was a key part of the new system. Members asked for a report on the matter to be brought to the Panel at an appropriate time.

Members asked for a report on the compensation and support package to being offered to businesses in the area of the public realm works to be brought back to the Panel when there was a clearer picture.

A Panel Member stated that the Express and Star were provided with monthly updates regarding the public realm, they asked whether the Panel should receive them. The Temporary Director of City Housing and Environment responded that the updates were of a technical type. He could share them with the Panel but he wasn't sure of their value. The Chair said she would talk to the Director about whether there would be value in this course of action and would consider the agendas of the Panel moving forward.

Resolved: That the Panel receives a report on the compensation and support package being offered to businesses within the area of the public realm works, when it is clearer as to what is to be offered.

Resolved: That a report be brought to the Panel at an appropriate time regarding funding the Council would receive in the future to support businesses more generally across the City.

7 **Scrutiny Work Programme**

The Vice-Chair asked for City Centre Regeneration to be added to the work programme for the Economy and Growth Scrutiny Panel, after it had been considered by Scrutiny Board.

The Panel gave a vote of thanks to Julia Cleary, the Scrutiny and Systems Manager who was leaving the Council. They commended her on her professionalism and work for the Council over the last seven years.

Resolved: That City Centre Regeneration be added to the agenda for the February 2023 meeting of the Economy and Growth Scrutiny Panel.

Resolved: That the Work Programme be agreed for the Economic and Growth Scrutiny Panel.

8 **Date of Next Meeting**

The date of the next scheduled Economy and Growth Scrutiny Panel meeting was agreed as 30 November 2022 at 6pm.

This page is intentionally left blank

Performance, Budget and MTFS

Page 13

Economy and Growth Scrutiny Panel

30 November 2022

Agenda Item No: 4

Introduction

Budget Scrutiny for

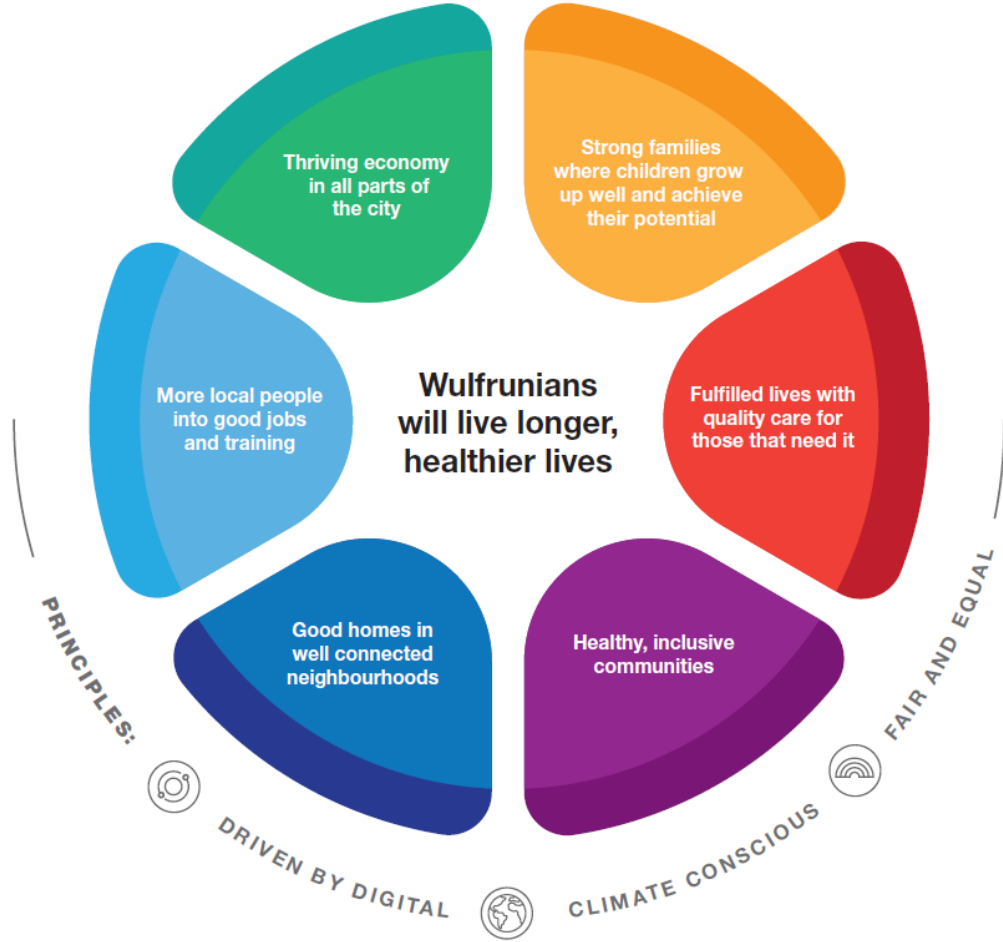
- Background
- 2022-2023 Performance and Budget monitoring update – as at quarter 2
- 2023-2024 Draft Budget and Medium Term Financial Strategy
- Future Challenges
- Strategic Risk Register

Background

- The Council has built up a strong track record over many years of managing its finances well despite reductions in funding
- The Council's strategic approach to strategic financial planning is to align resources to Our City, Our Plan which was approved by Full Council on 2 March 2022
- Our City: Our Plan a new Council plan building on the Relighting Our City and providing a strategic framework for delivering the ambition that 'Wulfrunians will live longer, healthier lives.'

Background

- This presentation provides an update on the in-year performance and budget position and the draft budget for 2023-2024.
- Scrutiny are asked to:
 - consider and comment on the draft budget and how it is aligned to priorities of the Council
 - Provide feedback to Scrutiny Board for consolidation and onward response to Cabinet on the Draft Budget and Medium-Term Financial Strategy 2023-2024 to 2025-2026



2022-2023 Performance and Budget Monitoring Quarter 2

Performance and Budget Monitoring – Quarter 2

- On a quarterly basis an integrated performance and budget monitoring report is presented to Cabinet.
- The quarter 2 position was presented to Cabinet on 16 November 2022
- Overall, a forecast overspend was reported across the Council of £1.5 million – this is in the main as a result of the 2022-2023 pay award.
- The following slides provide an overview of the services that fall under the remit of this panel.

Overall Our City: Our Plan Performance – Quarter 2

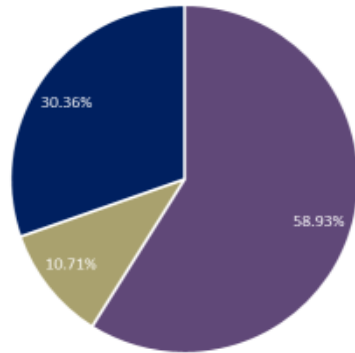
In total there are currently 56 KPI's in the Our City: Our Plan performance framework.

Of these;

- 33 have shown improvement or have seen similar performance
- 17 are yet to be update in the YTD (8 of these in Healthy Communities)
- 6 saw a decrease in performance

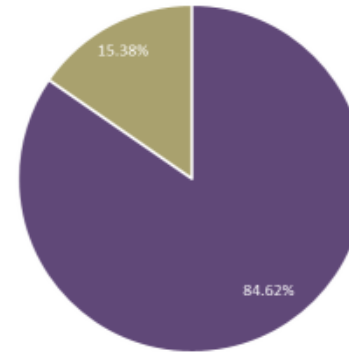
Overall Our City: Our Plan Performance – Quarter 2

% of indicators improving
(all indicators)



■ Improved or sustained ■ Decreased ■ Not reported yet

% of indicators improving
(those with available updates)



■ Improved or sustained ■ Decreased

Thriving Economy in all Parts of the City – Q2 Performance

Number of indicators	Number showing improved or sustained performance -YTD	Number showing decreased performance -YTD	Number with no update in YTD
	4	2	1

Page 22

KPI's with increased or similar performance in the YTD

% of premises in the city with full fibre coverage – increased

New investment opportunities generated - similar

New businesses supported by commissioned service Access to Business - increased

Number of rapid charging electric car points in the city - increased

Thriving Economy in all Parts of the City – Performance Changes in Quarter

Awaiting updated data on business survival rates, however most recently published data shows Wolverhampton as having higher than average one year survival rates for businesses.

An increase in new businesses supported through Access to Business.

Decrease in overall businesses supported. Current model is being reviewed with a new business support model to be in place by April 2023

Decrease in footfall in retail and recreational settings in July to September 2022 compared to July to September 2021. This is potentially linked to holidays with restrictions still in place in 2021 which would have seen more people stay in Wolverhampton.

Continued increase in the access to full fibre internet and electric car charging points as roll out of new technology in both areas continues at pace

Performance Data

KPI's with decreased performance in quarter

% change in activity in city retail & recreational settings – Google Analytics

Wolverhampton based businesses accessing business support

KPI's with no update in YTD

Business that survive one year in city – ONS Business Demography

Published data expected in December 2022

Forecast Budget Position – Summary

Service	Net Controllable Revised Budget 2022-2023	Net Controllable Forecast 2022-2023	Q2 Variance		Reason for Quarter 2 Variance
	£000	£000	£000	%	
City Events	641	641	-	-	
Arts and Culture	911	892	(19)	(2.09%)	
Leisure Services	1,430	1,655	225	15.73%	The forecast overspend as a result of a reduction in income from catering services at Bert Williams café. In addition, there are costs pressures on the Leisure PFI scheme due to increasing utilities costs. This is offset in part by vacancies in business support due to staff changes.
Local Economy	1,501	1,509	8	0.53%	
Adult Education	(399)	(399)	-	-	A breakeven position forecast although the service is funding £30,000 saving target by use of carry forward of previous years grant balance.
City Development	541	501	(40)	(7.39%)	
Director Regeneration	495	583	88	17.78%	The forecast overspend is as a result of non-achievement of the savings target, which is in part offset by underspend on non-salary budgets.
Enterprise	570	570	-	-	
Skills	924	924	-	-	

Forecast Budget Position – key areas to note

- Pressures are forecast on:
 - Leisure Services. At quarter 2 an overspend of £225,000 was forecast as a result of a reduction in income from catering services at Bert Williams café. In addition, there are costs pressures on the Leisure PFI scheme due to increasing utilities costs. This is offset in part by vacancies in business support due to staff changes.
 - Director of Regeneration – The forecast overspend is as a result of non-achievement of the savings target, which is in part offset by underspend on non-salary budgets.

2023-2024 Draft Budget and MTFS 2023-2024 to 2025-2026 Overview

Overview

- The 2022-2023 budget and MTFs was approved by Full Council on 2 March 2022
- Reported a forecast budget deficit of £12.6 million in 2023-2024 rising to £25.8 million over the medium term to 2025-2026
- Work has been ongoing to reduce the deficit with an update to Cabinet on 19 October 2022 reporting an updated forecast budget deficit of £7 million for 2023-2024 rising to £31.6 million by 2025-2026
- Work will continue to be undertaken to bring forward proposals to set a balanced budget for 2023-2024 and deliver a sustainable medium term financial strategy

2023-2024 Draft Budget and MTFS 2023-2024 to 2025-2026 Overview

Scrutiny Panel	2022-2023 Gross Expenditure Budget £000	2022-2023 Gross Income Budget £000	2022-2023 Net Revenue Expenditure/ (Income) Budget* £000	Pay Award Inflation** 2023-2024 £000	Growth 2023-2024 £000	Savings 2023-2024 £000	2023-2024 Draft Net Revenue Expenditure/ (Income) Budget £000
Economy and Growth Scrutiny Panel	21,129	(13,853)	7,276	85	90	(1,030)	6,421
Health Scrutiny Panel	21,886	(21,886)	-	-	-	-	-
Residents, Housing and Communities Scrutiny Panel	80,500	(46,181)	34,319	271	142	(250)	34,482
Resources and Equality Scrutiny Panel	197,087	(108,345)	88,742	14,112	3,336	(2,852)	103,338
Fulfilled Adult Lives Scrutiny Panel	119,537	(38,574)	80,963	172	4,705	-	85,840
Strong Families, Children, and Young People Scrutiny Panel	242,021	(189,715)	52,306	442	-	(1,000)	51,748
Commissioning and Transformation***	3,815	(262)	3,553	-	-	-	3,553
Net Budget Requirement	685,975	(418,816)	267,159	15,082	8,273	(5,132)	285,382
Corporate Resources			(267,159)	-	(11,081)	-	(278,240)
Budget Challenge as at October 2022							7,142

- *draft revised budget after reversal of one-off virements and forecast impact of 2022-2023 pay award
- ** forecast impact of increments, changes to NI, does not factor in any uplift for 2023-2024 pay award – this will be held corporately until agreed
- ***Commissioning and Transformation falls under both Fulfilled Adults Lives and Stronger Families, Children and Young People Scrutiny Panel

Overview – Uncertainties

- There continues to be significant uncertainty around
 - Future funding
 - Inflationary pressures
 - Future pay awards – currently assumes 4% in 2023-2024 and 2% for future years

Economy and Growth Scrutiny Panel

Page 31

2023-2024 draft budget and MTFs

Changes to budget –saving / growth

- Under the remit of this panel the MTFS currently has the following saving targets built into the budget
 - Leisure Services – Public Health Reserve to support WV Active £1,000,000
- The following growth is also built into the budget
 - Leisure Services - Increased cost inflation £90,000

Draft Budget

Service	2022-2023 Gross Expenditure Budget £000	2022-2023 Gross Income Budget £000	2022-2023 Net Revenue Expenditure/ (Income) Budget* £000	Pay Award Inflation** 2023-2024 £000	Growth 2023-2024 £000	Savings 2023-2024 £000	2023-2024 Draft Net Revenue Expenditure/ (Income) Budget £000
Adult Education	3,664	(3,930)	(266)	-	-	(30)	(296)
Arts and Culture	1,839	(860)	979	12	-	-	991
City Development	740	(179)	561	3	-	-	564
City Events	2,518	(1,848)	670	8	-	-	678
Director Regeneration	656	(150)	506	6	-	-	512
Enterprise	1,450	(866)	584	2	-	-	586
Leisure Services	5,742	(4,104)	1,638	21	90	(1,000)	749
Local Economy	2,067	(462)	1,605	8	-	-	1,613
Skills	2,453	(1,454)	999	25	-	-	1,024
Total	21,129	(13,853)	7,276	85	90	(1,030)	6,421

Page 33

- *draft revised budget after reversal of one-off virements and forecast impact of 2022-2023 pay award
- ** forecast impact of increments, changes to NI, does not factor in any uplift for 2023-2024 pay award – this will be held corporately until agreed

Draft Budget

- Budget setting process is still under way. The Draft Budget is subject to changes that are implemented to close the current deficit for 2023-2024.
- Some growth and saving targets are currently being held in Corporate Accounts and will be transferred to services.
- The Draft Budget currently does not yet reflect any virements between services in 2023-2024.
- Work is ongoing to review and challenge budget requirements

Risks / Key areas to note

- Adult Education currently have a cash flat budget which does not take into consideration growth of the value of the grant therefore when there is a pay award this is not considered and creates a pressure.
- Currently European Funding which has supported businesses in the city will come to a close in March 2023. UK Shared Prosperity Fund which will replace EU funds is a reduced amount.
- Inflationary pressures could impact the delivery of capital schemes within the City reducing the number of viable schemes

Strategic Risk Register

- Risks last reported to the Audit and Risk Committee on 26 September 2022.
- The following strategic risk relevant to this panel:
 - City Wide Regeneration
 - Businesses Closing
 - High Unemployment (previously Rising Unemployment)
 - Civic Halls
- Other strategic risks which may have an impact on this panel
 - Medium Term Financial Transactions
 - Reputation / Loss of Public Trust

wolverhampton.gov.uk

This page is intentionally left blank

Business Support

30 November 2022

Isobel Woods
Head of Enterprise

Page 39

Agenda Item No: 5

Council: Enterprise Service Supporting Business

Mission: To enable (facilitate) a diverse and thriving local economy that delivers real benefits for the people of Wolverhampton.

Objectives

- To secure **local employment opportunities** and workforce development in both growing and enabling economic sectors
- To **support new and SME businesses**, to improve productivity, to grow, be resilient, access new markets, and be efficient
- To improve the **citys positioning and competitiveness, and influence policy** through intelligence from local, regional, national and international business relationships
- Maximise **Social Value**, of securing local skills and employment, and supply chains from business and procurement relationships. Deliver Wolverhampton Pound with stakeholders
- To build connections and facilitate business support with key city partners

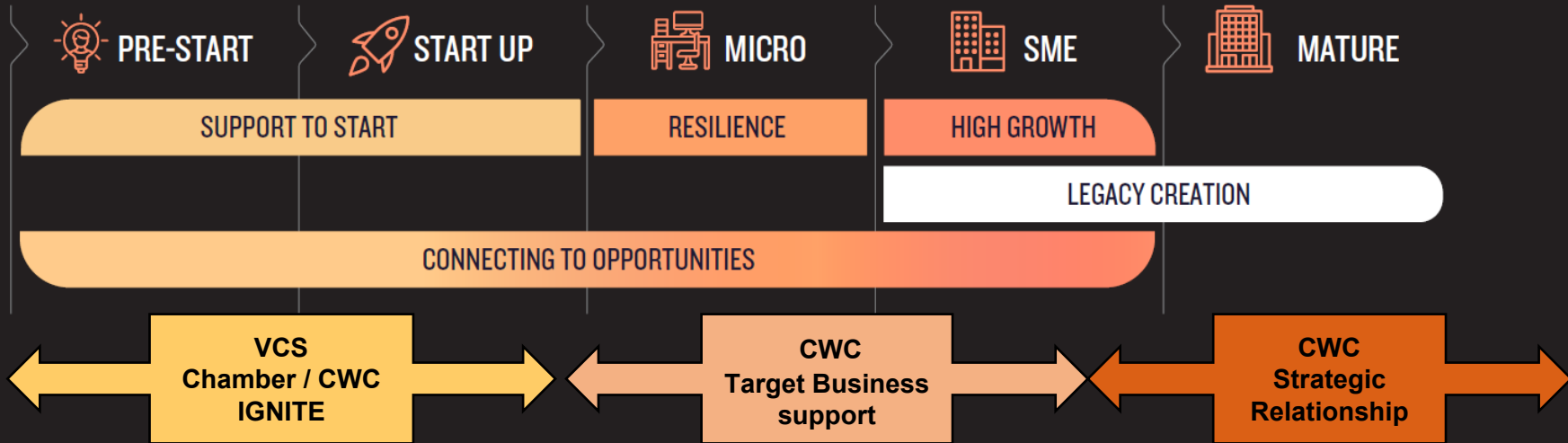
START - SUPPORT - GROW

Page 41



START - SUPPORT - GROW

Page 42



START- SUPPORT - GROW

Pre and Start Up Businesses

Targeted programme delivered by VCS

Since April 2022, 32 new businesses have been supported to set up in the city

Enterprise service connects with partners and programmes (Princes Trust, RAISE, University) financial institutions and commissions VCS for targeted prestart and start up programme in the city



START- SUPPORT- GROW

Start Up, Micro and SME Business

236 business are member of Ignites

Delivered directly at IGNITE Hub, supported by the University of Wolverhampton and Black Country Chamber of Commerce.

Ignite offers business advice and guidance and a business location for new and growing SMEs in the city



START- SUPPORT- GROW

Micro and SME Business

Directly delivered by Enterprise Service, AIM for GOLD (EU) has supported 216 SME business, offering workshops, business plans, grants

- £1.3m grant attracting £2.5 private sector
- 2808 hours of targeted advice and support
- 286 new jobs 241 safeguarded jobs
- Salaries above £27,000 NVQ3 – NVQ5



Page 45

86% reported an increase in turnover. With improvements to leadership and management, access to new markets, improved quality of services and process



GVA from £585,763 to £629,695 (UK £649,118)



£9.5m to Wolverhamptons GVA of £5.1bn

Digital & Financial Reviews

- Discussion and written Report covering
 - Financial Management
 - Financial Awareness
 - Website and social media analysis
 - Informed analysis
 - Outside view, looking in
 - Informs you
 - Informs the Business
 - Review refresh



START- SUPPORT- GROW

Strategic Relations

Led by Enterprise Service Wolverhampton Social Value Charter has seen 9 projects signed up this year from housing, transport infrastructure and capital projects

- 6 school visits
- 20 jobs created
- 57 work placements
- 16 Apprenticeships

Wolverhampton Pound

- 19 development spent £1.47m in 10 miles (9.1%)

Wilmott Dixon work experience



Grahams at St Matthias School

Wolves at Work Employer Team

The team engages with businesses and new Investors to identify employment for local residents and links for schools and young people

665 Pledged Employers.

2864 vacancies identified- Warehouse and Logistics, Hospitality Leisure, Public sector, Health care and Business and Professional



Positive and Willing City Partnerships

<https://www.insidermedia.com/news/midlands/start-up-loans-top-local-authority-revealed>

*The British Business Bank has named the top local authority in the West Midlands for its Start Up Loans programme.
Wolverhampton was found to be the top local authority for start-ups in the region (9 Nov 2022)*

Page 48

City of Wolverhampton Council Wins Regional Title for Backing Small Businesses :
*Wolverhampton was among 250 councils in England who entered the inaugural England-wide Local Government awards run by Britain's biggest business representation group, Federation of Small Businesses (FSB), and it emerged triumphant in the **Future Ready** regional category. (14 Oct 2022)*



Fortnightly e-news sent to 5,350 local business and partner contacts

[Newsletter 21 \(govdelivery.com\)](#)

[Small Business : Big Impact 4\(wolverhampton.gov.uk\)](#)
What we do through 50 examples



Wider Business Support Ecosystem

Providers

The Council's business support role is part of a wider ecosystem, in large majority privately led and managed at a regional and sub-regional level.

Business support provision is spread across a number of different public, private and third sectors providers and several local, regional and central government departments and non-departmental bodies.

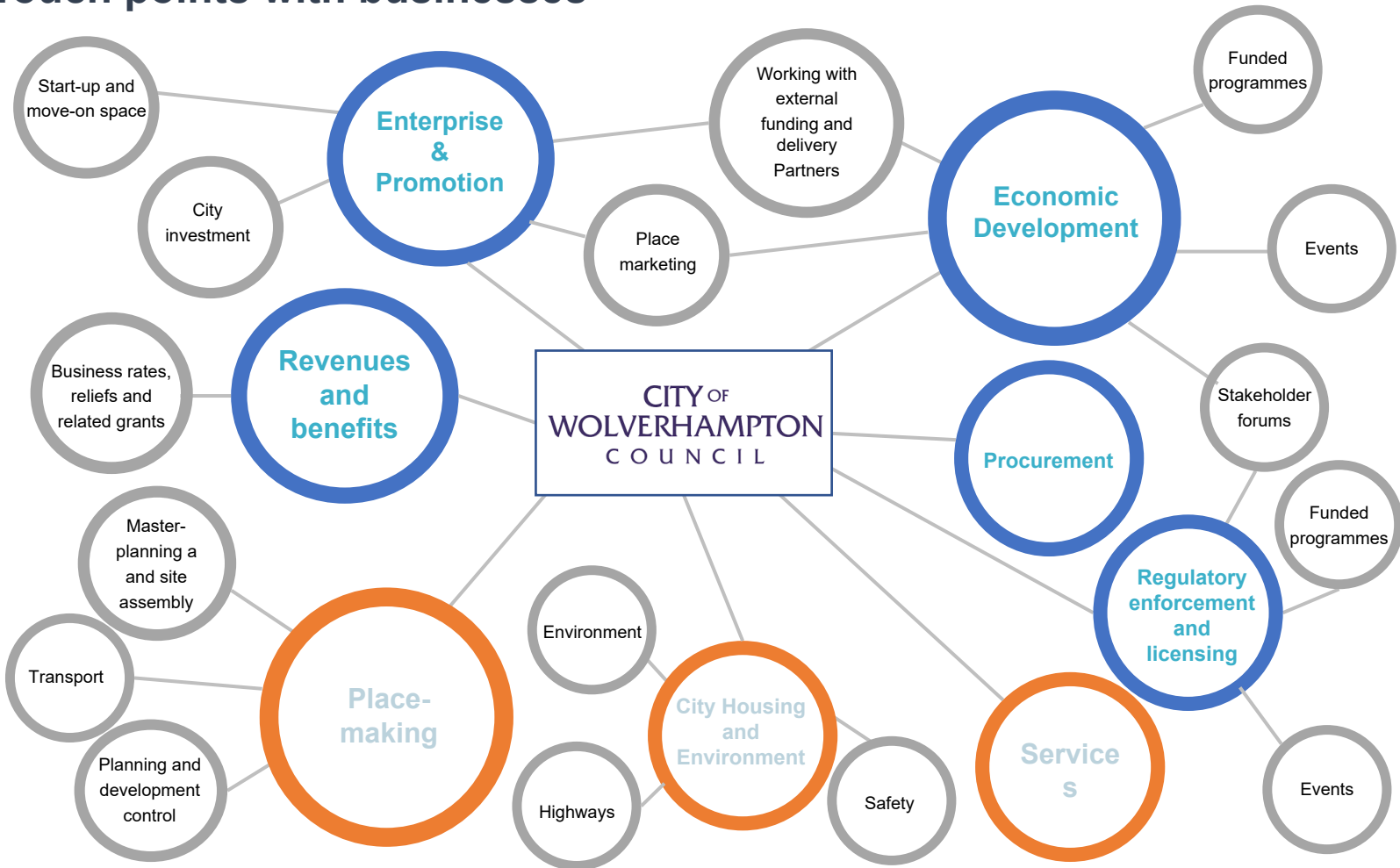
Level of Provision

	Public	Private and third sectors	Research centres /HE/ local networks
City	City of Wolverhampton Council Business Champions / Economic Growth Board Education, Skills and Employment Board Adult Education Wolverhampton	Access2 Business (charity - self-employment and employment guidance) City Centre and Bilston BID	City of Wolverhampton College University of Wolverhampton Wolverhampton Business Forum Black Business Forum Women's Business Forum
Regional and Sub-regional	West Midlands Combined Authority West Midlands Growth Company Black Country Growth Hub Black Country LEP	Federation of Small Businesses Black Country Chamber of Commerce MAA (aero) MakeUK (manuf) SMMT (auto) Midlands Engine SWEDA (Charity) BCRS Business Loans (non-profit distributing co-operative lender)	University of Birmingham University of Nottingham
National	HMT and HMRC DIT BEIS UKEF MHCLG (now LUHC) via CRF, LUF, SPF	Aerospace Technology Institute (ATI)	UKRI Innovate UK Knowledge Transfer Network Innovation Growth Lab (NESTA) Catapult Network

Council Touch points with businesses

City of Wolverhampton Council (CWC) interacts with its business base across multiple functions and support programmes.

Connections across service areas are being strengthened



Key considerations for the New Business Support Model

- Need to ensure the local and regional businesses support can respond to the economic and cost of living challenges
- To ensure the local and regional programmes meets the needs of businesses in the city, that we build our intelligence quickly and effectively
- Need to review structure of service and the posts in the council and those currently in LEP and Growth Hubs, to identify any TUPE arrangements
- That Wolverhampton has a clear engagement approach in place and we go further in our engagement with local businesses.
- That we ensure the model reflects the needs of the city's diverse city business base
- The city has a model in place, ready to deliver by 31 March 2023

Question for Scrutiny Members

How can members of Scrutiny help the city

- Capture the local needs of businesses ?
- Engage with more local businesses to shape the emerging business model and future delivery

Heath Town Baths

Presentation to Economy and Growth Scrutiny Panel

Page 53

Agenda Item No: 6

LIAM
DAVIES

Head of City Development

SIMON
LUCAS

Senior Regeneration
Manager

Heath Town Baths: from closure to renewal



Background

- The former Heath Town Baths and Library is a **grade II listed building**.
- The swimming pool and public baths **opened in 1932** with the library opening the following year.
- Heath Town Baths represented an unusual, if not unique, collaboration between two council committees determined to **improve the living conditions** of the local population.
- The building housed a main pool, a children's pool, slipper baths and a wash house with drying facilities which **served the wider community**.
- It is situated in **old Heath Town**, close to Almshouses, Holy Trinity Church with its Lych Gate and the War memorial in Heath Town Park.
- All these features are also **statutorily listed** and the area is therefore rich in heritage value and local history.



THE HEATH TOWN PUBLIC BATHS, WASH-HOUSE AND LIBRARY BUILDINGS



Heath Town Baths Closure

- In 2000, a survey of the swimming facilities, identified a **number of structural issues** The restoration costs for addressing short term remediation were estimated at around £900k+.
- The emerging Council's Swimming Strategy business case explored the opportunities to support the delivery of **new build modern leisure facilities** which required the displacement of leisure services at Bushbury Baths and Heathtown baths. This led to the investment case for the leisure pool at **Bentley Bridge**, and the **Bert Williams Leisure Centre**.
- **Cabinet on 16th January 2003** approved to the partial closure of the Heath Town Baths following a detailed review and cost benefit analysis. Heath Town library was subsequently replaced by the **new Wednesfield library**.
- Alternative uses for the Heathtown Baths were considered following Cabinet approval for closure to include the potential Primary Care Centre (PCT) and interest received from the Tessa Sanderson Foundation (TSF) to explore the potential for a Sports Academy which resulted in an exclusivity agreement being entered into between the Council and the Foundation although the Full Business Case was unable to satisfy VFM (value for money) criteria.
- **Cabinet Resources Panel on 20 January 2015**, it was formally agreed that the building was to be put to the open market.

Developer Appointment

- A procurement exercise was undertaken to select a commercial advisor and Avison Young (then GVA) were appointed to undertake a **Strategic Marketing Review** and following which a formal two stage marketing campaign was undertaken.
- **Five proposals for the site** were received following expressions of interest stage and two of the developers were invited to submit their final proposals for **best and final bids**.
- Following a detailed appraisal of the two short listed bids, Avison Young produced a recommendation report to satisfy s123 (Local Government Act) requirements, to accompany the Cabinet report which identified Gaddu Associates as the preferred bidder.
- **Cabinet on 10th January 2017** approved the selection of Gaddu Associates as preferred bidder, who have a track record of bringing buildings back into use and the approval for an Agreement for Lease (AfL) that would be entered into subject to planning consent being obtained.

Key scheme benefits

- The proposals have been developed in **consultation with Historic England**, the National Lottery Heritage Fund and the local community.
- The involvement of the local communities (particularly through the **Heathfield Park Community Action Network**) has been a key feature in developing these proposals and the uses are consistent with the Heathfield Park Neighbourhood Plan.
- The scheme proposes the building to be restored to a range of beneficial uses including a banqueting hall, day nursery, training and conference rooms, business start up space and **multi-purpose community function rooms**
- An agreed **Skills and Employment Plan** which has been worked up with the Council's Wolves at Work team. A procurement strategy which seeks to use local contractors and suppliers wherever possible.



Heathfield Park
Local Neighbourhood Partnership

Developer Activity

- Gaddu Associates presented at the Heath Park Community Fair to engage with the community on their proposals. Heath Town ward Councilors and the Mayor were in attendance.
- There was an **overwhelmingly positive** response to the proposals which are detailed in the Community Consultation Statement.
- Wolverhampton North-East Member of Parliament has received regular correspondence and project updates.
- **Enhanced security measures** on site to include CCTV installation, a CCTV tower, “anti burglar spinners” and increased security patrols.
- A License agreement is in place with Gaddu Associates to take early occupation of the former library. This will assist with ensuring an **active 24-hour presence** on site to address anti-social activity.
- The **cost of these works is to be met by Gaddu Associates** in advance of completion of lease as part of their ongoing commitment to proactively support management arrangements prior to works commencing.



The Planning Application

- Planning (22/01088/FUL) and listed building consent (22/01089/LBC) applications have been submitted to the local planning authority by Gaddu Associates and these were validated on October 12th.
- The application will be considered at Planning Committee in January 2023.
- Obtaining planning consent is a condition as part of the Cabinet approvals.

Document	Summary of contents	Included in planning application
Planning and Access Statement	Provides a brief history of the site and sets out a planning context for the proposed redevelopment	✓
Heritage Statement	Provides an analysis of the building's key heritage features and identifies those which are of the most significance	✓
Transport Statement	Uses data from other similar schemes to predict traffic flows and assesses the impacts at peak times on the existing network. Also discusses the amount and arrangement of car and coach parking provided.	✓
Noise Impact Assessment	Models the likely noise impacts from the development and makes recommendations for mitigation where necessary	✓
Pre-application Community Consultation report	Describes the ways in which Gaddu Associates has proactively worked with local communities to ensure that the refurbished building meets their needs	✓

Project Programme to Completion

- The detailed planning and listed building application was **validated on 12th October 2022**. The LPA and the developer worked through the application in a positive and proactive way to resolve any potential issues.
- **The full lease (125 years)** will be signed as soon as possible after the application is approved, allowing for the legal challenge period to elapse.
- The lease will grant a legal interest in the site to Gaddu Associates. Private bank funding is already secured subject to planning and a long lease and formal applications can then be made to Heritage Lottery.
- The Council's role going forward will be to **monitor progress against milestones** set out in the lease and others as agreed with the developer.



Heritage Consultants

Outputs & Outcomes

Heritage asset restored



Brownfield land brought back into use

1.2 ha

Floorspace restored

2,750 m²

New floorspace created

78 m²

Electric vehicle charging points



Wheelchair friendly & disabled parking



Minutes from New Cross Hospital

5

Key workers childcare provision



New high-class children's day nursery



Jobs created at children's day nursery

32

Business start-up space



Creation of a community café



New banqueting suite with high-class catering facilities



Jobs created at banqueting suite

52

Multi-purpose community function rooms

Training and conference rooms

Traineeship and apprenticeship offer



Construction jobs



Total jobs created

80+

Sensitive retention of trees and tree planting



Local art exhibitions and crafts fayres



Briefing Note

Title: Update on i54 Business Park

Date: 22 November 2022

Prepared by: Chris Kirkland

Job Title: Head of City Investment

Intended Audience:

Internal

Partner organisation

Public

Confidential

Purpose or recommendation

To provide an update to Economy and Growth Scrutiny Panel on the achievements and success of i54 Business Park, including benefits and outcomes for the city to date and in the future.

Overview

i54 is an integral part of the UK's most successful Enterprise Zone with over £1 billion already invested. It has direct access to UK motorway network (Junction 2 of M54 off junction 10a M6) following investment from partners of over £40 million to unlock the site which had remained undeveloped for many years.

The site has attracted significant multi-national investment resulting in Advanced Manufacturing creating thousands of new jobs across a high class, business park. i54 is home to international businesses and high value-added employers, including Jaguar Land Rover's Engine Manufacturing Centre alongside other global businesses including Moog, ERA and Atlas Copco. This investment has resulted in around 2,588 jobs to date, with in excess of 900 more on the way on the Western extension.

The 60-acre Western extension provides fully serviced development platforms capable of accommodating up to 100,000 sqm of B1 and B2 floorspace from August 2021. These are being marketed to further end users to ensure high quality occupiers that meet the site's regeneration objectives. In total, i54 and the Western extension will provide almost 350,000 sqm of commercial floorspace over 116 hectares (gross). The investment in the new access road for the Western extension has also opened up a further 40 acres of land for development owned by Midlands Land Portfolio Ltd (MLPL)/Severn Trent. The figures quoted in this report and associated presentation do not include any projections for the MLPL site.

i54 has seen a steady increase in high quality occupiers and it is expected that in the next 12 –18 months all plots on the existing i54 business park will be occupied becoming home to some great global manufacturers covering a variety of sectors from automotive to aerospace.

Background and context

i54 is a major business park which sits on the border of Wolverhampton and South Staffordshire and is the result of a successful joint venture partnership between City of Wolverhampton Council, Staffordshire County Council formally established in 2012. Around this time i54 also became part of the Black Country LEP North Wolverhampton Enterprise Zone and is one of the most successful zones in the country.

In 2015 the Joint Venture Partners started to consider an extension to the west comprising 60 acres in the ownership of City of Wolverhampton Council and circa 40 acres in the ownership of Midlands Land Portfolio Limited which is a property arm of Seven Trent plc.

From 2015 through 2018 the necessary planning approvals were obtained, funding and delivery strategies were developed and agreed with the two Joint Venture Councils, the Black Country and Stoke & Staffordshire LEP's and in 2019 works commenced on the new access road which would link the existing i54 to the new extension. These works were completed on time and within budget. Subsequently, contracts were established for the preparation and delivery of the fully serviced development platform and despite the Covid Pandemic, pressures from fuel shortages and material price rises as well as prolonged periods of exceptionally wet weather the works were completed on time and within budget.

i54 Western Extension does not form part of the Enterprise Zone but a Business Rates Collaboration Agreement has been entered into with Staffordshire County Council, South Staffordshire Council who are the rates collecting authority. This agreement means surplus rates generated from the extension can be used initially to pay off the borrowing for delivering the access road and platform works and after that the rates will be shared equally between the three Councils for a period of 25 years up to circa 2044.

City of Wolverhampton Council Members and officers have played a key role in driving the project forward from inception through to the delivery of significant outcomes of the city and wider area. This has included making some bold early decisions and acting as a strategic influencer within the partnership. Those decisions enable the site to be brought forward and make the necessary investment in time and resource to develop the essential infrastructure. This ongoing commitment to invest and make ready much needed employment land which is advancing the North of Wolverhampton as an Advanced Manufacturing Cluster with a high-profile reputation.

The Council, along with partners, has played an important role in the assessment and selection of potential occupiers. It was agreed to prioritise advanced manufacturing for the i54 site and an eligibility criteria was developed taking into account the number of jobs, skill levels, capital investment and fit with the definition of Advanced Manufacturing. This inevitably meant that some interested parties were deemed not suitable, those in the distribution and logistics sector for example, but this strategy has paid dividends by returning many hundreds of high value jobs in advanced manufacturing.

As the accountable body for the project that council is responsible for financial management, funding strategies, financial reporting and project management to drive delivery. The City Development Team play a pivotal role in working with occupier interest to secure transactions and investment at i54 and the authority provide a dedicated resource to ensure the city benefits from the jobs created through construction phase to operations. The council is also land-owner of the 60 acre Western extension and was pro-active in bring forward this for development.

Outcomes

The table below summarises the occupiers on the respective plots at i54 including some of the key economic outputs that have been realised. The cells in yellow remain a forecast at this stage but will be updated as and when we can obtain further information.

The table also shows the status of two occupiers the Council's are in discussion with on the Western extension, including likely outcomes and where the occupiers are currently in terms of works on site and operational dates. Like i54 the two occupiers have significant standing in their respective manufacturing sectors and will bring many benefits to the region as a whole not just to i54.

Plot / Occupier	Land Disposed (Acres)	Floor Area (m ²)	Jobs (FTE's)	Investment (£M's)	Comments / Status
i54					
Moog Aerospace	10.9	20,475	469	20.00	Operational
Eurofins	2.6	3,715	605	8.00	Operational
Cartor Security Printers	4.5	6,598	53	8.00	Operational
ERA Home Security	7.7	12,600	193	9.00	Operational
JLR Engine Manufacturing Centre	104.2	192,366	854	950.00	Operational
Atlas Copco	3.0	4,273	56	10.00	Operational
Bilco Access Solutions (Apex unit)	3.2	5,500	80	5.00	Cat B Fitout / Operational early 2023
Barberry	5.8	9,290	168	26.50	Construction / Operational Spring 2023
Plot D	3.2	13,245	30	10.00	Negotiations with Occupier Construction 2023 Operational 2024
Plot E2	3.0	5,500	80	10.00	Owners London Metric currently marketing
Sub Total	148.10 (acres)	273,562 (m ²)	2,588	1,056.50	
i54 Western Extension (South)					
Plot 1	24.7	46,451	600+	58.00	Contract Negotiations with Occupier. Construction 2023 / Operational 2024
Plot 2	16.8	26,528	300+	47.00	Contracts Exchanged with Occupier.

					Construction 2023 / Operation 2024 9,931m ² of expansion space
Sub Total	41.5 (acres)	72,979 (m ²)	900+	105.00	
Grand Total	189.6 (acres)	346,541 (m ²)	3,488	1,161.5	Note that these figures include some forecast figures and will be subject to verification.

The Full Time Equivalent (FTE) job numbers reflect the latest 2022 post code mapping data which shows a decrease against the pre-pandemic 2019 figures. This reduction is not unexpected given the economic issues facing many organisations and we are now working with them to understand likely job number figures moving forward for example JLR are in the process of recruiting circa 200 new starters which are not included in the above figures.

Despite the pandemic some businesses on i54 have not seen a reduction in employment and indeed one has seen an increase. Also, the employees on i54 who live within a 10-mile radius has increased against the 2019 figures, to 56% compared to 50% previously.

Out of the 1,268 employees living within a 10-mile radius circa 927 (73%) have a WV Postcode.

The partners continually work with the existing occupiers as well as the new to support with recruitment and training to maximise local job opportunities for all areas of employment across i54 and i54 Western Extension.

Business rates:

i54 Enterprise Zone – In accordance with the Collaboration Agreement once the borrowing costs have been met the rates will be split 50:50 between the two LEPs (BCLEP and SSLEP) until 2037/38.

i54 Western Extension – In accordance with the Business Rates Collaboration Agreement, the rates receivable after payback are eligible to be split three ways between City of Wolverhampton Council, Staffordshire County Council and South Staffordshire Council. This is expected to start in 2023/24 once all borrowing costs have been covered and continue until July 2044.

Social Value:

Over the course of the construction work various community engagement initiatives were implemented. These included the contractor, Amey Highways, undertaking a 'Community Day' at Pendeford Nature Reserve in November 2019 which involved volunteers planting of Osier, Daffodil bulbs, and hedgerow saplings. They also provided the Ranger with assistance with clearance of dead wood and materials adjacent the River Penk.

During October to December 2019, Amey set out food/toiletries donation points and presented them to The Well Wolverhampton in time for Christmas.

Throughout the process the project team have regularly consulted with local people, listened to them and took action in various areas including:

- The creation of a 7-8 metre high acoustic and visual landscaped bund for the benefit of resident at Pendeford Hall Mobile Home Park.
- The construction of new footways and cycleways, to create circular walks including through the bluebell wood which for many years has been closed to the public. Great care and attention has been taken on the creation of habitats including the translocation of native bluebells, ancient soils from the woods and hedgerows to create extensive landscaped zones.
- Planting of over 10,000 new trees on the Western extension.
- New stools and benches crafted and installed by a tree surgeon to a local Primary School.

The council facilitated work experience placements with Amey for 5 students (College and University) and 3 graduates on site. Introductions were made with Enterprise Co-ordinators in Wolverhampton and Staffordshire for Amey to engage with local secondary schools to support Careers and Enterprise activities and give presentations to local primary school pupils. Amey are a Disability Confident employer and pledged to the Armed Forces Covenant.

Recruitment and Skills:

City of Wolverhampton Council employ an Employer Work Coach who is a dedicated resource to support businesses at i54 and in the wider Junction 2 area. A Workforce and Employment Support offer was agreed and available for use with occupiers. Jobs, graduate positions and apprenticeships with current i54 occupiers have been sourced and shared with partners and local colleges and universities have been contacted and made aware of the development and potential opportunities for them to be involved.

As a result of support provided to existing i54 occupants, 190 temporary production operatives were recruited at Jaguar Land Rover and in excess of 20 vacancies with Eurofins. The occupiers presented at Let's Talk Jobs events to highlight the opportunities available and the recruitment process to a wide network of advisers. Connections were facilitated with the University, College and local school enterprise advisors. Opportunities were also presented at two community events and on 'The Workbox'. Sector Based Work Academy Programmes (SWAPs) through the Department for Work and Pensions were put

in place to support recruitment plans. In July 2022, Eurofins supported the University's Scifest for the first time.

Learning Outcomes:

During the life of the i54 project and more recently the western extension the project has experienced many challenges emerging from either local, national or global issues and at times a combination of all three. The resilience of the project and its success to date has been realised through the following measures;

Partnership People – Like many projects i54 has a number of stakeholders with varying degrees and types of investment. Having the right people involved with a mindset to understand the collective objectives and commitment to deliver the same has been very important to the scheme.

Political Boldness – Originating with the early decisions to invest in i54 and make the necessary investment in time and resource to bring forward the essential infrastructure, including the new access bridge over the M54, to create an internationally recognised employment park. The ongoing commitment and decisions to invest to develop much needed employment land for manufacturing purposes has confirmed the North of Wolverhampton as a significant Advanced Manufacturing Cluster in the region.

Robust Governance – Adopting a consistent and transparent approach to managing and directing the scheme from elected members, strategic directors, officers and consultants and contractors.

Financial Management – Early engagement with Finance teams to help support, challenge and manage project budgets, delivery and funding strategies, financial reporting and decision making.

Procurement & Supply Chain Engagement – Early contractor involvement to address issues, establish a delivery plan and agree a cost envelope with a clear risk apportionment process linked back to the Robust Governance and Financial Management criteria above.

Marketing Agent Input – Sound agent advice at the outset to provide a market facing scheme coupled with a marketing and enquiry evaluation strategy.

Project Management – Dedicated Project Management with the correct level of time and experience to help establish, implement and drive forward the scheme. Early implementation of the success factors provided a strong foundation for the project with the ability to react positively to change.

Economy and Growth Scrutiny Panel – i54 Update

Page 69

**CHRIS
KIRKLAND**

Head of City Investment

**LIAM
DAVIES**

Head of City Development

wolverhampton.gov.uk

Background

- i54 is a **joint venture partnership** between City of Wolverhampton Council, Staffordshire County Council and South Staffordshire Council formally established in 2012.
- Around this same time i54 a became part of the Black Country LEP North Wolverhampton Enterprise Zone and is **one of the most successful zones in the UK**.
- The investment from partners of over £40m saw the motorway junction and other site infrastructure to unlocking the site which had remained undeveloped for many years.
- The site has **attracted significant multi-national investment** resulting in Advanced Manufacturing creating thousands of new jobs across a high class, business park.
- i54 has seen a **steady increase in high quality occupiers** which means in the next 12 –18 months all plots on the existing i54 business park will be occupied becoming home to some great global manufactures covering a variety of sectors from automotive to aerospace.



Our Role

- **Occupier assessment and selection** – the i54 joint venture partners agreed to prioritise advanced manufacturing for i54 and developed an eligibility criteria which takes into account number of jobs, skill levels, capital investment and fit with the definition of **Advanced Manufacturing**
- **Accountable body** – including **financial management**, funding strategies, financial reporting and decision making. Also, **project management** to drive delivery
- **Securing occupier and securing deals** – the City Development Team play a key role in working with occupier interest to secure transactions and investment
- **Land-owner** – proactive in bringing forward the Western extension
- **Political boldness and strategic influencer** – early decisions to bring forward i54 and make the necessary investment in time and resource to develop the essential infrastructure. Ongoing commitment to invest and make ready much needed employment land which has confirmed the North of Wolverhampton as a significant Advanced Manufacturing Cluster
- **Skills and employment** – a dedicated resource to ensure the city benefits from the jobs created through construction phase to operations



i54 & Western Extension Overview

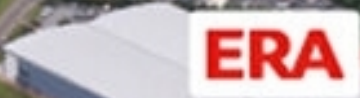
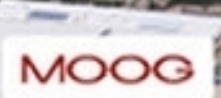
- Direct access to UK motorway network (Junction 2 of M54 off junction 10a M6)
- UK's most successful Enterprise Zone with over **£1 billion already invested**
- The 60-acre western extension provides fully serviced development platforms capable of accommodating up to **100,000 sqm** of B1 and B2 floorspace from August 2021. These are being marketed to further end users to ensure high quality occupiers that meet the site's regeneration objectives.
- i54 is home to international businesses and high value-added employers, including Jaguar Land Rover's Engine Manufacturing Centre alongside other global businesses including Moog, ERA and Atlas Copco.
- This investment has resulted in **2,588 jobs at i54**, with more on the way
- Total site coverage **116ha**
- New Western Extension access road has opened up **100 acres of gross developable area** – the 60 acres Western extension and also 40 acres owned by MLPL



↑ To Telford

Pendeford Business Park

Further 60 Acres Available



J2 M54

M54

MUCKLOW PARK i54

Page 73



- International automotive manufacturer
- Turnover £16.5 billion (2021)
- i54 employees – 854



- Advanced manufacturer and designer of locks
- Turnover £93.5 million (2021)
- i54 employees – 193



- International manufacturer of advanced motion control products for the Aerospace sector
- Turnover £84.7 million (2021)
- i54 employees – 469



- Manufacture of postage stamps, print and tax stamps
- Turnover £355k (2021)
- i54 employees – 53



- International food and feed testing business
- Turnover £30 million (2021)
- i54 employees – 605



- Manufacture of range of roof hatches
- Turnover £8.4 million (2021)
- i54 employees – 80



- Advanced manufacturer of industrial bolting tools
- Turnover £11.2 million (2021)
- i54 employees – 56

Employment

- Total (FTE) Full time Jobs currently at i54 total **2,588 jobs**
- This number is forecasted to increase to **3,488 jobs** with the delivery of i54 Western extension (Plot 1 & Plot 2), Plot D, Plot E, Plot E2 and Morris Properties formally Plot C.
- The employees on i54 who **live within a 10 mile radius has increased** against the 2019 figures. It is now at 56% compared to 50% previously.
- Page 75 Out of the 1,268 employees living within a 10 mile radius circa 927 (**73%**) **have a WV Postcode**
- A further **900+ jobs** are projected on the Western extension



i54 Business Support

City of Wolverhampton Council working with i54 partners Staffordshire County Council and South Staffordshire Council

Working in partnership:

- Workforce and Employment Support offer agreed and available for use with occupiers
- Jobs, graduate positions and apprenticeships with current i54 occupiers sourced and shared with partners
- Local college and universities contacted and made aware of the development and potential opportunities for them to be involved

Page 76

Support to existing i54 occupants (JLR and Eurofins) delivered:

- Supported recruitment of 190 temporary production operatives (JLR) and 20+ vacancies with Eurofins.
- Occupiers presented at Let's Talk Jobs events to highlight the opportunities available and the recruitment process to a wide network of advisers.
- Connections facilitated with the University, College and local school enterprise advisers.
- Attendance at two Community events to promote the opportunities available.
- Eurofins supported the University's Scifest in July 2022 for the first time.
- Ongoing promotion of vacancies on 'The Workbox'.
- Sector Based Work Academy Programmes (SWAPs) through DWP to support recruitment plans.



Social Value

Amey Highways

Community Engagement

- 'Community Day' at Pendeford Nature Reserve in November 2019. Volunteers involved in bulb planting at Pendeford Hall and clearance of area adjacent the River Penk.
- Donations to local food bank in December 2019.
- New stools and benches crafted and installed by tree surgeon to local Primary School.

Page

Work Experience

- 5 Students (College and University) completed work experience placements.
- 3 Graduates on site.

School engagement

- Introductions facilitated with Enterprise Co-ordinators in Wolverhampton and Staffordshire for Amey to engage with local secondary schools to support Careers and Enterprise activities.
- Talks to local primary school pupils by site staff.

Disability Confident employer and pledged to the Armed Forces Covenant



Outcomes/benefits

Jobs created at i54

 **2,588**



Construction Jobs at i54 & Western Extension

1,000+



Employees living within a 10 mile radius*

 **1,268**



Employees with a WV postcode*

73% of 1,268 employees sampled



New commercial floorspace at i54 and Western Extension

346,541 m²



New trees planted at Western Extension alone

10,000

New Western Extension access road

100 ac  gross developable area

Estimated Private Investment

 **£1,161.5m**

Total site coverage

116  ha

Projected jobs at Western Extension

 **900+**



Construction of new footways and cycleways

*FTE jobs no reflects the latest 2022 post code mapping data