

Objective: Supporting Businesses, Encouraging Enterprise and Investment

Accountable Officer: Service Director for City Economy

Why is this important to Wolverhampton?

As the public sector shrinks, the city is increasingly dependent on private sector investment and business rates. We need to do all we can to create new job opportunities and address the low wage economy, which significantly contributes to poverty and ill health. This means attracting new businesses who will bring new jobs, and support existing businesses to survive, adapt and grow.

What are our key policies and strategies?

There are a number of documents which will help us support businesses, encourage enterprise and investment, including:

- Black Country Strategic Economic Plan
- Wolverhampton City Strategy
- Black Country Core Strategy

Please visit our **Policy Portal** for more information.

What will we do to achieve this?

Action Description

- Maximise EU and UK external funding to deliver business, enterprise and inward investment support
- Develop a targeted programme of activity to enhance the profile of the city to potential investors
- Improve the Black Country Growth Hub to provide a one-stop-shop for targeted effective business support
- Introduce a City Procurement Charter to enhance opportunities for local businesses to supply public bodies
- Increase the number of successful social and community enterprises across the city

Lead Officer

- Service Development Manager
- Head of Enterprise and Skills
- Head of Enterprise and Skills
- Head of Enterprise and Skills
- Head of Economic Inclusion



How will we monitor our progress?

Measured by	2014/15 Baseline Data	2015/16 Target
• Number of business start-ups supported	New measure	Baseline to be established
• Number of businesses surviving after first five years	34.6%	36.9%
• Number of small and medium (SME) businesses supported	Small: 1 420 Medium: 305	Small: 1 450 Medium: 315

Objective: Improving our Critical Skills and Employability Approach

Accountable Officer: Service Director for City Economy

Why is this important to Wolverhampton?

With a global shift towards a knowledge economy, it is critical for the city to meet the needs of existing and future employers, and equip local people to successfully compete for and progress in work. Although it is improving, the city still has one of the worst unemployment levels in the country. Too many people face barriers that mean they are likely to remain workless or trapped in a low wage economy. We therefore need to strengthen all stages of the journey - from taking the first steps in obtaining advice to securing employment.

What are our key policies and strategies?

There are a number of documents which support improving our critical skills and employability approach, including:

- Black Country Strategic Economic Plan
- Black Country Core Strategy
- Wolverhampton City Strategy

Please visit our [Policy Portal](#) for more information.

What will we do to achieve this?

Action Description	Lead Officer
<ul style="list-style-type: none"> • Implement a City Skills and Employability Programme with all providers following the completion of the independent Wolverhampton Skills and Employment Commission 	Service Director City Economy
<ul style="list-style-type: none"> • Build on the 'outstanding' Adult Education Service to focus on supporting people to obtain the skills needed for the world of work 	Head of Adult and Cultural Learning
<ul style="list-style-type: none"> • Develop the role of the council as a leading employer in the city by maximising apprenticeships, traineeships and work experience opportunities 	Head of Enterprise and Skills

<ul style="list-style-type: none"> • Further develop an innovative recruitment approach with new and existing employers to maximise employment opportunities for people in the city 	Head of Enterprise and Skills
<ul style="list-style-type: none"> • Provide co-ordination and facilitation across the city's leading organisations that prepare people for the world of work, particularly in the city's most deprived areas 	Head of Economic Inclusion
<ul style="list-style-type: none"> • Introduce an improved approach to make it easier for people in the city to access a range of critical employability support 	Head of Economic Inclusion

How will we monitor our progress?

Measured by	2014/15 Baseline Data	2015/16 Target
<ul style="list-style-type: none"> • Number of people accessing the creative economy, learning, training or volunteering opportunities 	New measure	Baseline to be established
<ul style="list-style-type: none"> • Number of residents supported through education, training, employment or enterprise 	New measure	Baseline to be established
<ul style="list-style-type: none"> • Number of residents in key deprived areas supported through education, training, employment or enterprise 	New measure	Baseline to be established