

Business Support

30 November 2022

Isobel Woods
Head of Enterprise

Council: Enterprise Service Supporting Business

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

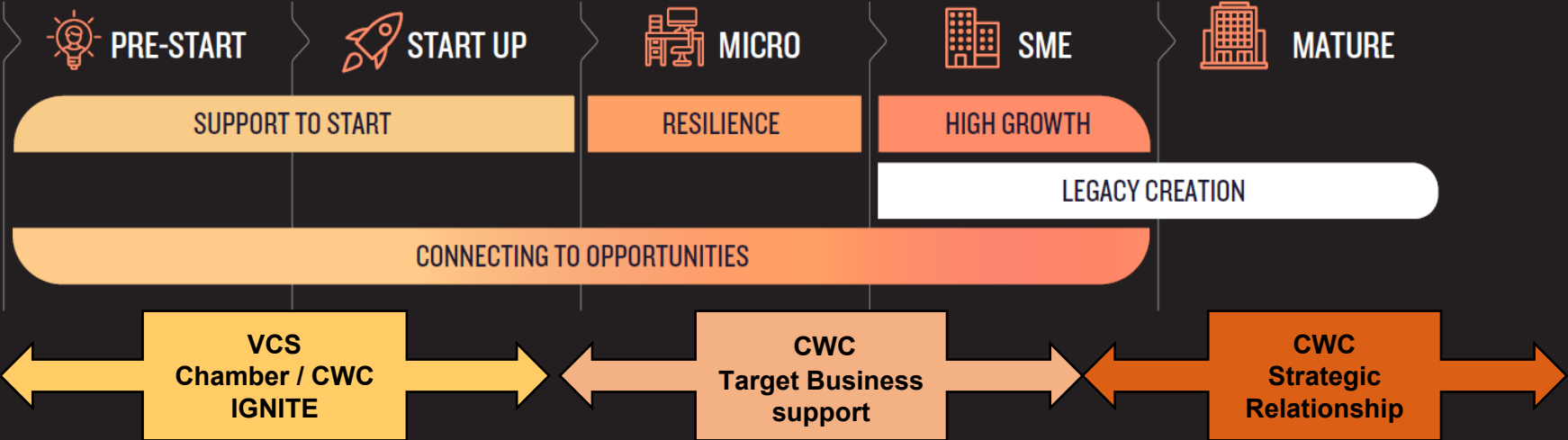
Objectives

- 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



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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



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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



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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

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



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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)*

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 \(govdelivery.com\)](https://www.govdelivery.com/newsletters/city-of-wolverhampton-council)

[Small Business : Big Impact 4\(wolverhampton.gov.uk\)](https://www.wolverhampton.gov.uk/small-business-big-impact-4)
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.

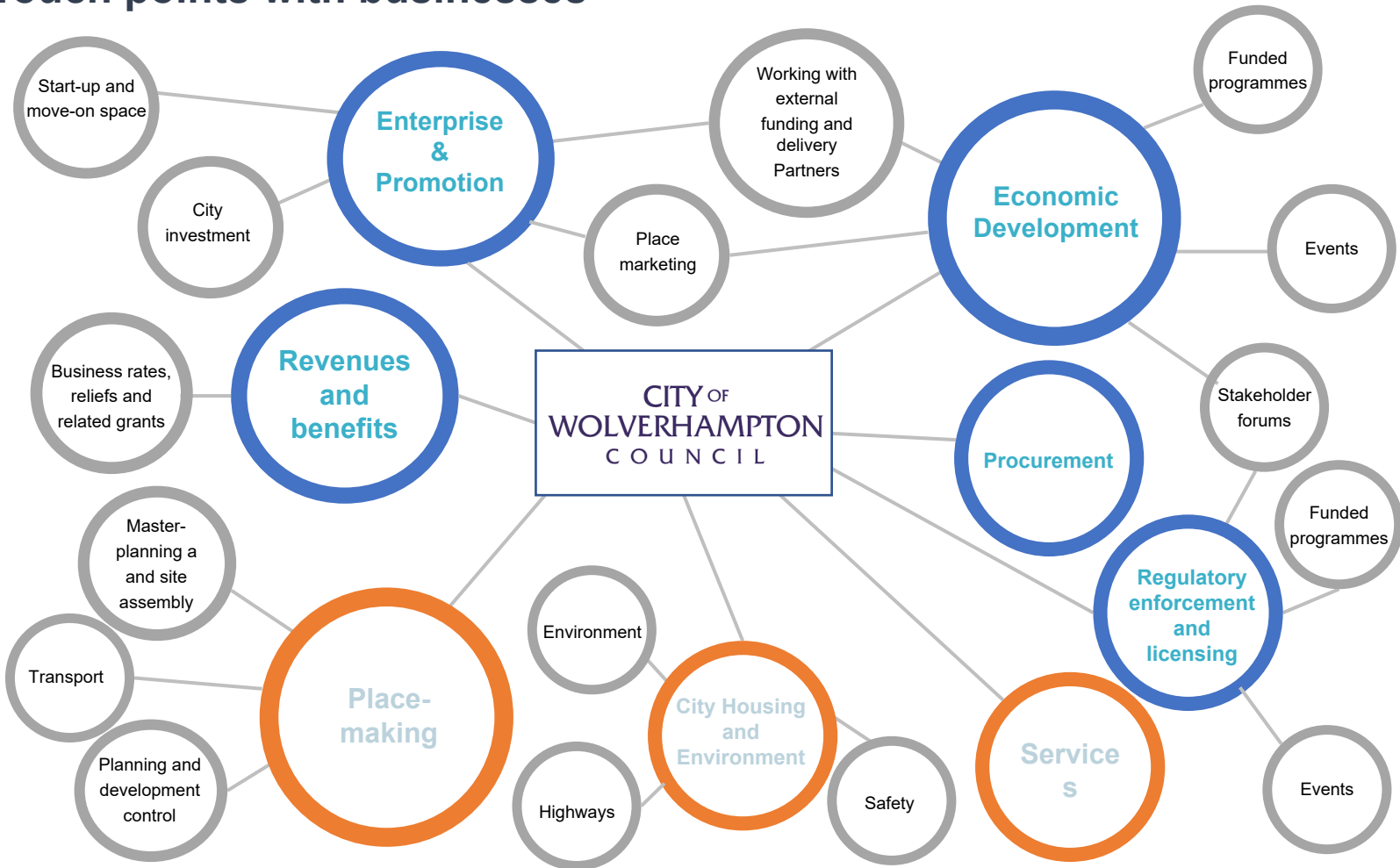
Level of Provision

	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