

Business Growth Offer

Economy and Growth Scrutiny Panel

7 February 2024

Presenter:

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Head of Policy and
Strategy

Recommendations for action or decision

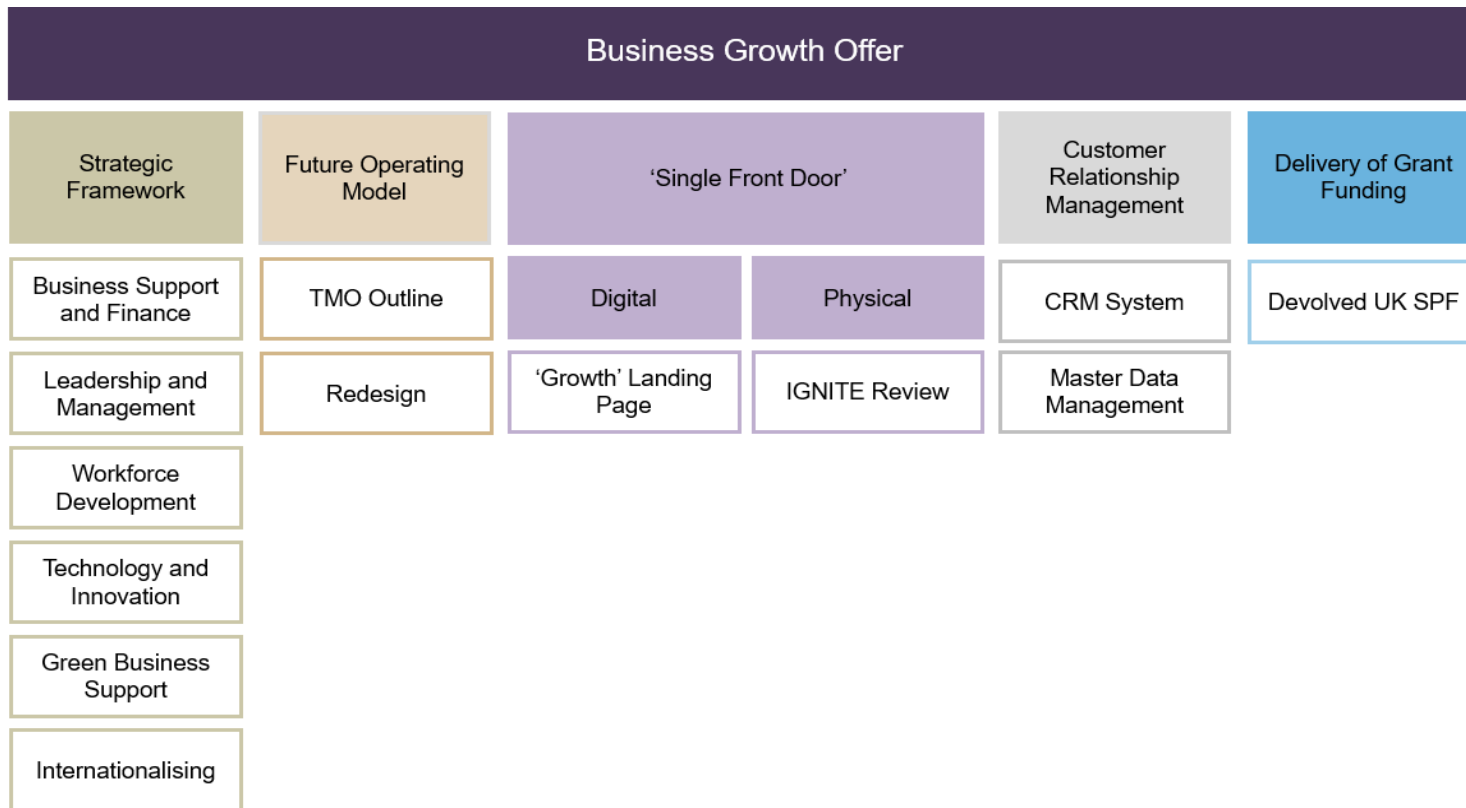
The Economy and Growth Scrutiny Panel is recommended to:

1. Consider and feedback on the:
 - Business Growth Transformation Programme
 - Strategic priorities to support business growth
 - Future target operating model

Purpose and Background

- The regional and local business support landscape has changed.
- From 1 April 2023 LEP functions integrated into the West Midlands Combined Authority. From this Business Growth West Midlands was launched.
- Alongside this, CWC have explored what a Council business support offer looks like in this new context.
- The result of this has been the development of the Wolverhampton Business Growth Programme.
- This update builds on the discussion at E&G Scrutiny Panel on 29 November 2023 as part of the Good Growth Strategy Update.

Transformation Programme



Key information for Scrutiny

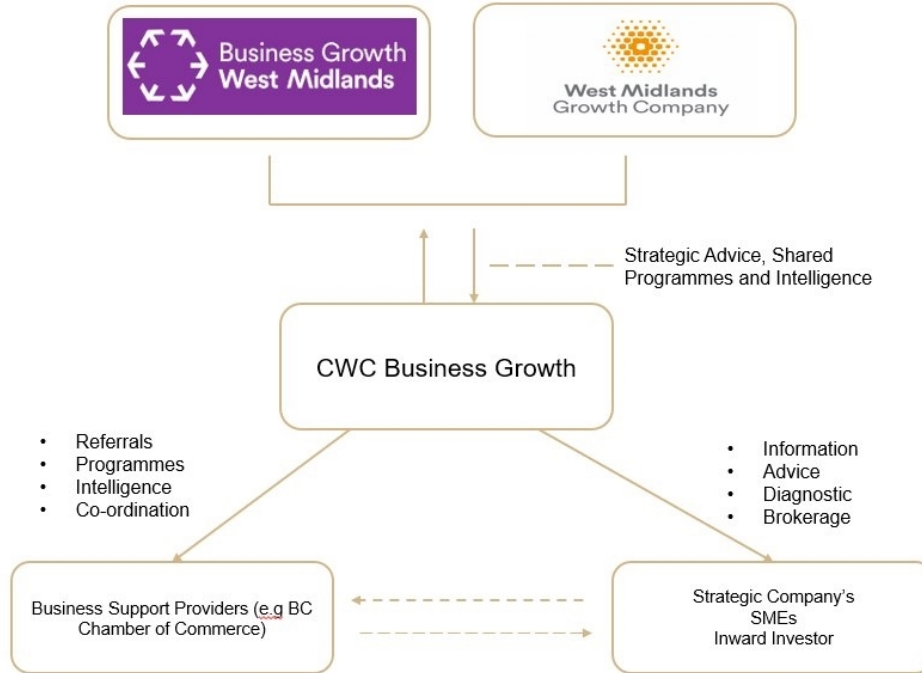
Appendix 1 Business Growth Strategic Document

- Built on strong evidence and eco-system mapping
- Making links to the Good Growth strategy
- Making the case for 'why' those six strategic priorities

Appendix 2 Future Operating Model – Not exhaustive

- We will *not* primarily be a direct supplier of services to businesses.
- Instead, we *will* have a crucial interface role operating in the space between public and private suppliers, businesses, and other strategic partners.

Business Support Ecosystem



Wolves at Work Hyperlocal Approach

- Wolves at Work uses detailed data to identify hotspots within the city to target delivery – integrated with other services e.g. Family Hubs
- We are further developing our hyperlocal approach to employment support
- This includes detailed mapping and collation of data sets to progress and evidence-based approach.
- Detailed overview will be brought to a future meeting

Next Steps

- To consider feedback from scrutiny panel and review/refine proposals for the strategic priorities and operating model.
- Engagement programme developed to further co-produce the future Business Growth offer.
- Future update to the panel.

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