

Agenda

Enterprising Coventry Partnership Board

Date and Time

22 November 2010
11.00am – 1.00pm

Place

Committee Room 7
Council House

NOTE: THIS MEETING IS NOT OPEN TO THE PUBLIC

Agenda Items

1. **Introductions, welcome and apologies**
2. **Declaration of Interest** (*Not already declared at previous meetings*)
3. **Matters Arising from Minutes of 30 September Meeting** (Not covered on agenda)
4. **2010/11 Performance & Finance Exceptions Report** – R. McHugh
5. **Employment Placement Scheme Update** – T. Howard
6. **Environmental Technologies Sector Development Presentation** – T. Howard
7. **Planning for Programme Closure** – A. Williams
8. **Coventry & Warwickshire Local Enterprise Partnership Progress Update** – P. Deas
9. **Taking the Employment & Enterprise Agenda Forward** – C. Pearson/D. Williams/A. Williams
10. **Any other items** which the Chair decides to take

Next Meeting – 21st February 2011, Committee Room 3.

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Board Members:

Councillor Mrs Linda Bigham (Chair), Councillor Ram Lakha, Councillor Gary Ridley, John Spencer, June Jeffrey, Clive Benfield, Elaine LeMontais, Carl Pearson, Dianne Williams, Jane Beaver and Stephen Banbury

Advisors to the Board:

Rebecca Young/Paula Deas, Trevor Howard, Andy Williams, Ryan McHugh, Phil Roberts and Terry Cotton

ENTERPRISING COVENTRY PARTNERSHIP BOARD

30th September, 2010

- Members Present:- Councillor Linda Bigham (Coventry City Council) - Chair
Geraldine Fisher (for Jane Beaver, Job Centre Plus)
June Jeffrey (Coventry Community Empowerment Network)
Councillor Ram Lakha (Coventry City Council)
Elaine LeMontais (Midland Heart)
Carl Pearson (Assistant Director (Economy and Community),
Coventry City Council) - Vice-Chair
Councillor Gary Ridley (Coventry City Council)
Dianne Williams (Coventry and Warwickshire Chamber of
Commerce)
- Advisors Present:- Paula Deas (City Services and Development Directorate)
Trevor Howard (City Services and Development Directorate)
Ryan McHugh (City Services and Development Directorate)
Andy Williams (City Services and Development Directorate)
- Employees Present:- Liz Knight (Customer and Workforce Services Directorate)
Adam Parry (City Services and Development Directorate)
- Apologies:- Jane Beaver (Job Centre Plus)
Clive Benfield (Private Sector Representative)
Terry Cotton (Government Office for West Midlands)
Philip Roberts (Advantage West Midlands)
John Spencer (Private Sector Representative)

21. Chair's Welcome and Introduction

The Chair, Councillor Linda Bigham, welcomed everyone to the meeting of the Enterprising Coventry Partnership Board, held at the Council House, Coventry.

22. Declarations of Interest

Councillor Lakha declared an interest in his capacity as a Non-Executive Director of Willenhall Education and Employment Centre. Dianne Williams declared an interest in her capacity as Operations Manager at the Coventry and Warwickshire Chamber of Commerce. Councillor Bigham declared an interest in relation to her daughter's employment. They remained in the meeting for the consideration of all business.

23. Minutes

The minutes of the meetings of the Board held on 25th May and 28th June, 2010 were agreed as true records.

In relation to Minute 19 of the meeting held on 28th June, 2010, headed "Making the Proposed Department for Communities and Local Government Savings", Councillor Lakha reiterated the deep concerns he had raised when the Board had reluctantly agreed to accept the proposals to make required savings of £829,000 in Coventry's LEGI funded activity. Whilst mindful of the requirement to make such decisions, he felt the Board were

being asked to take extremely difficult, unprecedented decisions that would have serious implications for vulnerable people living in the priority areas of the city.

24. New Process for Approving Minutes

Ryan McHugh presented this report that had been circulated with the papers and sought endorsement of a new process to allow the minutes from the Board meetings to be available to the public on the Enterprising Coventry website at a much earlier date.

At present minutes and the corresponding documents were made available to the public following their approval at the next Board meeting, usually with a three month timescale. It was now proposed that Governance Services draft the minutes within seven working days of a meeting. Draft minutes would then be circulated to Board members with a request for comments within ten working days. Finalised minutes would then be circulated back to the Board and would also be made available to the public. The approved minutes would also be taken to the next Board meeting so any actions and matters arising could be raised and reviewed.

RESOLVED that the new approach for approving minutes as outlined above be endorsed.

25. 2010/2011 Performance Report

Ryan McHugh presented this report that had been circulated with the papers and provided a summary of the Enterprising Coventry Programme delivery during 2010/2011 to date including the key highlights and achievements.

Following the decisions taken at the Enterprising Coventry Board emergency meeting on 28th June 2010, the 23% in year budget savings had been made across the programme. The Programme Team had worked with all providers to implement savings whilst minimising the impact on outcomes. All partners understood the nature of the cuts imposed, however, for one partner the consequence had been to make two members of staff redundant. The report set out a table detailing the reductions in targets for the outcomes of the programme as a result of these savings.

A detailed performance table for was set out at an appendix to the report.

In relation to the Business, Investment and Enterprise Services strand of the programme, a table summarising the performance between April to August, 2010 was set out in the report. During this period a total of 143 individuals received significant support from the Enterprise Coaches. From this total, under-represented groups featured prominently. It was also encouraging that during this time the Enterprising Coaching service was responsible for a total of 87 business starts with significant numbers being from these key target groups. It was emphasized that once engaged these individuals then went on to make significant achievements that otherwise wouldn't have happened.

The statistics also showed that just over half (51%) of businesses started were still trading after 12 months. This was on a par with the 50% survival rate associated with mainstream programmes although Enterprising Coventry had continued to work towards an aspirational target of 70%. The Board noted that the status of a significant number of businesses was still to be ascertained indicating that the eventual survival rate was likely to be appreciably higher.

The report set out a number of observations about how the Enterprise Coaches had assisted individuals and highlighted the strong and well-developed relationship between these coaches and the Barrier Breaking service, with the Barrier Breaking service supporting 27% more Enterprise Coach clients than at the same point in 2009/10.

During this period, the Business Coaches assisted 128 small and medium sized enterprises in Coventry with a substantive business issue thus providing assistance for local companies with no other means of support.

Enterprising Coventry had assisted local businesses from a wide spectrum of sectors with one in one in three being from retail who were unable to access European Union resources. Other notable sectors included Contracted Services (15%), Professional Services (13%), Hospitality and Leisure (11%) and Manufacturing & Technology (9%). The report detailed the main areas where these coaches had been able to support local companies. More specifically, the Business Coaches had also been responsible for some notable achievements whilst supporting local businesses in the manufacturing, digital and creative sectors. Reference was made to the partnership working with colleagues in the New Deal for Communities area of the city to target the many and varied businesses operating there.

The report indicated that the Business Coaches were also working with an investment officer and the procurement team at the City Council to encourage local producers to tender for local authority contracts. Enterprising Coventry had facilitated the purchase of a bespoke database to support this activity.

In terms of new sales generated through this work, only £14,000 has been recorded to date. The Board noted this was typical of this outcome measure as new sales resulting from Business Coach interventions earlier in the year took time to be achieved, then monitored and reported. A significant increase in new sales was anticipated to be reported in Quarters 3 and 4.

The report referred to the work of the Relationship Managers who built relationships with strategic businesses in Coventry and its immediate surroundings. Examples of where they had made an impact included:

- (i) Coventry Prototype Panels: investment by Spyker in manufacture of new sports cars.
- (ii) Modec: continued investment in new electric vehicle production and development of export sales.
- (iii) UYT and Terex: support during the 2009 recession was critical to them maintaining their presence in Coventry.
- (iv) Coventry Airport: direct support to the tenant businesses employing 400 people in 2009 when the airport closed.

The Board noted that since April 2010 regional business growth grants had been secured for two local businesses. Applications were being prepared for seven more which, if successful, would lead to the creation of more than 300 jobs and stimulate investment in excess of £5 million.

Reference was made to Sector Development, highlighting that the programme to encourage the design, manufacture, deployment and understanding of low carbon vehicles in Coventry continued to make excellent progress. Financial support from the Government

remained intact and another round of applications from cities like Coventry who had already demonstrated commitment to building infrastructure was invited.

A report looking into the economic advantages that a proactive environmental technologies programme might bring to Coventry had just been finalised. Supported by Enterprising Coventry, and commissioned from Coventry University, the report showed that the city's potential share of investment in the sector amounted to at least £1.9 billion, equivalent to 26,000 jobs. Work was being undertaken to identify how this major opportunity could be optimised for local people.

Discussion centred on Jaguar's 200mph plus electric powered concept supercar that had just been unveiled at the Paris Motor Show and a request was made for further information.

Regarding inward investment, 8 new investments, totalling £5.1m had been secured between April and August 2010 creating 205 new jobs. Attention was drawn to the opening of the Severn Trent head office during September, employees were being encouraged to visit the city centre and use the facilities on offer, generating further footfall and expenditure.

The Inward Investment team had recently produced a new Relocation Brochure and Investment Prospectus, copies of which were circulated at the meeting.

In relation to the Employment Strand of the service, a table summarising the performance from April to August was set out in the report. Following a slow start and despite the economic conditions, the service had been turned around and performance was now on target. As a result of the budget savings, the existing team had been restructured to ensure that the front line delivery had not been adversely affected. 454 people had been assisted into employment which represented 61% of the annual target. Attention was drawn to very successful recent Jobs Fair organised by the City Council and Jobcentre Plus when over 1,000 individuals attended.

The new contracts were now in place for WATCH, WEETC and Pertemps and included output based payments from quarter 2, 2010/11. Early indications showed that quarter 2 job outcomes achieved through these contracts was improving compared to previous quarters.

In relation to the data capture issues associated with monitoring the number of people still in employment after six months, it had been agreed that Jobcentre Plus could assist the programme with the monitoring of this performance measure by identifying if clients had started to reclaim benefits or not. The Board were informed that 63% of clients remained in work which met the annual target of 60%.

Work Placement schemes were performing well and were on target. Joint working between Council departments and the flexibility of the placement schemes had resulted in 2 Looked After Children securing a work placement, with a further 5 to be placed.

Reference was made to the Construction Employment Unit. The Shared Apprenticeship initiative was currently recruiting the first intake of clients and there had been significant interest in this opportunity, particularly from the NEET client group. In addition, there would be more Construction Training available for NEETS with a further 42

places for young people available until the end of March. To date, 10% of the NEETs supported with Construction Training had been Looked After Children.

The Board noted that referrals to Barrier Breaking had increased considerably over the last few months and the service was now dealing with more enquiries than in any other year of the programme. To date, there have been 637 referrals to the service compared to 572 in 2009/10.

Attention was drawn to the establishment of the Labour Market Action Group and the Environmental Task Group. The Action Group brought together strategic partners to review local labour market analysis and take actions to improve services in the city. The Task Group were to develop an Employment and Skills strategy for this sector. Growth in environmental technologies could mean many thousands of jobs being created locally and the Group aimed to ensure our labour market could support this expansion. The strengthened relationships with the local universities were highlighted.

The Board discussed the importance of Enterprising Coventry being able to influence the local schools, colleges and universities to ensure young people were provided with the appropriate training that would encourage firms to want to come and invest in the city. It was also important to get the message out to potential students about future opportunities. It was suggested that a paper on 'low carbon' be submitted to the next meeting of the Forum.

The report set out the current financial position with further details being included in a second appendix. The Board noted that the 23% savings made to the programme would make any over-programming more difficult to achieve as natural slippage was less likely to occur given the tighter revised budgets. In order to manage the risk of a programme overspend at the end of the year, the Programme Team had been working with delivery managers to identify further savings that could be made. Potential savings of £152,000 had been identified as follows:

- (i) Barrier Breaking – Work and Health project - £46,000
- (ii) Employment Service – Contract with Pertemps - £38,000
- (iii) Employment Placement Scheme - £46,000
- (iv) Recruitment Support Service - £20,000

In addition to these savings £14,000 for the Low Carbon Vehicle Projects could be allocated from existing monies in the 'Business Sector Growth and Innovation Resources' budget, to help to relieve the pressure on the current year's finances.

- (v) Low Carbon Vehicle Projects - £14,000

If these additional budget savings were approved, this would leave a 2010/11 over-programming position of £81,302. Whilst this was still a significant over commitment, the Programme Team was confident that the programme could be delivered within budget by financial year end.

Carl Pearson, Assistant Director (Economy and Community) assured the Board that the programme will come in on budget by the end of 2010/11.

The Board's attention was drawn to the following additional changes to the financial profile since the last Board meeting:

(i) The Construction Shared Apprenticeship Scheme – the £150,000 allocated to this project (25th January Board meeting) was flexibly profiled over three years. Only £30,000 match funding was required in 2010/11 so arrangements had been made with City Council Finance to draw down the remaining funds in future years.

(ii) The Employment Placement Scheme – this was part funded through Enterprising Coventry (£230,000) and the Local Public Services Board (£370,000). In order to maximise the impact of this project, work placements would be offered to individuals up to 31st March 2011, so funds to pay the salary costs (£88,500) for these placements would be needed in 2011/12. Again, negotiations were taking place with City Council Finance to ensure that these funds could be used flexibly and cover expenditure incurred during 2011/12.

The Board were fully supportive of this approach which would allow the full delivery of these projects and urged officers to ensure that these funds remain available for delivery beyond March 2011.

The Board had a clear understanding of the following 2010/11 financial position, which took account of the above budget savings and reallocation of funds, noting that the programme would be brought in on budget as a consequence of the robust management of the over-programming position:

Revised allocation for 2010/11 - £3,044,500

Year end forecast spend position (at 31st August, 2010) - £3,125,802

Over-programming position - £81,302

RESOLVED that:

(i) The progress being made with Enterprising Coventry programme delivery for 2010/11 be noted.

(ii) The current 2010/11 over-programming position and the strategy for managing this position for the remainder of the year be approved.

(iii) A report on the developments with low carbon/ carbon reduction projects relating to future employment opportunities be submitted to the next meeting of the Board.

26. Planning for the Future

Andy Williams presented this report circulated prior to the meeting which detailed both the national and local positions and the resulting implications for planning for the future for Enterprising Coventry.

The report set out the national context highlighting that the country was in the midst of the worse economic crisis since the great depression of the 1930s. Borrowing by the national government remained high and the new Coalition government's strategy was to reduce the costs within the public sector dramatically over the next 4 years.

In addition to the already announced abolition of the Regional Development Agencies (AWM) there was a clear move towards 'localism' in the creation of Local

Enterprise Partnerships (LEPs) – charged with creating the conditions for growth. A white paper on ‘Localism’ was due in October that would set out the Government’s approach to local growth. Coinciding with this Government had announced the £1bn Regional Growth Fund (RGF), spread over the years 2011-12 and 2012-13. The fund would provide one consolidated pot of funding to help promote overall strategies for the area. It was anticipated that LEPs would play an important role in bringing together the bids for the areas that they covered.

The Government had also made it very clear that as it tackled Welfare Reform, there would be one streamlined programme called the Work Programme that would provide all the public sector intervention to move people back into work and tackle long term unemployment.

The Board were reassured that Coventry was very well placed to respond to the new national agenda as LEGI funding had been used to develop a local enterprise culture through the Enterprising Coventry initiative; which had adopted an innovative and inclusive strategy to support, new and existing businesses to create local jobs for local people. The report highlighted the importance of building on the learning and experience of the last five years of Enterprising Coventry informing new developments so that there was no loss of momentum of the successful elements.

The report provided a summary of the achievements of LEGI and Enterprising Coventry over the first five years of the programme. Reference was also made to the real added value that was being achieved – the fiscal gain of a move by a benefit claimant into employment and the significant benefits to the local economy of creating local employment and wealth. Taking as an example unemployment clients supported into work from the Enterprising Coventry and LEGI Programme combined, it was estimated that the savings in benefit payments and contributions to direct taxation amounted to over £33m over the duration of the programme. This figure was likely to be much higher when contributions to indirect taxation were taken into account, alongside collateral reductions in other benefits (housing benefit, health etc).

Reference was made to the successful collaborative partnership with the pioneering LEGI bid that brought together the public and private sector in governance (Enterprising Coventry Board) and delivery (Chamber of Commerce, Amazon Initiatives, Women’s Business Development Agency, Coventry University, WEETC and WATCH) – a clear precursor to any successful LEP.

The report emphasised with the new regime in National government the future of the current LEGI programme remained anything but clear. In response to the national announcements around LEPs, local business and civic leaders had submitted an outline proposal for the formation of a LEP across Coventry & Warwickshire. The Government’s response to this expression of interest was awaited. The Board noted that the success of Enterprising Coventry provided the opportunity for a head start in this area.

In relation to known resourcing opportunities, the Regional Growth Fund, the European Regional Development Fund and the European Social Fund provided opportunities to continue some of the existing work of Enterprising Coventry.

It would take some weeks before the role and remit of the Coventry and Warwickshire LEP was fully defined and delivery resources identified. However at this early stage it was clear that the priorities of the LEP were aligned to that of Enterprising Coventry and some of the planned activities would be focusing on enterprise, business

support, inward investment and job creation. As the current Enterprising Coventry Programme comes to an end in March 2011 and the new LEP governance structures become operational by 1 April 2011, the strategic leadership and accountability for future Enterprising Coventry activities could fall within the LEP structures. The Board were informed that this change could provide opportunities for current Enterprising Coventry Board members to become involved in the LEP contributing to the ongoing enterprise agenda for the city and wider sub-region.

The report emphasised that whilst it was prudent for the Board to plan for programme closure, given the inherent, significant implications on outcomes, and the real lives of customers and partners, it was critical to actively explore all potential opportunities for transitioning services.

The Board discussed the current context and positioning of Enterprising Coventry for the future.

Appreciation was expressed for all the work of City Council officers and the Chamber of Commerce in support of the submission of the Coventry and Warwickshire LEP.

Concerns were raised about the viability of being able to provide match funding to support the resourcing opportunities from the European Regional Development Fund bid and there was an acknowledgement that this would prove a major challenge. The Board were informed that discussions had already taken place with Advantage West Midlands about the potential to draw down private sector funds. The importance of the public and the private sectors coming together to support new enterprises and to grow existing businesses to create jobs for the city was outlined.

Paula Deas, City Services and Development Directorate, reported that out of the 56 LEP bids submitted from across the country, Coventry was one of ten that had been identified to speak at a Select Committee on 12th October, 2010, in light of its wide geographical area and the quality of evidence submitted. This would provide an opportunity for Coventry and Warwickshire to exert some influence. She also reported on the establishment of the Shadow Board for the LEP by October 2010 with public/private membership and a high-profile private sector Chair. It was recommended that a formal letter be sent to the new Shadow Board outlining the significant public/private sector working achievements that have been made over the past five years including a request for this Board to be involved with the LEP so helping to ensure the continued use of existing partners.

The Board were very keen to ensure that existing successful experiences built up since the commencement of the LEGI programme were utilised. It was agreed that a report be submitted to the next Board meeting detailing how Enterprising Coventry could work to support the LEP including potential priority themes with basic financial implications. It was suggested that the social and commercial returns on the investments made be emphasised.

Carl Pearson, Assistant Director (Economy and Community) clarified that it was now necessary to start to decommission the existing programme as part of the action currently being undertaken by the Council to achieve a balanced budget with savings being made across the board. In the likely event of actions being required prior to the next Board meeting scheduled for 22nd November, discussions would take place with the Chair,

Councillor Bigham. The Board were mindful of the necessity for such arrangements to be put in place.

RESOLVED that:

(i) Following the Comprehensive Spending Review on the 20th October 2010, a report be submitted to the next Board meeting on 22nd November, outlining a clear way forward for the future of the existing programme, which may include elements of new opportunities, transition and programme closure.

(ii) A report setting out the potential for the Board to work to support the Coventry and Warwickshire LEP be submitted to the next Board meeting.

(iii) A letter be sent by the Chair and Vice-Chair on behalf of the Board to the new Shadow Board of the Coventry and Warwickshire LEP detailing the Board's achievements over the past five years and expressing an interest in having an opportunity to work with the new LEP.

27. Any Other Items of Business – Coventry Sustainable Home Project

Ryan McHugh drew attention to the briefing note 'Coventry Sustainable Home Project' recently circulated to members for information. He indicated that further clarification was being sought regarding the proposal to offer a suitable plot land within the Canley regeneration area. A revised note would be circulated in due course.

Diane Williams reported on a meeting held with FORCE that morning informing of their intention to engage with the local community in Canley during the course of the project to build two homes using different eco-home standards: one German Passivhaus and one built to Code for Sustainable Homes Level 6. She informed of the enthusiasm for the project from local residents.

Agenda Item 4:
2010/11 Performance & Finance Exceptions
November 2010

1 Introduction

- 1.1 A detailed performance report was presented at the last meeting of the Board on 30th September 2010. This report highlights any exceptions that have occurred with the programme's performance and financial position since the last meeting.

2 Performance Exceptions

- 2.1 **New business opportunities created through new investments.**
 12 new investments have been secured to date compared to a target of 37 (32%). Based on current performance a total of 20 new investments is forecast for the year. Despite this shortfall, a significant amount of new jobs have been created through the Investing in Coventry project. 263 new jobs have been created to date with over 300 forecast for the year. The large number of jobs created would indicate that larger companies are continuing to invest but smaller businesses are more cautious at this time.
- 2.2 The shortfall in new investments is down to a number of factors:
- The economic situation has had a negative effect on investment and the number of investment enquiries. The recession has also delayed the start on new developments within the city that would have delivered new investments and business opportunities.
 - In year budget savings has reduced the ability of the service to attend some exhibitions, resulting in less profile and contact with potential investors.
 - Reduced public sector relocation work. Coventry has previously had some notable successes in this area e.g. QCDA, Ofqual, but following the new Government and public sector spending cuts further relocations are unlikely.
- 2.3 Following the reduction in public sector relocation work the service is refocusing on new business sectors including Low Carbon Transport, Environmental Technologies and Creative/Digital Industries. These have been identified as growth sectors for the city and the team will be actively promoting Coventry as a destination for investment within these industries.
- 2.4 The team have recently attended the British Council of Shopping Centres exhibition that has generated a lot of interest from potential retail investors. The team will be working to convert these leads over the coming months.
- 2.5 Given that the economic situation has changed a lot since the new investments target was set for this project, we would recommend that this target is reduced to 20.
- 2.6 **People assisted into employment – WEETC.**
 WEETC have supported 20 people into employment during quarter 1 and 2, which is only 26% of the 78 target for the year. Activity has picked up in quarter 3 with 19 job outcomes secured, subject to the collation of evidence.

Based on current performance 50% of the projects target will be achieved at the end of quarter 3.

- 2.7 Despite this shortfall WEETC are confident that the full target of 78 job outcomes will be achieved by the end of the financial year. The flow of clients registering with the project is good and many of these are making positive progress. A number of clients are also applying for Christmas jobs which should improve job outcome performance within quarter 3.
- 2.8 The WEETC project is currently running at a 58% 6 months job sustainability rate.
- 2.9 A further performance update on this project, including quarter 3 outcomes, will be available at the January 2011 Board meeting.
- 2.10 **Jobs identified.**
The Recruitment Development Service was designed to provide work opportunities including jobs, placements and work experience, for unemployed clients in the programme. The excellent performance in supporting people into jobs and placements has been achieved even though the number of job opportunities identified is lower than the initial target. This reflects the way in which the programme has been able to connect unemployed people with a wider range of job opportunities to fulfil their employment ambitions.
- 2.11 When reviewing the Jobs Identified measure it appears that a high volume (1,500 jobs identified) hasn't been required for the programme to meet its employment objectives.
- 2.12 This activity and the labour market intelligence it has provided, has led partners to a wider discussion on how the local labour market works and how it can be improved. Partners already have a well developed partnership support package to support large scale redundancy or recruitment needs, but smaller scale employers still report difficulties in recruiting the right workforce.
- 2.13 Partners are therefore developing a Labour Market Task Group approach that will link employers, work opportunities and unemployed people across a wider range, making it easier and more convenient for everyone to use the local labour market effectively.
- 2.14 Partners also recognise that the labour market needs to be ahead of strategic developments within the local economy e.g. Low Carbon, so that we can plan for a workforce that meets the skills needs of the future. A more coherent approach across new growth sectors between employers, investors, learning providers and employment support agencies could provide a more 'upstream' way of skilling local people for these new opportunities.
- 2.15 It is proposed that this way of working is developed over the new few months to inform new service objectives and a revision of targets related to job opportunities identified.
- 2.16 Given the good performance in terms of people into employment (84% against target) and the higher than planned conversion rate of jobs identified, we would recommend that this target is reduced to 396.
- 2.17 Detailed 2010/11 performance tables are available in Appendix 4A and 4B.

3 2010/11 Financial Position

3.1 At the September 2010 meeting the Board agreed a number of budget savings that resulted in the financial position detailed below:

Revised budget for 2010/11 (following 23% budget savings)	£3,133,000
Year end forecast spend position (at 31 st August 2010)	£3,214,302
Overprogramming position	£81,302

3.2 These savings have been made and budget allocations adjusted accordingly.

3.3 Up to the end of October 2010, the overprogramming position has slightly increased to £81,689. This increase is down to some marginal changes in year end forecasts across the programme.

3.4 The programme team are continuing to work with delivery managers to identify further savings to bring the programme in on budget. We are confident that the overprogramming position will reduce as staff leave the programme and planned activities are delayed at the latter stages of the year.

3.5 In summary the current financial position is detailed below:

Revised budget for 2010/11 (following 23% budget savings)	£3,133,000
Year end forecast spend position (at 31 st August 2010)	£3,214,689
Overprogramming position	£81,689

3.6 A detailed financial profile is available in Appendix 4C.

2010/11

Strand	Outcomes	Q1	Q2	Q3 (to Oct)*	Year to Date Achievement		Forecast Achievement		Target	RAG
					Absolute	% against target	Absolute	% against target		
					Business, Investment and Enterprise					
	Business Start Up	59	57	12	128	70%	191	104%	184	
	CWCC	33	33	1	67	61%	110	100%	110	
	Amazon	16	10	4	30	81%	40	108%	37	
	WBDA	10	14	7	31	84%	41	111%	37	
	New businesses still trading after 12 months	19	23	0	42	78%			54	
		58%	52%	N/a	55%	N/a			70%	
	Business Assists	73	69	32	174	64%	271	100%	272	
	CWCC	33	35	13	81	60%	136	100%	136	
	Amazon	18	9	3	30	81%	37	100%	37	
	WBDA	10	6	3	19	51%	33	89%	37	
	CCC	12	19	13	44	71%	65	105%	62	
	Increase in New Sales Φ	£ 12,000.00	£ 2,000.00	£ -	£ 14,000.00	N/a	N/a	N/a	N/a	
	New Jobs Created	105	141	17	263	127%	305	147%	207	
	New Business Opportunities Created Through New Investments	6	3	3	12	32%	20	54%	37	

Φ Data to be collated by CWCC, WBDA, Amazon, CCC

* To end of October 2010

Strand	Outcomes	2010/11								
		Q1	Q2	Q3 (to Oct)*	Year to Date Achievement		Forecast Achievement		Target	RAG
					Absolute	% against target	Absolute	% against target		
Employment, Jobs & Placements	People Assisted Into Employment β	201	304	120	625	84%	955	129%	740	Green
	People still in employment after 6 months Ω	63%			63%				60%	Green
	CCC Employment Team	29	82	70	181	51%	355	100%	355	Green
	Local Employment Partnerships (LEPs)	81	87	0	168	100%	168	100%	168	Green
	Watch	6	24	9	39	53%	74	100%	74	Green
	Weetc	10	10	0	20	26%	78	100%	78	Red
	Pertemps	13	0	14	27	68%	40	100%	40	Green
	PET (CCC)	9	10	0	19	76%	25	100%	25	Green
	Construction Employment Unit (CEU)	39	74	19	132	88%	160	107%	150	Green
	The Employment Support Service (TESS)	6	3	5	14	56%	25	100%	25	Green
	European Social Fund Skills Training (ESF)	8	14	3	25	83%	30	100%	30	Green
	People Assisted Into Work Placements	85	102	33	220	73%	302	100%	302	Green
	FJF	52	64	7	123	62%	200	100%	200	Green
	EPS	33	38	26	97	95%	102	100%	102	Green
	Jobs Identified	188	156	12	356	24%	396	26%	1500	Red
	Placements Identified	150	42	11	203	51%	238	60%	400	Green

β Total Inc EDT, LEP, WATCH, WEETC, Pertemps, PET, CEU, TESS, ESF

Ω Calculation at 30th September 2010

* To end of October 2010

Appendix 4C 2010/11 Enterprising Coventry Programme Finance Profile

	Ref	Project/Activity	Q1	Q2	Q3	Q4	2010/11 Original Allocation	2010/11 Revised Allocation (In year savings)	2010/11 Forecast Spend Position	Underspend/ Overspend	
			Actual	Actual	Forecast	Forecast					
Business	1-NW	Business Network Management & Support	£40,080.00	£38,340.00	£28,830.00	£28,830.00	£150,000.00	136,080.00	136,080.00	£0.00	
	2-EC	Enterprise Coaches	£159,000.00	£159,000.00	£76,500.00	£11,700.00	£440,000.00	406,200.00	406,200.00	£0.00	
	3-BC	Business Coaches	£195,000.00	£165,600.00	£46,500.00	£20,100.00	£480,000.00	427,200.00	427,200.00	£0.00	
	4-RM	Business Relationship Managers	£19,460.34	£26,144.15	£31,712.05	£17,683.46	£115,000.00	94,070.00	94,070.00	£0.00	
	5-IC	Investing In Coventry	£20,060.95	£22,358.00	£34,940.91	£22,640.14	£195,000.00	100,000.00	100,000.00	£0.00	
	14-BR	Citywide Business Sector Growth & Innovation Resources	£0.00	£0.00	£0.00	£0.00	£200,000.00	0.00	0.00	£0.00	
Employment	6-BB	Barrier Breaking Activity	£41,305.00	£59,442.00	£98,696.00	£98,696.00	£460,000.00	298,139.00	298,139.00	£0.00	
	7-ES	Employment Advice Service	£131,895.64	£144,853.00	£134,778.61	£174,472.75	£734,000.00	586,000.00	586,000.00	£0.00	
	PET	Probation Employment Project	£25,716.00	£27,877.00	£18,000.00	£18,407.00	£90,000.00	90,000.00	90,000.00	£0.00	
	8-EP	Employment Placement Scheme	£91,104.62	£118,427.00	£192,298.10	£152,170.28	£600,000.00	554,000.00	554,000.00	£0.00	
		CEU Apprenticeship	£30,000.00	£0.00	£0.00	£0.00	£30,000.00	30,000.00	30,000.00	£0.00	
	9-RD	Employer Engagement & Recruitment Support Service	£9,901.00	£14,913.00	£7,832.00	£7,354.00	£90,000.00	40,000.00	40,000.00	£0.00	
Programme	10-MC	Marketing & PR	£7,330.00	£8,251.71	£12,798.29	£11,620.00	£65,000.00	40,000.00	40,000.00	£0.00	
	11-CT	Client Management System (CMS)	£800.00	£15,000.00	£2,200.00	£0.00	£75,000.00	18,000.00	18,000.00	£0.00	
	12-PM	Programme Management	£97,500.00	£97,500.00	£97,500.00	£97,500.00	£425,000.00	390,000.00	390,000.00	£0.00	
	13-EV	Evaluation & Research	£1,519.00	£0.00	£1,812.66	£1,668.34	£50,000.00	5,000.00	5,000.00	£0.00	
			£870,672.55	£897,705.86	£784,398.62	£662,841.97	£4,199,000.00	£3,214,689.00	£3,214,689.00		
Original Total Budget For Programme											£3,965,000.00
Revised Total Budget For Programme post £832k in year cuts											£3,133,000.00
Grand Total Allocated to date											£3,214,689.00
Grand Total Forecast Spend Position											£3,214,689.00
PREDICTED OUTTURN FOR 2010/11										Overspend	£81,689.00

Agenda Item 5:
Employment Placement Scheme Update
November 2010

1 Purpose

- 1.1 This report provides an update on the performance of the Employment Placement Scheme and the outcomes achieved.

2 Objectives

- 2.1 The Public Service Board (PSB) approved the Employment Placement Scheme (EPS) as a targeted response to the employment needs of local people, and it was launched in October 2009. The Employment Placement Scheme recognises that the national Future Jobs Fund scheme does not meet the needs of all local people, and has therefore been designed to target the following groups:

- 1 Unemployed local graduates (graduated within the last 12 months)
- 2 Unemployed managers and professionals
- 3 Unemployed young people (16-18) that are not in education, employment or training (NEET's)

- 2.2 EPS offers six month work placements, training and employment advice, to support local people into work (and back into work), with a variety of employers. It has provided a crucial bridge into the workplace and proved to be a very effective route into sustainable work for unemployed people, at a time when this support has been critical for them. It is funded through Area Based Grant resources and the Enterprising Coventry programme.

3 Targets and Performance

- 3.1 The initial target for EPS was to move 100 people into placements between October 2009 and March 2011. The Board received a report in January 2010 which identified good progress with 38 people having been provided with work placements. At that stage, the target was increased to provide a further 40 placements, making a total of 140 placements by March 2011.

3.2 People

During the year the demand from all three groups has been significant, and take up of the placements has been such that 135 placements have already started, which is ahead of the timescales originally identified. Graduates are marginally the largest group, as was envisaged, and the demand from managers and professionals was significant due to the profile of those losing jobs through redundancy.

- 3.3 The young people in the NEET group now include Looked After Children. Working in collaboration with colleagues in the Children, Learning and Young People service 6 of the places have been specifically allocated to support Looked After Children, which is proving to be an excellent support route for this client group. To date 3 have been placed and 2 have the potential to convert

into apprenticeships. The scheme is also working closely with the Construction Employment Unit to offer 6 placements to NEETS currently participating in the Building Your Future programme to provide a positive outcome via the shared apprenticeship scheme. The final five placements have also been earmarked for Looked After Children, which will bring the total to the target of 140 placements.

- 3.4 The real impact for each person, in terms of quality of life, can be better understood from the brief case studies enclosed in the Appendix.

Target Group	People in Placement 2009/10	People in Placement 2010/11	Forecast for remainder of 2010/2011	Total
NEETS	10	24	5	34
Graduates	19	32		51
Managers & Professionals	9	41		50
Total	38	97	5	140

3.5 Placements

The placements have been made across a range of sectors, with a good balance, as can be seen below.

Sector	NEETS	Graduates	Managers & Professional	Total
Public Sector	7	19	14	40
Private Sector	20	15	22	57
Community Sector	7	17	14	38
Total	34	51	50	135

3.6 Resources

The PSB allocated £370,000 to the project in July 2009. The Enterprising Coventry Partnership Board subsequently allocated a further £184,000 to ensure the scheme could deliver placements until at least March 2011, helping to meet the rising demand for placements in challenging economic uncertainty.

- 3.7 Through careful financial management the scheme will have delivered 140 placements before March 2011, 40 more than was originally planned. In addition, the scheme has recruited previously unemployed people from the target groups to manage the project, so all resources have been applied to front line delivery. It is intended to retain these staff until March 2011.

- 3.8 The limited ongoing resource needed to fund the placements that have started, but not completed before April 2011, can also be funded from within the allocated resources.

3.9 Achieving Sustained Work

The scheme can be seen as very effective in getting people into work, and back into work, which is a significant achievement. The further objective of achieving sustained work beyond the period of the placement has also been prioritised. During the last year the scheme has been more closely aligned with

the services of Enterprising Coventry, by providing all the people in placements with an opportunity of one to one support from Employment Advisers, and access to personalised packages of support including training and job clubs. As a result, the numbers of people moving on into work has increased substantially. To date 58.7% of all leavers have found sustainable employment since completing their placements.

3.10 **Timescales**

The great majority of placements have already started, and the few remaining for looked after children will be made as soon as possible. The completion of outstanding six month placements will take place over the next few months, during which time the people on placements will continue to be supported.

4 **Summary**

- 4.1 The Employment Placement Scheme has performed very well, has been very effective in getting people into work, and to date 58% of those who have participated have moved into sustainable work.
- 4.2 The scheme has focused on the needs of the target groups, NEET's, Graduates and Managers, and been able to extend its service to Looked After Children and young people on the Construction Employment Unit's shared apprenticeship scheme.
- 4.3 The scheme has managed unit costs downwards and as a result delivered the increased outputs within allocated resources.

5 **Related Services and Projects**

5.1 **Future Jobs Fund**

The Future Jobs Fund is a nationally funded programme that provides work placements for young people. The City Council has successfully delivered Future Jobs Fund services from October 2009, with new placements being offered until March 2011 and ending by September 2011. The programme aims to support:

- 1 18 to 24 year olds who have been unemployed on Job Seekers Allowance for 6 months or more
- 2 Long term unemployed and workless people in unemployment hotspots (including priority groups and geographical areas)

- 5.2 Since October 2009, we have supported 182 people successfully moving into placements, with targeted national resources available for up to 250 starts by March 2011.
- 5.3 During the past quarter we were successfully audited by Department of Works and Pensions, who were impressed with our systems and procedures. They interviewed 6 placement candidates in a variety of organisations and received positive feedback from all of them.
- 5.4 FJF has been particularly successful in placing young people into third sector (75 placements) and public sector (80 placements), with a further 27 in the private sector as shown below.

Sectors	18 - 24	25+ hotspots	Total
Coventry City Council	20	4	24
Other Public Sectors	45	11	56
Third Sector	58	17	75
Private	25	2	27
Total	148	34	182

5.5 As with EPS, Future Jobs Fund has been aligned to Enterprising Coventry, providing all placement participants with an opportunity of tailored one to one support from Employment Advisers, access to Barrier Breaking support including training and job clubs, which has definitely increased numbers of people moving into sustainable work.

6 Construction Shared Apprenticeships Scheme

6.1 Coventry City Council, in partnership with Whitefriars, BAM Construction, City College, National Apprenticeship Service and Construction Skills have developed the shared apprenticeship scheme for the local construction industry to support NEET's (young people not in education, employment or training) who are 'employed' by the scheme via a host employer (BAM).

6.2 A pool of employers share the apprentice according to where they can offer work. Contact continues to be made with a range of employers to encourage them to sign up to the scheme, and the greater the number of employers that can offer placements, then the greater the numbers of young people that can participate in the scheme (up to a max of 30).

6.3 Individuals are trained in a broad range of construction disciplines ranging from groundwork right through to brickwork, plastering, tiling, carpentry and maintenance occupations.

6.4 To date, the scheme has received huge interest from approximately 120 young people that have expressed an interest in becoming an apprentice. Following a recruitment process we have already offered apprenticeships to 4 young people, with others due to follow shortly.

6.5 Enterprising Coventry has committed £150k to the 3 year shared apprenticeship scheme which represents only approximately 18-20% towards the programme costs, with the majority of resources being provided by employers and other partners.

7 Appendix – Employment Placement Scheme Case Studies

S.R.

I had been out of work for 2 yrs during which time I had been a carer for family members, and once they passed away I was left feeling isolated, lacked confidence and didn't know where to turn.

I heard about the scheme through a friend who was already working on it and decided to contact City Council to find out more. From the first conversation I

had with one of the EPS officers I started to feel I was going to be able to start doing something positive with my life again, even if it was just a 6 month placement.

After being given benefits advice on whether it was financially viable I signed up to the scheme and haven't looked back. I was placed at the Enriched Life Centre, a social enterprise linked to a charity, where I have developed great skills in ICT technologies, event management and how to liaise with employers and community leaders confidently. Best of all was developing my team management skills, which had become rusty through being out of the work place for so long.

I was invited to attend the Investment in Excellence confidence building course, which was amazing and really made me feel good about what I was doing.

I can honestly say the EPS has been a great scheme, the staff have been so helpful – the faces behind the scenes, always ready to help, both with practical help as well as giving me guidance and positive feedback, they were always willing to go the extra mile.

The placement has given me the chance to prove myself and I was offered a full time post with Enriched Life Centre, which would never have happened if it hadn't been for EPS.

C.P.

After being made redundant from my previous job and finding it difficult to move back into work I was employed by Coventry City Council on their EPS programme for six months as a Placement Co-ordinator working within the core Placement Team.

The scheme gave me great opportunity to gain new skills in a range of areas, meeting and liaising with employers, working closely with new placement people supporting them in their new roles and also acting as a first point of contact for the many queries that inevitably arise in a new programme. The role also provided me with a great opportunity to develop my admin skills with the administration side of the job. Additionally I was given the opportunity to attend the Investment in Excellence course that really helped in gaining valuable insight into myself, which has given me more confidence and makes me look at life in a more positive way.

After my six months ended I was fortunate to be offered an extension to my employment having proved myself within the role. It was a great experience for me and I felt very much a part of an excellent team.

Environmental Technologies and Enterprising Coventry

'towards a low carbon economy'

The Opportunity

- Climate Change - global to local
- Debate and policies - now lead to massive resources
- Changes to behaviours, technologies and energy use

LOW CARBON SECTOR

- A new and growing 'industry'
- Will see largest growth in next decade
- Leaders in the field will attract maximum benefits
- Environmental, social and *economic* opportunity

Coventry's Opportunity

- Convert 'emerging reputation into 'leaders in the field'
In place –
 - A key growth sector for city with emergent projects and networks
 - A growing reputation around transport
 - Ideas around community heating and 'retro fit' buildings
- The sector will gravitate to cities that have relevant business networks and skilled workforces
- Massive investments being subsidised by govt and included in investment plans

CAPTURE MAXIMUM BUSINESS AND JOBS

- Attract largest possible slice of 'national cake'
- Recognise breadth of design, manufacture and installation opportunities for businesses and jobs
- Acknowledge this is as yet an immature market, with several elements

Coventry University Study -

Investment - £1.9 billion in Coventry over 10 years

Jobs – 26,000

An enviable reputation already !

1. Low Carbon Transport

- Coventry: is recognised as a Joined Up City by the Department of Transport's Office of Low Emissions Vehicles (OLEV)
- Is (with Birmingham) leading on a crucial project to trial and understand electric cars
- Has installed 18 electric vehicle charging points for public use
- Will soon have electric buses servicing its southern Park and Ride scheme
- Has procured 45 ultra low carbon vehicles for the Council fleet
- Has secured £5m of investment for minimal cash input

2. Environmental Task Group

- Established to deliver an integrated city wide employment and skills offer to meet the opportunities and challenges presented by the rapidly developing environmental technology sector.
- It is beginning to develop the following agenda
 - Working with businesses to identify current needs
 - Matching and developing skills against these needs
 - Forecasting future employment and skills demand trends
 - Mapping existing training provision, identifying gaps, and promoting new learning and accreditation opportunities
 - Producing an employment and skills strategy

3. Renewable Energy Technology Alliance

A collaborative business group led and driven by the SME community and facilitated by BIET that:

- mobilises and enables a low carbon local supply chain with an impact beyond the region.
- targets renewable energy, low carbon construction and housing retrofit markets
- levers in financial, employment and innovation support

Real story: Alumet forecasts growing by 80 people in next 12 months. CP Power doubled its turnover in the first 6 months of this financial year.



And many more...



4a. Phoenix Low Carbon Enterprise

'developing a low carbon social enterprise economy'

- Public private sector partnership
- Attracts 'fixes' and facilitates environmental technology projects
- Ensures the city enjoys the enormous economic benefits of the sector
- Maximises local business and employment opportunities
- Dedicated to
 - Saving energy and reducing carbon ... 20k tonnes/yr
 - Accumulating funds for the benefit of the community
- Committed to developing a legally constituted framework

4b. Phoenix Low Carbon Enterprise

'developing a low carbon social enterprise economy'

Benefits

- Profile and reputation of the city raised
- Increased investment
- New jobs and better skills
- Lower market barriers for local SMEs
- Reduced fuel poverty
- Improved third sector opportunities

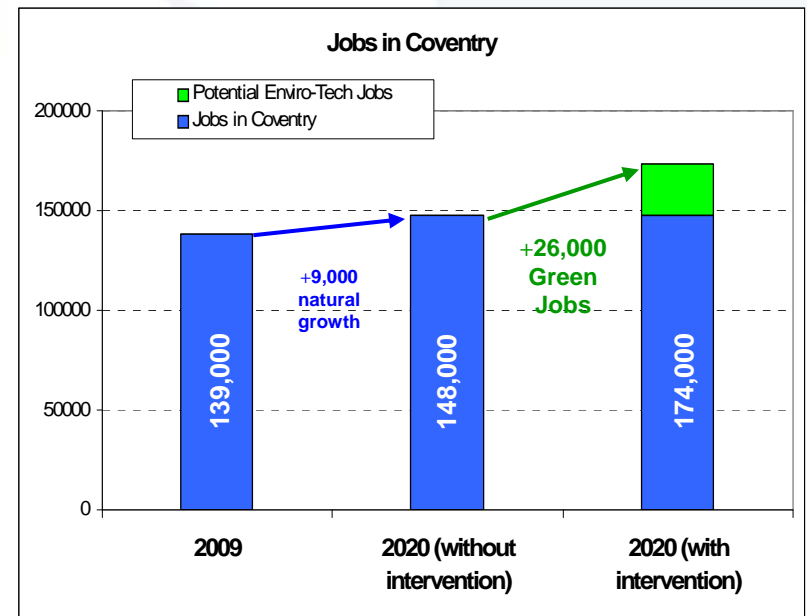
No cost and little risk to the Council

SURGE Study – Potential Contribution to Coventry’s Economy

	£
Biotechnology	£ 30,000,000
Composites	£ 10,000,000
Low Carbon	£ 1,120,000,000
Nuclear	£ 37,000,000
Renewables	£ 330,000,000
Wind	£ 60,000,000
PV	£ 80,000,000
Water	£ 80,000,000
Electric motor generators	£ 10,000,000
Energy Storage - LCV's	£ 175,000,000
Heat pumps / absorbtion chillers	£ 1,000,000
Total	£ 1,933,000,000

Investment analysis estimates this to equal a potential:

26,000 jobs



Outcomes

Making a difference

- Increased business activity
- More and improved job opportunities
- Circulating the 'pound round the city' – local supply chains and local into jobs
- Reduces fuel poverty, improves transport choices
- Support the wider climate change targets of carbon reduction and sustainability

A Development Plan – perhaps.....

1. Define an economic strategy as part of the climate change strategy
2. Build the business Renewal Energy Technology Alliance
3. Design and deliver a sector employment and skills strategy through the Environment Task group
4. Launch and develop a Low Carbon partnership – to identify, ‘fix’ and facilitate flagship projects
5. How to move the agenda forward ? – LEP ?
6.
7.

Agenda Item 7: Planning for Programme Closure

November 2010

1 Introduction

- 1.1 Since the last Board meeting the Government has announced its Comprehensive Spending Review. It is clear that there will be no ongoing LEGI funding. As a result, our planning assumption for the current programme of work is that it will need to come to an end by March 2011 under the existing governance arrangements.

2 Recommendations

- 2.1 The Board is asked to discuss and consider the programme closure principles, financial implications, timescales and key messages and agree an effectively managed process of programme closure.

3 Principles

- 3.1 In order to prepare for closing the programme down we need to consider the way and approach in which it is done. The following principles are proposed to enable an effective closure:

1. We continue to deliver a high quality, customer focused employment and enterprise service until 31 March 2011;
2. We will be clear on what alternative services our customers can access;
3. We will move customers on to new provision at a time that is right for the customer;
4. We will communicate the lessons learned to our colleagues, partners and other service deliverers, locally, regionally and nationally;
5. Each service provider and partner will take responsibility for and commit to communicating and transitioning their programme staff;
6. We will communicate any information as soon as we can to our service providers, staff and customers throughout programme closure – 'You will hear from us first';
7. All service providers and staff will maintain the highest quality processes in relation to document and evidence retention for audit purposes.

4 Financial Implications

4.1 Existing Delivery Partners

The contractual agreements with service providers make it clear that costs of closedown, in particular redundancy, are not eligible for additional funding through the programme and each organisation has to meet their own closedown costs.

4.2 Managing the current Over Programming Position

As reported the over programming position is currently at £81,689. We anticipate further slippage on two projects that will bring that figure down. We envisage a resource switch with another series of grant funded programmes focused on Employment and Enterprise that will mean the final programme coming in on budget. It will mean that as a programme we have effectively managed an in year reduction of grant of approximately £1million, when you consider the cumulative effect of both the CLG cuts and the initial over programming position in April 2010.

5 Project Managing Programme Closure

5.1 Ryan McHugh will be appointed as Project Manager for the Programme Closure. He will manage the day to day process on behalf of the Board.

6 Timeline

6.1 The broad timeline of activity is set out below, a complete project plan of key dates and times will be drawn up as part of the closure.

Activity	When
<ul style="list-style-type: none"> • Communication with Service Providers • Co-ordinated Staff Briefings within delivery partners 	November 2011
<ul style="list-style-type: none"> • Confirmation with service providers that projects and services will finish on 31 March 2011 • Programme staff will start to receive notice of contract termination and redundancy from their employer 	30 November 2011
<ul style="list-style-type: none"> • Communication with the LEP Board describing the achievements, lessons learned and taking Enterprising Coventry work further 	November/December 2011
<ul style="list-style-type: none"> • Programme officially closes 	31 March 2011
<ul style="list-style-type: none"> • Final Programme Report & Achievements 	May 2011
<ul style="list-style-type: none"> • Enterprising Coventry Partnership Board Decommissioned 	May 2011

7 Communication and Key Messages

7.1 Clear, consistent communication across our customers, service providers and staff is critical to ensure that the programme closure is successful.

7.2 Some of the key messages are embedded into the principles in section 3. There might be further messages the Board wishes to add.

7.3 A formal letter will be drafted within 48 hours of this Board, agreed with the Chair of the Enterprising Coventry Board, outlining the Government's decision to withdraw funding for the LEGI programme. The clear implication is that each contracted organisation should make the planning assumption that there will be no further LEGI funding through the Enterprising Coventry Programme after 31 March 2011.

7.4 We will endeavour to ensure that staff across the programme are briefed at the same time to ensure that the messages received are consistent and to remove any informal communication prior to official briefings.



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Cllr John Mutton
Leader, Coventry City Council

Councillor Alan Farnell
Leader, Warwickshire County Council

28 October 2010

Dear colleague,

Proposal for a local enterprise partnership – Coventry and Warwickshire

We are writing to thank you for your outline proposal to form a local enterprise partnership. We would like to take this opportunity to acknowledge the considerable efforts that went into the preparation of your proposals over the summer months.

We were impressed by the commitment and ambition demonstrated in the proposals. The innovative ideas put forward to tackle the variety of challenges facing local economies demonstrate the importance of allowing local areas to determine their own economic development and drive private sector job growth.

All proposals were reviewed against the key expectations set out in the 29th June 2010 letter:

- **Support from business** – this was a particularly important factor, especially whether the proposal demonstrated engagement with a range of local businesses (including SMEs) and reached beyond organisations that represent business and commerce. Sustained business

engagement in partnerships is essential in the long term if partnerships are to realise the economic potential of the area.

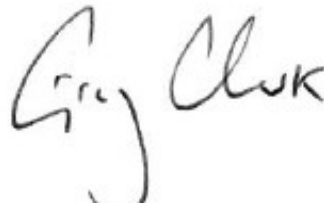
- **Economic geography** – whether the geography proposed represented a reasonable natural economic geography, wider functional economic linkages and was sufficiently strategic.
- **Local Authority support** – whether there was sufficient support from the local authorities whose areas were covered by the partnership proposal.
- **Added value and ambition** – whether the proposal set out a clear vision in terms of local economic priorities and demonstrated how it would create the right environment for business and growth, over and above that which would otherwise occur.

Having considered your proposal we confirm that it sufficiently addresses the points set out above and we encourage you to establish your partnership and board in line with the expectations set out in the 29th June letter. We look forward to your confirmation that you have completed this step.

Our officials will be in touch shortly to work with you as you develop your plans. Contact details of the relevant lead officials from both departments are Samuel Kabiswa at BIS – e-mail: samuel.kabiswa@bis.gsi.gov.uk tel: 020 7215 0739 and Nick Tennant at CLG – e-mail: Nick.Tennant@communities.gsi.gov.uk tel: 0303 444 1681.



MARK PRISK MP



THE RT HON GREG CLARK MP

Agenda Item 9

Taking the Employment and Enterprise Agenda Forward

Position Statement

November 2010

Introduction

The Enterprising Coventry Programme has achieved a substantial amount in both benefits to individuals and business and also in the way we work.¹ As we plan for the reduction in resources we must not lose sight of responsibility to ensure that the local employment and enterprise agenda is taken forward beyond the funding.

The paper below looks to set the framework to define the agenda and identify key local responses that need to be considered by strategic partners in taking this area of front line service delivery forward. It is written as a position statement for the board to discuss and come to a consensus on and will form the basis of what we believe to be future service priorities.

Two central themes

Two themes have been central to Enterprising Coventry and going forward they remain priorities locally, sub-regionally and nationally:

- **Employment** - working with individuals seeking work and the companies that might employ them
- **Enterprise & Economic Growth** - working with businesses, investors and communities to facilitate the development of a future economy and generation of jobs for the people of Coventry

Local strategic and delivery partnerships provide the vehicle for ensuring that public interventions, support and promote an inclusive community in which the needs of the most vulnerable individuals and communities are being addressed, so that the outcome is a community where everyone benefits from increasing prosperity.

Taking forward employment actions

Trend

Unemployment is likely to increase, at least in the short term, due to public sector spending reductions. Added to this, new rules about health and claiming benefits could create another 1.5 million job seekers. In effect there will be a much larger group of job seekers.

Emerging National Response

The government has responded by proposing the appointment of 11 'Framework Providers' to deliver generic employment support through the new Work Programme. These will be large contracts awarded to national organisations and appointments are expected this November.

¹ The '2006-2011' Achievements Report encapsulating the highlights and lessons learned will be available before Christmas for each board member to review

The need for a Local Response

Worklessness remains a major problem for the city. The Government has already signalled that it intends to promote a move away from out of work welfare dependency. Coventry has had some nationally recognised successful programmes that have helped long term unemployed people back into regular work, but much of this work is likely to end as Government focuses all its resources through the new Work Programme. Some of the most notable work has been around helping individuals overcome perceived barriers due to health and disability. Partners particularly recognise the destructive patterns of intergenerational worklessness and the links to drug and alcohol dependency that is often associated with this, particularly in young people. In this changing context there are clear areas of priority:

1. ***Influencing the way the Framework Providers deliver services*** to ensure that their services are sensitive to local needs
2. ***Sub contracting with the Framework Providers to support niche groups.*** Local partners' track record of delivery is such that we are better placed to deliver to the most disadvantaged and providers are wanting to contract with us.
3. ***Offering services to unemployed client groups who will not receive support through the national framework.*** In particular, those with learning difficulties and mental health issues; NEETS; Ex offenders; Looked after children and other hard to reach groups helping them into employment or self employment.
4. ***Assisting people who are job seekers but not claiming benefit*** because they are out of scope of the benefit revisions
5. ***Using partners strong links to employers to accurately understand employers requirements*** and act as a gateway to employers for the most disadvantaged groups
6. ***Providing accurate and timely labour market intelligence to shape local service delivery***, for example an early awareness of sectors where there is likely to be new employment opportunities
7. ***Working One-to-One with multi users of public services, supporting individuals who heavily use housing, health, social and children's services across the city move into economic activity as a key outcome in moving them away from dependency on public services.***

Taking forward enterprise actions

Emerging National Response

The investment and business support national framework is also changing with the closure of Advantage West Midlands and the regional Business Link. Support for new and existing enterprises will be primarily through national websites and call centres. The government is also proposing Growth Hubs and Technology and Innovation Centres although how these will work in relation to local activities is not yet clear.

In future there will be only two principal levels, national support programmes and Local Enterprise Partnerships, in our sub region the Coventry and Warwickshire LEP.

The removal of the regional layer will reinforce local partners' roles in inward investment, support for key business sectors, business start ups and new opportunities for social enterprises. These roles have been strongly supported by Enterprising Coventry and are in line with government policy in the recent 'Local Growth: Realising every place's potential' White Paper.

The need for a Local response

There is a clear responsibility to continue to deliver a powerful sector strategy for the sub region. This sector strategy has three elements:

- **Targeted sector marketing to attract investment to the sub region** in key sectors.
- **Work with local partners to develop flagship projects**, such as the low carbon vehicle programme, to reinforce the local competitive advantage and raise the profile and reputation of the sub region
- **Working collaboratively with key local sector businesses**, to engage them in business development, investment and job creation.

Recent work has included low carbon vehicle demonstrators, digital technologies, aerospace collaborations and environmental technology initiatives. The need to rebalance the economy has given new impetus to these areas and there is an emphasis on high growth and export driven growth in manufacturing and technology areas. There is a major opportunity for Coventry and Warwickshire to become a national leader in responding to the challenge of developing a low carbon economy and more sustainable community in terms of the challenge of adapting to climate change. A number of notable initiatives have already begun but we need to bring together an overall strategy that excites the interest of both the public and private sector, recognising the leading role our Universities can play in encouraging technology transfer and business development

Encouraging enterprise has been at the heart of the Enterprising Coventry strategy and remains a core outcome for those not in economic activity. Government policy suggests that future opportunities will enable us to focus on:

- **Business start up support that will add value to the national offer** of call centres and websites, for example one to one support for those who are currently unemployed
- **The development of social enterprises and other forms of public/private partnerships** to respond to community needs and public service changes. Two current examples are:
 - Work in Canley with Orbit housing on carbon neutral housing that may lead to local manufacturing and local employment
 - Work with Eon and other partners on retrofitting green technologies which has the potential to become a social enterprises employing local labour

Delivery Vehicles

Close partnership working and strategies already aligned to emerging needs and opportunities, place the sub region in a positive position to respond to the investment and enterprise challenges of the future.

Moving forward there maybe greater opportunities to explore different mechanisms for delivering employment and enterprise services. The role of local community based social enterprises, and community interest companies is an area by which we might choose to invest and earn resources for the future whilst delivering the contracts of today. With the national push for more delivery to take place within the private sector this maybe a way of obtaining resource for the city.

Furthermore the new Coventry & Warwickshire LEP is yet to think through governance structures and any delivery or accountability of services so there maybe be opportunities there for working in greater partnership to deliver local employment and enterprise services.

Summary

This position statement, alongside the achievements and lessons learned over the past five years will be used to inform the discussions within the LEP and initially the application of resources and funding bids within strategic partner organisations and Board Members. The local areas of need and focus enable services to be built to meet the demand.