

ENTERPRISING COVENTRY PARTNERSHIP BOARD

24th May, 2011

- Members Present:- Howard Anderson (for Dianne Williams, Coventry and Warwickshire Chamber of Commerce)
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)
Carl Pearson (Assistant Director (Economy and Community), Coventry City Council) - Vice-Chair
John Spencer (Private Sector Representative)
- Advisors Present:- Paula Deas (City Services and Development Directorate)
Ryan McHugh (City Services and Development Directorate)
Andy Williams (City Services and Development Directorate)
Rebecca Young (City Services and Development Directorate)
- Employee Present:- Liz Knight (Customer and Workforce Services Directorate)
- Apologies:- Jane Beaver (Job Centre Plus)
Clive Benfield (Private Sector Representative)
Elaine LeMontais (Midland Heart)
Dianne Williams (Coventry and Warwickshire Chamber of Commerce)

44. Chair's Welcome and Introduction

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

45. Declaration of Interest

Councillor Lakha declared an interest in his capacity as a Non-Executive Director of Willenhall Education and Employment Centre. He remained in the meeting for the consideration of all business.

46. Minutes

The minutes of the meeting of the Board held on 28th February, 2011 were signed as a true record. There were no additional matters arising.

47. 2010/2011 Performance Report

Ryan McHugh presented this report that had been circulated with the papers and provided a summary of Enterprising Coventry programme delivery and performance during 2010/2011.

The report referred to the performance of the Business, Investment and Enterprise strand of the programme. Further details of this performance were set out in a table attached in an appendix to the report.

During 2010/2011 Enterprising Coventry supported the formation of 220 new businesses, which exceeded the target of 188 for the year, with all three delivery partners significantly exceeding their contracted targets. Delivery of these new business outcomes were also supported by Barrier Breaking interventions. The Barrier Breaking service had supported 170 people that wanted to start up a business during this time.

The sustainability of the new business start ups had fluctuated through the year. Between 27% and 55% of the new businesses started in 2009/10 were still trading 12 months later. This performance was impressive compared to the benchmark of 50% used by national business support programmes. The fall in quarter 4 to 27% sustainability was mainly down to reduced capacity to collate this data at the end of the programme.

In relation to the Business Coaches, 277 businesses were supported by the programme during 2010/11 exceeding the target of 268, with all delivery partners having met or exceeded their contracted targets.

The report referred to the support given to sector development activities in the Low Carbon Vehicle, Environmental Technology and Digital Technology Sectors. Match funding had been provided to support the implementation of the City's low carbon vehicle strategy; funding had supported research which had identified the massive potential of the Environmental Technologies sector for Coventry – worth £2bn (which was equivalent to 26,000 jobs); and Enterprising Coventry had also supported the development of the Coventry Sustainable Homes Project to build one German PassivHaus and one home built to Code for Sustainable Homes Level 6 to encourage development in this area. In addition, investment in an innovative 3D virtualisation project had brought Far Gosford Street to life in a 3D virtual world. Such technology would allow businesses, residents and communities to use an entirely new interactive commercial environment, providing new trade environments and a competitive advantage for local businesses.

During 2010/11, Investing in Coventry had helped to generate 15 new business investments in the city. Although this had fallen short of the 20 investment target for the year, the activity had helped to create 284 new jobs.

The report also detailed the performance of the Employment, Jobs and Placements strand of the programme, with further details being set out in a table attached as a second appendix.

During 2010/11 Enterprising Coventry had engaged with over 1700 people that were looking for work. 934 of these people had been assisted into work, significantly exceeding the target of 740.

Reference was made to the work of the City Council's Employment Delivery Team who had delivered the majority of these employment outcomes, 343 in total compared to a target of 325. The team had continued to run a highly successful Jobclub at Coventry Transport Museum which was attended by 50-75 clients per week.

Attention was drawn to WATCH and WEETC. WATCH had met 86% of its target (64 jobs), whilst WEETC met 83% of its target for the year (65 jobs). The majority of these outcomes were delivered through the outcome based contracts in place for the later three quarters. The Board were informed that despite this shortfall, performance from these partners was much improved compared to previous delivery.

The Employment Support Service (TESS) had continued to support clients with learning difficulties or significant mental health issues. The service offered intensive and long term support for its clients, helping them to achieve a range of positive outcomes from work experience, volunteering, placements and paid work. During 2010/11 the service supported 28 people into work, exceeding its target of 25.

The Construction Employment Unit had another successful year, supporting 161 people into construction jobs. The Board were reminded that Enterprising Coventry had supported the Construction Employment Unit and other partners to launch the Construction Shared Apprenticeship Scheme. The scheme was now up and running with 4 apprentices moving through placements with different employers. The project had funding to support another 26 young people with a shared apprenticeship over the next 3 years. The Employment Team was also exploring opportunities to develop further shared apprenticeship schemes in plumbing, heating and electrical trades.

Support had been provided by the Barrier Breaking service that had assisted 1131 people seeking employment during the year.

The Board noted that over the course of the year between 63% and 73% of the people assisted into employment were still in work six months later.

The report also indicated that the Placements Team had supported 346 people to secure 6 month paid work placements over the year. 57% of the completed Employment Placement Scheme placements have gone on to secure sustainable employment.

Members of the Board expressed support for the achievements made in the final year of the Enterprising Coventry programme.

48. 2010/2011 Financial Report and Programme Closure

Ryan McHugh presented this report that had been circulated with the papers and set out the final year end financial position and provided details of the programme closure.

At the last Board meeting on 28th February, it was reported that the quarter three financial position was overprogrammed by £27,002. Since then the programme had worked through quarter four claims and year end financial processes. There had been a number of significant changes which included an additional saving of £51,702 made by the Barrier Breaking service. As this programme drew to a close there were less interventions required and no commissioned training courses were delivered during February and March. An additional saving of £67,890 was made by the Employment Delivery Team following the loss of some Employment Advisors on temporary contracts which led to a smaller client caseload.

Some minor forecasting inaccuracies had also resulted in small savings on other budget lines ranging from £219 to £4000.

These savings had absorbed the previous overprogramming (£27,002) and taken the programme to an underspend position. The Board were informed that the Programme Support Team had worked with partners to take action and reduce this underspend. The actions taken included reallocating £41,000 to the Investing in Coventry Project to cover the funding gap which had arisen following the implementation of earlier budget savings.

The report indicated that the final year end position was £3,075,281, with an underspend of £59,716. Further details were set out in an appendix attached to the report. The £59,716 saving would be returned to the central Area Based Grant pot.

In relation to the programme closure, Enterprising Coventry funded enterprise and employment activity came to an end on 31st March, 2011. The Board noted that where delivery partners could no longer support the business or individual, they had been referred to alternative local or national provision for support.

Monitoring visits had been undertaken with all delivery partners to verify outcomes, check evidence retention and confirm archiving arrangements.

Over the five years of the programme, the majority of targets had been met. The report included a table detailing achievements, outcomes and percentage of targets achieved during this period. These included 898 new business start ups; 2585 people assisted into employment; 445 people assisted into placements; and 1025 new jobs created through business support and inward investment. The Board were reassured to hear that 64 per cent of businesses were still trading after twelve months.

Enterprising Coventry had delivered what it set out to do and also invested in some additional projects e.g. Low Carbon Vehicles, Low Carbon Demonstrator Homes and the Phoenix Low Carbon Enterprise which would continue beyond the life of the programme.

Now that the programme had delivered its outcomes and closed down its services, the Enterprising Coventry Partnership Board could be discharged of its responsibilities.

Members of the Board expressed support for the financial management and the outcomes and achievements of the programme. Specific reference was made to the successful innovative partnership working between the public, business and voluntary sectors. There was a desire amongst the members that the good practices achieved by this programme be used in the development of the Coventry and Warwickshire LEP. Carl Pearson drew attention to the Council's Jobs Strategy approved by Cabinet at their meeting on 15th March, 2011 and by the City Council at their meeting on 22nd March. The purpose of this strategy was to:

- Set out an ambitious prospectus for Coventry pointing the way to a return to prosperity and equal access to employment for all.
- Set out what the Council will do, the actions it will pursue, to provide leadership and help create new jobs and also help people back into work, especially young people and those with the greatest needs.
- Provide a framework through which the Council can invite other partners and stakeholders to join with it in the challenge of creating more jobs for Coventry.

He indicated that this Strategy allowed the City Council to retain the key skills gained by the programme over the past five years.

It was suggested that the programme achievements report be submitted to a future meeting of Scrutiny to allow them to reflect on the successes of the programme.

RESOLVED that the achievements report of the Enterprising Coventry Programme be submitted to a future meeting the City Council's Economy, Regeneration and Transport Scrutiny Board (Scrutiny Board 3).

49. **Achievements Report and Event**

Andy Williams presented the latest version of the 'Enterprising Coventry Achievements' report which was tabled at the meeting, the purpose of which was to highlight the main achievements of the programme over the last five years and to identify the key lessons learnt from its delivery. The experience had provided a legacy locally which would inform how the Council's new Jobs Strategy would be delivered.

The report included an executive summary of the significant achievements which included 2585 people supported into work; 445 people completed work placements; 893 new businesses had started up; and 61 new investors attracted to the city creating 1025 new jobs for local residents.

Individual case studies from different parts of the programme were set out. Attention was drawn to the assistance that had been provided by the Inward Investment Team (funded by Enterprising Coventry) to Severn Trent when the company relocated to the city. The team supported Severn Trent through the whole process from working with planners through to helping staff become more familiar with the city. The team also introduced Severn Trent to other major partners in the city encouraging partnership working.

Detailed information was provided on the lessons learnt and the legacy of the programme which could be used to influence and inform future employment and enterprise programmes. These included:

- that genuine partnership working will deliver successful outcomes
- local delivery leads to a longer term impact
- focusing on specialism leads to effective service delivery
- flexible, responsive and enterprising service delivery is key
- community engagement needs to focus on economic outcomes
- a strong focus on targeted outcomes delivers results
- holistic support for the demand and supply side of the labour market will lead to local jobs for local people
- businesses value wide ranging support and relationships
- supporting the whole client journey will deliver sustainable job outcomes
- supporting people to address personal barriers is crucial

Appendices to the report set out the financial report; detailed the Enterprising Coventry partners who had been involved in the management and delivery of the programme; and provided information on some of the employers who supported residents into work placements and sustainable employment.

Andy Williams outlined the intention to include all the Board Members in the final version of the report and informed that a summary version would also be produced. The proposed circulation was detailed.

The Board were informed of the proposal to hold a celebration event at the end of June at Moat House Leisure Centre, to which all members would be invited. This would provide the opportunity to look back at what the programme had achieved and how the legacy could be taken forward.

50. **Closing Comments from the Chair**

The Chair, Councillor Bigham, placed on record her thanks to all the Board Members and officers for their work undertaken over the past five years to support the Enterprising Coventry programme, a scheme to be proud of. She referred to the successes of the project and to the legacy of the programme and highlighted that this work would continue through the City Council's Jobs Strategy and the Coventry and Warwickshire LEP.