

Enterprising Coventry Achievements Summary Report May 2011





Foreword

As Chair of the Enterprising Coventry Partnership Board I have had the opportunity to see the positive impact this programme has had on people's lives. From unqualified, unconfident young people gaining experience through a work placement and securing sustainable work, to aspiring entrepreneurs who have nurtured their business idea and are now running successful businesses within the city, Enterprising Coventry has delivered some incredible outcomes over the last five years.

Cllr Linda Bigham
Chair – Enterprising Coventry

Introduction

- Enterprising Coventry was Coventry's Local Enterprise Growth Initiative programme. The programme received £19.67m to use enterprise as a driver for change in the city's deprived neighbourhoods.
- Delivered between 2006 and 2011, the programme faced a time of dynamic, economic change including the worst recession since the 1930's.
- Despite these challenging times, Enterprising Coventry successfully flexed its approach to changing priorities and ensured that local people and businesses continued to be enterprising, delivering some significant achievements:

Enterprising Coventry's Achievements Against Target	Enterprising Coventry Achievements (April 2006- March 2011)		Outcomes	% Target Achieved
	Individuals	New business start ups	893	100%
		New businesses still trading after 12 months	64%	91%
		People assisted into employment	2585	98%
		People assisted into work placements	445	111%
	Business	Existing businesses assisted	1295	146%
		New sales generated following business support	£8.94m	194%
		Local authority expenditure with local businesses (2009)	26%	104%
	City	New investments and business relocations within the city	61	33%
		New jobs created through business support and inward investment	1025	259%

Enterprising Businesses

- 1295 businesses were assisted with one to one tailored support.
- This support helped to generate £8.94m in new sales for local businesses.
- The programme also supported a strategic approach to business support through the development of manufacturing and technology sectors including: low carbon vehicles, environmental technologies, digital technologies, medical and aerospace.
- Employment and skills strategies were developed to ensure that the local labour market and training provision can meet the skills needs of the future.
- The programme purposely engaged with larger employers to gather business intelligence,

- remove barriers to investment, promote local procurement and provide a coordinated response to the affects of the recession.
- Local SME's were supported to become part of the public sector supply chain, with City Council expenditure with local businesses increasing from 14% (2005) to 26% (2009).



Enterprising City

- Enterprising Coventry Inward Investment activity attracted 61 new investments and business relocations to the city.
- Unique relocation support provided advice for the business and any staff relocating to the city. Support with sourcing accommodation, schools and transport helped staff to settle in the area and provided a unique selling point for Coventry's investment offer.
- 1025 jobs were created through business support and inward investment activities.



Lessons Learned

- **In addition to these achievements, the Enterprising Coventry partnership has identified some key lessons from delivering this programme:**
- Genuine partnership working will deliver successful outcomes.
- Local delivery leads to a longer term impact.
- Focusing on specialisms 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.
- Local public sector procurement will need further support to be sustainable in the long term.
- Businesses value wide ranging support and relationships.
- Business grants and loans can have limited impact and can be difficult to administer.
- Strategic investment in growth sectors can lead to ongoing business and job creation.
- Supporting the whole client journey will deliver sustainable job outcomes.
- Supporting people to address personal barriers is crucial.
- Data sharing between partners can support operational efficiency.



Going Forward

- Enterprising Coventry clearly achieved a lot over its lifetime, but despite these successes there is still much work to do.
- Worklessness remains as a major problem for the city whilst Government policy is only focused on moving people off welfare benefits and into work.
- To provide future job opportunities there is a growing need to support new and existing businesses, creating an enterprising city to support future growth.
- The close partnership working and strategies aligned to emerging needs and opportunities developed by Enterprising Coventry, place the city in a positive position to respond to the investment and enterprise challenges of the future.

The Enterprising Coventry programme has now closed, however a range of Enterprise and Employment support is still available:

Business advice and start up support www.cw-chamber.co.uk	024 7665 4321
Business sector development	024 7683 1365
Inward investment and relocation support www.relocate-to-coventry.com	024 7683 1348
Employment support	024 7683 1218
Employment support for the Construction Sector	024 7681 5240
Employment support and training for disabled people	024 7678 5600
Employment support for offenders	024 7683 4801
Work placements for young people	024 7683 4808

