
Report to

Scrutiny Co-ordination Committee

15th June 2011

Report of

Councillor John Mutton

Title

Report Back on the Work Of Outside Bodies - Coventry & Warwickshire Local Enterprise Partnership 2010-2011

1 Purpose of the Report

- 1.1 This report sets out details of the work of Coventry & Warwickshire Local Enterprise Partnership within the preceding twelve months and details of attendance by the City Council's representatives, Councillor John Mutton and Councillor Linda Bigham.

2 Recommendations

- 2.1 You are recommended to:
- (a) Note the work of the Coventry and Warwickshire Local Enterprise Partnership (CWLEP) and its benefits; and,
 - (b) Continue the City Council's membership

3 Information on Work of Outside Body

- 3.1 The Coventry & Warwickshire Local Enterprise Partnership (CWLEP) was developed in response to the current government's reforms to sub-national economic development. These reforms, as outlined in the Local Growth White Paper, October 2010, included the abolishment of Regional Development Agencies, and the shifting of power to local communities and businesses. As part of these reforms, the government gave support to the development of Local Enterprise Partnerships - joint local authority-business bodies brought forward by local authorities to promote local economic development. The CWLEP was one of the first 24 successful LEPs that were approved in the Local Growth White Paper.
- 3.2 The CWLEP was established for the Coventry & Warwickshire sub-region due to the strong economic linkages evidenced across this geographical area. The sub-region also has a long and extensive history of successful partnership working in economic development.
- 3.3 The CWLEP Board is business led and consists of seven business members, five public sector members, and two universities members. The chair is Denys Shortt, the founder of DCS Europe and Enable Software (see Appendix 1 for full membership details). The vice chair is Councillor John Mutton.

- 3.4 An Executive Delivery Board has been set up to support the CWLEP, chaired by Martin Reeves, Chief Executive, Coventry City Council (see Appendix 1 for full membership details).
- 3.5 The inaugural meeting of the CWLEP Board was held on 17th January 2011, and seven meetings in total have been planned for 2011.
- 3.6 The CWLEP has developed a Five Year Strategy (2011-2016), and a 2011/12 Business Plan to deliver the strategy. The strategy outlines the vision of the CWLEP:

"To make our area (Coventry & Warwickshire) a World Class economy in which to do business; a place to; lead a great life, excel at learning, visit and return to – all supported by exceptional private, public and voluntary services."

- 3.7 The CWLEP aims to achieve this vision in three key ways;
- Developing new ways of partnership working through a strong private-public sector partnership
 - Focussing on a limited set of priorities that can make a real difference to local economic growth over the next five years
 - Play a national influencing role with central government to promote and support the growth of the low carbon mobility sector.
- 3.8 The CWLEP has committed to focusing initially on three key ambitions where it believes new ways of working and targeted investment can make a real difference. These are:
- Create an environment where it is easy for businesses to start, locate and thrive
 - Accelerate the growth of our economy through targeted support in our key strategic sectors
 - Tackle the skills problem by aligning supply and demand

The Business Plan details the actions that partners will undertake to deliver these aims over the next twelve months. It is also recognised that the LEP could and should play a key role in helping shape and influence national Government policies and interventions. As such, the CWLEP will lead on promoting and supporting the development of the "low carbon mobility" agenda at a national level.

- 3.9 Several LEP Working Groups have been set up to tackle economic development issues facing the sub-region. These include Access to Finance; Property, Transport & Planning; Skills and Employability; Automotive & High Tech Manufacturing; Business Leaders & Stakeholders Council; Farming & Rural Business; I.T. and Media; Low Carbon; LEP Professionals; Tourism Group; Voluntary Sector (For full membership details see Appendix 2). It is expected that the role of these groups will be integral to the delivery of the 5 year strategy and the city council has a key role in representing our views and policies on these groups.
- 3.10 The CWLEP has already made good progress, and achievements so far include:
- The formation of the CWLEP Board and 2011 meeting dates tabled
 - A survey of the Top 100 businesses in Coventry and Warwickshire to ask for their Top Five ideas or issues
 - Supporting Regional Growth Fund bids from the Coventry & Warwickshire Sub-Region
 - The development of a 100 day strategy
 - The development of a five year CWLEP strategy
 - A prestigious National Local Enterprise Summit at the RICOH Arena, Coventry, March 7th 2011

- The formation of taskforces to tackle identified issues including Low Carbon and Tourism;
- The creation of a dedicated CWLEP website at <http://www.cwlep.com/>
- A Jobs Strategy for Coventry to support the creation of jobs and investment in the city

3.11 LEPs will not have direct central funding and will be expected to meet their own day-to-day administration costs. The Government has encouraged LEPs to “consider how they can obtain the best value for public money by leveraging in private sector investment”

- (i) The Government did invite bids for a LEP Capacity Fund of £4 million, spread evenly over four years. The fund is designed to “address gaps in intelligence available to the Partnerships, facilitate business engagement and interaction with Partnerships; or boost board capacity to prioritise actions which will support business-led growth and jobs within the Partnership's area.” The first round of bids closed on 31 March 2011, with a second round expected later in 2011. *The CWLEP submitted a bid for £195,00 with three keys objectives to :*
- (ii) Expand and develop our business intelligence – refine our key sector strengths and specialism's, understand the barriers to further growth in these areas, better exploit our niche specialisms and enhance our investment offer.
- (iii) Enhance and facilitate business interaction and engagement with the Coventry and Warwickshire LEP -developing a meaningful/intelligent engagement plan with a wider range of businesses – particularly SMEs - which will strengthen the knowledge, understanding and impact of the LEP. Cross border working with other LEPs and businesses will form part of this work.
- (iv) Build the Capacity of the Board – ensuring that the Board is equipped to be a strong, influential and resourced body. This work will further develop the Board as a team, and help provide the necessary foundations to enable the LEP to deliver quickly and strongly against its priorities for action.

We are waiting to find out the outcome of this application.

3.12 LEPs are able to submit bids to the Regional Growth Fund, announced on the 29th June 2010. The fund is aimed at helping areas and communities at risk of being particularly affected by public spending cuts. The 2010 Spending Review extended the total value of the fund to £1.4 billion, and spread it over three years to 2013/14. Although LEPs are able to submit bids, they do not receive preferential treatment against bids from the private sector or other public-private partnerships. The CWLEP does not also need to be made aware of any other bids submitted from across the area it covers, so may not have knowledge of all the bids being put forward.

3.13 The successful bids in Round 1 of the RGF have been announced. Within the Coventry & Warwickshire sub-region, the bid put forward by Jaguar Land Rover has been successful. However the bid for the Friargate development, Coventry City Centre was unsuccessful and is awaiting feedback to assist from Department for Business to progress a further submission in round 2.

3.14 Round 2 of bidding for RGF money is now open to applications and it will allocate approximately £1billion of funds. It has a closing date of July 1st 2011. The CWLEP is proposing to submit a programme application to directly deliver the 5 year strategy and in conjunction with a proposed overall investment fund.

3.15 Enterprise Zones – an Expression of Interest letter has been sent to the government registering an interest in establishing an Enterprise Zone within our geography. The CWLEP board agreed that an Enterprise Zone would considerably enhance the impact of

the various Growth and area regeneration initiatives that are planned and proposed three sites for consideration with Coventry Airport as the preferred site to lever in private sector investment. The proposed Coventry Airport site has excellent transport links, being adjacent to the A45 (so good access to both the M1 and M6 motorways), near to the A45/A46 junction, providing easy proximity to Coventry, Warwick and Leamington, offering growth companies a pipeline to a well qualified workforce. The site is ~99.8 hectares, of mixed use land; some agricultural; a sewage works; and includes a number of developments. Tenants from adjoining developments are pressing for additional space for growth, which currently cannot be met. In addition to these, Coventry City Council has received serious enquiries from Coventry based employers for premises of 30,000 sq metres and 15,000 sq metres respectively. Our analysts estimate that the site could generate 6,200 jobs. In addition site redevelopment would trigger the private investment required to reopen the Airport to passenger and freight flights, generating a further 1,000 direct jobs and, locally, a further 3,000 indirect jobs.

Proposed Nuneaton and Bedworth Site

There are three potential areas totalling ~ 73.92 hectares at this proposed site, which has reasonable access to Junction 3 of the M6 motorway. A report commissioned by the local Borough Council sites this as a key employment area which could support up to 870 jobs in key growth sectors. It is anticipated that most demand would come from outside Nuneaton & Bedworth, however a number of medium to large employers on nearby industrial parks (typically occupying 2,500 sq metres) have expressed an interest in expansion. At the moment there is a dearth of business premises in the 2,500 – 5,000 sq metre range.

Proposed North Ricoh Site

This ~ 65.16 hectare site (comprising 5 almost adjacent lots) lies between the Ricoh Arena and the M6 motorway. It contains scrap metal yards, offering low value and low volume employment, which suppress development interest in this area. The area has recently benefitted from improved transport infrastructure, but these benefits will not be realised unless the site is significantly redeveloped. As with the Nuneaton & Bedworth Site, the aspiration would be to develop units within the 2,500 – 5,000 sq metre range, with a similar target market and up to 870 new jobs.

4 Benefits to the City Council of the Appointment

- 4.1 Membership of the LEP enables Coventry City Council to work in partnership across the sub-region to deliver its own economic development strategy.
- 4.2 It provides Coventry City Council with a clear role in influencing and enabling stronger public/private partnership working to deliver economic growth.

5 Attendance Record and Remuneration for the Appointment

- 5.1 The City Council representatives on Coventry and Warwickshire Local Enterprise Partnership Board are Councillors J. Mutton and Mrs Bigham. There have been three meetings held of which both attended two meetings.
- 5.2 There is no remuneration associated with this appointment.

List of background papers

Proper officer: John Mutton, Leader of the Council/Martin Yardley, Director of City Services and Development

Author: Sarah Powell / Paula Deas, City Services and Development Directorate

Telephone: 024 7683 4180

(Any enquiries should be directed to the above)

Other contributors:

None

Papers open to Public Inspection

Description of paper

Schedule of City Council Appointments to outside Bodies

Location Council House, Room 59

CWLEP Board Members

Name	Position	Company
Denys Shortt (Chair)	Chairman & CEO	DCS Europe & Enable Software
Daniel Gidney	CEO	Ricoh Arena
Sir Peter Rigby	Chairman & Chief Executive	Specialist Computer Holdings (SCH) Group
Vikki Heywood	Executive Director	Royal Shakespeare Company
Martyn Hollingsworth	Director	Jaguar Land Rover
Derek Parkin	Managing Director	E.ON Business Services
Amrik Bhabra	Managing Director	Adecs Ltd
John Latham	Deputy Vice Chancellor	Coventry University
Nigel Thrift	Deputy Vice Chancellor	University of Warwick
Cllr John Mutton	Leader	Coventry City Council
Cllr Linda Bigham	Cabinet Member	Coventry City Council
Cllr Alan Farnell	Leader	Warwickshire County Council
Cllr Alan Cockburn	Cabinet Member	Warwickshire County Council
Cllr Craig Humphrey	Leader	Rugby Borough Council

CWLEP Delivery Board Members

Name	Position	Company
Martin Reeves	Chief Executive	Coventry City Council
Louise Bennett	Chief Executive	Coventry & Warwickshire Chamber of Commerce
Louise Wall	Head of Sustainable Communities	Warwickshire County Council
Richard Hutchins	Director of Jaguar Land Rover Programmes	Warwick Manufacturing Group
Jon Baldwin	Registrar	University of Warwick
Chris Elliott	Chief Executive	Warwick County Council
Nigel Berkeley	Director of the Applied Research Centre in Sustainable Regeneration (SURGE),	Coventry University
Bruce Undy		Small Business Representative
Roger Dowthwaite	LEP Support	CWLEP
Sharon Newport	LEP Support	CWLEP
Paula Deas	Strategy Manager	Coventry City Council

CWLEP Working Group Members

LEP Working Group	Chair	Position	Organisation
Access to Finance	Brian Colquhoun	Regional Director	Yorkshire Bank
Property, Transport & Planning	Richard Smith	Managing Director	Opus Land
Skills and Employability	Daniel Gidney	Chief Executive	Ricoh Arena
Automotive & High Tech Manufacturing	Richard Hutchins	Director of Jaguar Land Rover Programmes	Warwick Manufacturing Group
Business Leaders & Stakeholders Council	Louise Bennett	Chief Executive	Coventry & Warwickshire Chamber of Commerce
Farming & Rural Business	tbc	tbc	tbc
Innovation Council	Nigel Thrift		
I.T. and Media	Tracy Westall		SCC
Low Carbon	Derek Parkin		E.ON
LEP Professionals Group	Nick Abell		Wright Hassell
Tourism Group	Daniel Gidney	Chief Executive,	Ricoh Arena
Voluntary Sector	tbc		tbc