



Coventry City Council

### **Cabinet Member (Business, Enterprise and Employment)**

---

#### **Time and Date**

10.00 am on Monday, 18th November, 2013

#### **Place**

Committee Room 2 - Council House

---

#### **Public Business**

1. **Apologies**
2. **Declaration of Interests**
3. **Minutes**
  - (a) To agree the minutes of the Cabinet Member (Business, Enterprise and Employment) meetings held on 21st and 28th October, 2013 (Pages 3 - 6)
  - (b) Matters Arising
4. **Delivering the Jobs Strategy - Half Year Progress (April - September 2013) on the "Jobs Strategy for Coventry 2011- 14"** (Pages 7 - 28)

Report of the Executive Director, Place
5. **Outstanding Issues**

There are no outstanding issues.
6. **Any other items of public business which the Cabinet Member decides to take as matters of urgency because of the special circumstances involved.**

#### **Private Business**

Nil

---

Chris West, Executive Director, Resources, Council House Coventry

Friday, 8 November 2013

Note: The person to contact about the agenda and documents for this meeting is Matthew Rossi (Tel. 024 7683 3079).

Please note: a hearing loop is available in the committee rooms

If you require a British Sign Language interpreter for this meeting  
OR if you would like this information in another format or  
language please contact us.

**Matthew Rossi**

**Telephone: (024) 7683 3079**

**e-mail: [matthew.rossi@coventry.gov.uk](mailto:matthew.rossi@coventry.gov.uk)**

# Agenda Item 3a

## Minutes of the meeting of Cabinet Member (Business Enterprise and Employment) held at 10am on 21<sup>st</sup> October 2013

Present:

Cabinet Member: Councillor Kelly

Other Members: Councillor Bains  
Councillor Fletcher

Employees (by Directorate):

Place: P. Beesley

Resources: J Sprayson, M. Rossi

Apologies: Councillor Taylor

### **Public business**

#### **20. Declarations of Interest**

There were no declarations of interest.

#### **21. Minutes**

The minutes of the Cabinet Member (Business, Enterprise and Employment) meeting held on 9<sup>th</sup> September 2013 were agreed and signed as a true record. There were no matters arising.

#### **22. Response to Petition – Signage for Public Conveniences**

The Cabinet Member considered a report of the Executive Director Place, concerning a petition bearing 60 signatures, which had been submitted by Councillor Bains, an Upper Stoke Ward Councillor. Councillors Bains and Fletcher both Upper Stoke Ward Councillors and Mrs Norman, the petition organiser, attended the meeting and spoke on behalf of the petitioners.

The petitioners were concerned with the lack of signage for public conveniences for visitors to the City and were asking the Council to provide more signage indicating the location of public conveniences and their opening times.

The Executive Director, Place indicated that two public conveniences in the city centre were maintained by the City Council, with an additional 17 publically accessible facilities.

The Cabinet Member noted that the owners of shopping centres and visitor attractions were being consulted on whether they wished to promote the availability of their toilet facilities by the addition of the toilet facility symbols to their existing 'finger' signs.

The petitioners noted that the Public Services, Energy and Environment Scrutiny Board (4) would be considering a review of public toilets and the consultation with the traders would be included in this report back.

**RESOLVED, that after due consideration of the report and the matters raised at the meeting, the Cabinet Member approved to:**

- 1) **Accept the principle that additional physical signage, identifying the locations of the public conveniences would be beneficial.**
- 2) **Endorse that due to current financial constraints additional signage is regrettably not a financial priority and therefore cannot be delivered by the Council at this time.**
- 3) **Approve that Officers contact and encourage property owners / destinations and attractions which already have signs indicating their location in the city centre and have toilet facilities which are available to the public to add at their expense the toilet symbol to their current finger post sign.**

23. **Outstanding Issues**

There were no outstanding issues

24. **Any Other Public Business**

There were no other items of public business.

(Meeting closed at: 10.30am)

Cabinet Member.....Date.....

**Minutes of the meeting of Cabinet Member (Business Enterprise and Employment)  
held at 1.30pm on 28<sup>th</sup> October 2013**

Present:

Cabinet Member: Councillor Kelly

Employees (by Directorate):

Place: D. Cockroft

Resources: C. Evans, M. Rossi, J Sprayson

Apologies: Councillor Taylor

**Public business**

**25. Declarations of Interest**

There were no declarations of interest.

**26. Exclusion of the Press and Public**

**RESOLVED that, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the items of business referred to in Minute 29 below relating to “City Centre South – Development Partner Selection” on the grounds that these items involve the likely disclosure of exempt information as defined in Paragraphs 3 and 4 of Part 1 of Schedule 12A of that Act.**

**27. Outstanding Issues**

There were no outstanding issues

**28. Any Other Public Business**

There were no other items of public business.

**29. City Centre South – Development Partner Selection**

The Cabinet Member considered a private report of the Executive Director, Place concerning the selection of a development partner for the City Centre South.

**RESOLVED, that after due consideration of the report and the matters raised at the meeting, the Cabinet Member:**

- 1. Approved the selection of a development company to work consultatively with the Council on City Centre South.**

2. **Delegate authority to the Executive Director, Place to enter into a consultancy agreement with the development company for a maximum period of 12 months to develop and work with the Council to work up a detailed feasibility study and proposal for the City Centre South.**
3. **Request that the Executive Director of Place, bring a report to Cabinet at the end of the consultancy period setting out the terms upon which the development of City Centre South could proceed and recommendations for implementation.**
4. **Permit a contribution (if necessary) towards the costs of the development work to support the Council with the development of the scheme.**

30. **Any Other Private Business**

There were no other items of private business.

(Meeting closed at: 1.40pm)

Cabinet Member.....Date.....



## Public report Cabinet Member

---

Cabinet Member (Business, Enterprise and Employment)

18<sup>th</sup> November 2013

**Name of Cabinet Member:**

Cabinet Member (Business, Enterprise and Employment) - Councillor Kelly

**Director Approving Submission of the report:**

Executive Director, Place

**Ward(s) affected:**

City-wide

**Title:**

Delivering the Jobs Strategy - Half Year Progress (April - September 2013) on the "Jobs Strategy for Coventry 2011- 14"

---

**Is this a key decision?**

No - Although the matter within the report can affect all wards in the City it is not anticipated that the impact will be significant and it is therefore not deemed to be a key decision

---

**Executive Summary:**

The Jobs Strategy for Coventry was endorsed by the Council in March 2011. This three year strategy sets out the Council's proactive approach to leading the creation of new jobs and renewing the prosperity of the city. Since the strategy was endorsed, the economic situation has worsened, economic growth has been slow and unemployment levels remain high. Implementing the Jobs Strategy for Coventry remains both a challenge and an urgent priority to ensure the economic wellbeing of the city and its residents.

The strategy is now in its final year of delivery. This report summarises the progress made to deliver the strategy in the past six months from April 1<sup>st</sup> 2013 to September 30<sup>th</sup> 2013. The news is very positive, with many performance measures on track to meet or exceed the readjusted higher targets set for the year.

Key achievements include:

The Council's services have directly contributed to creating 896 new job opportunities within Coventry against a target of 1250 set for the year.

Over £84 million pounds of business investment has also been secured for the benefit of the city. The Council's services have already supported 161 businesses to grow and develop. In addition the services have assisted 28 businesses to become more environmentally sustainable.

The number of people engaging with the Council's Employment Team is far exceeding targets set. In the past 6 months 4038 people have accessed employment support. 617 people who have engaged with the services provided have progressed into work. This is a significant achievement in light of the difficult economic climate the service is operating in. The majority of these individuals are engaging through the Council's city centre Job Shop now located in Bull Yard.

**Recommendations:**

The Cabinet Member (Business, Enterprise and Employment) is recommended to:

- (1) Consider and endorse the progress made by the Jobs Strategy for Coventry between April-September 2013.
- (2) Task the Executive Director, Place to develop a revised 3-year Jobs Strategy covering the period 2014-2017 based on a similar level of funding to the previous 3-year programme.
- (3) Task the Executive Director, Place to report back on the likelihood of this funding level being achieved and the options for service delivery between 2014-2017.

**List of Appendices included:**

Appendix 1: A Jobs Strategy for Coventry including Action Plan (April - Sept 13)

**Other useful background papers:**

- *Local Enterprise Partnership Five Year Strategy* - [LEP Five Year Strategy](#)
- *Coventry & Warwickshire Local Economic Assessment* - [C&W Local Economic Assessment](#)
- *Coventry City Council's Apprenticeship Strategy* - [CCC Apprenticeship Strategy](#)

**Has it been or will it be considered by Scrutiny?**

No

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

No



**Report title:** Delivering the Jobs Strategy (April - September 2013) Half Year Progress on the "Jobs Strategy for Coventry 2011- 14"

**1. Context (or background)**

1.1 The Jobs Strategy for Coventry outlines the action that the Council is taking to lead in the creation of new jobs in the city, and the promotion of economic growth. One of the four priority outcomes of the Council for the next three years, as detailed in the Coventry City Council 'Council Plan' 2011-14 is that **"Coventry is proud to be a city that works....for jobs and growth."**

1.2 Key objectives within the Jobs Strategy are to:

- Secure job opportunities through investment
- Help people get jobs
- Help people improve their skills

1.3 The Jobs Strategy for Coventry was endorsed in March 2011, during a difficult economic climate. Since its implementation, the economic situation has become more challenging. The economic recovery has been much slower than predicted; although locally we are seeing business confidence growing with companies investing to meet an upturn in demand.

Unemployment figures (below) show a fall in Job Seekers Allowance claimants at both a local and national level, which is to be welcomed. Although these figures only show a percentage of people who are looking for work and claiming benefits. The worklessness figure for Coventry which includes those on other income related out-of-work benefits is 13.5%. The overall employment situation is still challenging, particularly for those who have been out of work for some time and groups such as young people who continue to find it difficult to gain sustainable employment, given the competitive nature of the labour market.

Date	JSA Claimants Coventry	JSA Claimants England	16-24 JSA claimants claiming 12 months+ Coventry	16-24 JSA claimants claiming 12 months+ England
<b>August 2013</b>	8,820 4.3%	1,123,385 3.3%	385 4.4%	55,940 5.0%
<b>August 2012</b>	10,025 4.8%	1,277,300 3.7%	430 4.3%	61,555 4.8%

1.4 The Council is delivering the Jobs Strategy, primarily led through the work of the Place Directorate. Services include Economy and Jobs, Resources and New Projects and Development and Regeneration Services. Other areas of the Council also contribute to delivering the aspirations of the Strategy. For example, Workforce Development in Resources Directorate, Adult Education and Education and Learning, 14 - 19 team in the People Directorate.

1.5 The Council is driving the strategy's progress through the excellent partnership working that already exists, whilst forging new partner relationships where opportunities emerge. Key partners include CSWP, Investors, Jobcentre Plus, The Chamber of Commerce, Warwickshire County Council, Universities, FE Colleges, Third Sector Agencies, Training

providers, Coventry Partnership and the Coventry & Warwickshire Local Enterprise Partnership,

## 2. Options considered and recommended proposal

- 2.1 If the Council chose not to implement its Jobs Strategy a steeper decline in the economic wellbeing of the city and its residents would be likely. Also, by not acting proactively to seize investment opportunities, these would be lost to other areas, and Coventry would lose out on the positive benefits of job creation. The strategy also plays a key role in reducing inequalities across Coventry, through ensuring that support is provided to those who need it most.
- 2.2 Appendix 1 contains details of the progress made against the specific actions which will deliver the Jobs Strategy.

The table below shows Job Strategy performance measures (April - Sept13) against their achievements, compared to the target for the year. It is important to note that targets for this financial year were readjusted upwards in March '13 to better reflect the success and impact the Council resources are having. Already it can be seen that in some areas those higher targets have already been exceeded.

People	Actual	Target
	Apr - Sep 2013	2013-14
a) Support people who are currently unemployed	4038	2500
b) Help people in to a job	617	1000
c) Help young people into positive destinations	157	250
<b>Investors and business sectors</b>		
d) Investment into the city (£million)	£84m	£60m
e) Jobs created in the city and across the sub-region	896	1250
f) Businesses and enquiries assisted	161	150
g) Businesses supported to become more environmentally sustainable	28	85

- 2.3 896 new job opportunities within Coventry have been created in the first two quarters of 2013, against a target of 1250 set for the year. Over £84 million pounds of business investment has also been secured for the benefit city. These services have already supported 161 businesses to grow and develop during 2013. Of the businesses supported so far one has been offered Advanced Engineering Supply Chain Initiative support, four are through the first stage of Regional Growth Fund assessment and 15 have had ERDF grants approved. In total these businesses are planning to invest over £84m, the majority of which is in the manufacturing sector. Businesses operating in the aerospace, renewable technologies and digital media sectors are benefiting from facilitated networks that help them enter and collectively grow new markets.

- 2.4 In addition to the outputs detailed above the service has been working to:
- streamline the application process for investing businesses that are seeking financial assistance.
  - restate the area's investment offer and revise the LEP's priority sectors to highlight automotive and to include professional and financial services
  - operationalize an offer in principle from Government to fund 800 Coventry businesses to take up ultra-fast broadband
  - develop positive interactions with overseas agents to support the international trade and investment strategy and action plan
- 2.5 Over 4000 workless, unemployed and vulnerable adults and young people have engaged with the Council's Employment Services over the past 6 months, already exceeding the target of 2500 set for the year. Our primary engagement route is through the city centre Job Shop. The shop continues to experience high demand for its employment services and has engaged with nearly 3000 people in the past 6 months 552 of which have moved into employment. 617 people that have engaged with the service have progressed into work against a target of 1000 this is a significant achievement in a difficult economic climate.
- 2.6 The Council is committed to supporting young people into employment, particularly those who fall into the NEETS category (young people not in education, employment or training). Work to tackle youth unemployment, has resulted in nearly 500 young people accessing careers advice, training on CV writing, IT skills and employability skills. 157 NEETS have been supported into a positive destination as a result, which includes work, apprenticeships, further education and self-employment. 30 NEETS have been supported to start a paid-placement with a range of businesses across the city. For those who've completed their placement at least 75% of them are sustaining employment with either their placement employer or another business. Further opportunities are being jointly considered by officers and partners to see what more can be done to reduce the number of NEETS in the City.
- 2.7 Some of Coventry's most vulnerable families have been engaged and in the last six months 250 of them supported to tackle complex social issues as part of the Support for Families programme. 58 individuals from these families have been helped by one of our Employment Advisors to find work. One way of achieving this has been by offering a Job Interview Guarantee Scheme (JIG) in which young people receive a 10-week intensive programme of support and a guaranteed interview with a business.
- 2.8 Coventry has also become a national Centre of Excellence through its TESS service providing individual placement and support to residents with severe and enduring mental ill-health. Young disabled people can now access an easier route to work through the 'Employment Pathway' established across Coventry. Through this pathway we are increasing the number of people with learning disability, physical or sensory impairments, severe mental ill-health and autism, getting and keeping paid employment. Over the past 6 months 200 people have been supported into or enabled to sustain work. This work with disabled people has also been recognised nationally. DWP have just announced the TESS service is a joint winner of the ESF Equal Opportunities Mainstreaming Leader Award (2013).
- 2.9 The Council's Construction Shared Apprenticeship Scheme was voted Apprenticeship Scheme of the year by National Federation of Builders. It was a shortlisted Finalist in the

LGC awards and one of the apprentices has been shortlisted for Young Builder of the Year award. The scheme has taken on 22 young people so far and is on schedule to achieve its target of 30 before the end of March 2014. A total of 11 apprentices have achieved their apprenticeship framework, the majority of which have gone on to employment, self-employment or further learning.

2.10 Over the next six months services delivering the Jobs Strategy will focus on the following strategic actions:

- Income Generation - Maximising the opportunity to secure funding for services through new contracts and grants. Opportunities currently being pursued include Regional Growth Fund Round 4, European Funding (new programme)
- Cross Directorate Working within the Council - In order to make effective use of limited resources, opportunities for joined up working with other Directorates will continue. Work is on-going with the People Directorate to bring employability programmes closer to vulnerable families and to link education and employment closer to ensure young people leaving education are given information on the range of options available to them including employment. For example the Employment Team and Education and Learning, 14-19 team in the People Directorate are working together to ensure a visit to the Job Shop is a key part of the annual calendar of careers activities in all schools and for all pupils. This will allow young people additional access to independent careers advice, information about the range of options available, a chance to meet major employers in the city and the facility to work together with an Employment Advisor for those who need extra support.
- Working with Adult Education to develop the delivery of traineeships. Adult Education is one of only 2 training providers in the City eligible under Skills Funding Agency requirements to deliver traineeships.
- Extensive work on community clauses to ensure that as a Local Authority we are maximising the economic impact our commissioning and procurement processes have. For example applying community clauses into development contracts.
- Partnership Working - Work will continue to identify opportunities to influence and shape the work of the Coventry and Warwickshire Local Enterprise Partnership (LEP), officers are playing key roles in shaping the LEP skills strategy, their approach to investment opportunities and developing the new European Funding Strategy.
- On-going development of services – Establishing an Employer Hub which will provide a central point of access to business for skills & employment issues, ultimately leading to an increase in apprenticeships and greater job outcomes for local residents. The Employer Hub will be overseen by the Job Shop Strategic Partnership, ensuring that Coventry's most vulnerable residents benefit and are matched to vacancies in the labour market.

### **3. Results of consultation undertaken**

3.1 A key element of delivering the strategy is to engage and consult with stakeholders and partners, and secure joint commitment with partners in its delivery. Dialogue with partners continues.

#### **4. Timetable for implementing this decision**

- 4.1 The *Jobs Strategy for Coventry* is a three year strategy from April 2011 to March 2014. Progress against the strategy is reported at half year intervals.
- 4.2 In order to have continuity for the Jobs Strategy beyond March 2014, it is proposed that work begins now on developing and revising the strategy, covering the 3-year period from April 2014. This will be taken to Cabinet for approval in 2014.

#### **5. Comments from Executive Director of Resources**

##### 5.1 Financial implications

There are no direct financial implications from the recommendations in this report.

The 3 year *Jobs Strategy for Coventry*, as approved in March 2011, is funded from a number of sources amounting to approximately £11.4million. This includes core funding from the Council and anticipated/achieved grant income from projects. The Job Strategy requires the service to raise new income to support some of the costs of service provision. The assumptions behind these income projections are based on realistic expectations based on past performance and the known availability of future grant and contract funding opportunities.

The revised Jobs Strategy (2014-17) will set out the likely funding sources for delivery. This will continue to be a mix of core funding from the Council and external grant. As external grant becomes scarcer the Council's core funding commitment to this strategy and the ability to secure external funding will be vital if the strategy is to continue. In revising the strategy for 2014-2017, officers will develop a funding strategy based on a similar level of funding to the previous 3-year programme as well as looking at other options should that funding level change.

Coventry is a Marmot city and the Jobs Strategy is central to the public health agenda. It may therefore be appropriate to seek future funding from this area.

##### 5.2 Legal implications

The pursuit of economic well-being is strongly aligned with the core functions of local authorities, with the mandate for local authorities to promote economic well-being provided by the Local Government Act 2000. Section 4 of the Act requires local authorities to join with other bodies to establish a sustainable community strategy for promoting or improving the economic, social and environmental well being of their area.

The well-being power in the 2000 Act allows local authorities to take any steps they consider likely to promote or improve the economic, social or environmental well-being of their area and its residents. This has now been replaced by the new general power of competence for local authorities under section 1 of the Localism Act 2011.

## 6. Other implications

*Any other specific implications*

### 6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The Jobs Strategy for Coventry is integral to the delivery of the Council's priorities within its Council Plan, particularly "Coventry proud to be a city that works for jobs and growth."

The strategy strongly aligns to delivering the priorities of the Coventry and Warwickshire Local Enterprise Partnership 5-Year Strategy (2011-16). This was based on the Coventry & Warwickshire Local Economic Assessment and feedback from local businesses. Its mission statement aims "To make our area 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."

The Jobs Strategy for Coventry aligns strongly with the Coventry Sustainable Communities Strategy 2011-14, particularly in delivering its Economy, Learning, Skills and Employment theme to create "A prosperous Coventry with a good choice of job and business opportunities for all the city's residents."

### 6.2 How is risk being managed?

The key risks associated with the *Jobs Strategy for Coventry* are:

- The increasingly limited funding opportunities and the changing funding environment with more funding being based on a payment by result model. The Council is proactively responding to these changes through identifying more innovative ways of funding priorities, and developing more partnership approaches to delivery.
- Stakeholders could be reluctant to commit to work jointly on the delivery of the strategy - Stakeholders continue to respond very positively to the strategy, and the Council continues to experience excellent partnership working arrangements.

### 6.3 What is the impact on the organisation?

The Council has given a financial commitment to the delivery of the Jobs Strategy. This contributes towards the cost of staff. Consequently, if funding is reduced or increased there will be an effect on the number of staff working in this service area.

### 6.4 Equalities

One of the key objectives of the Jobs Strategy aims to have a significant positive impact on people within Coventry who are identified as more vulnerable in terms of economic wellbeing and gaining sustainable employment. Services offered are tailored to meet the needs of the following groups: workless people not supported by the Government's Work Programme; priority client groups such as families with complex needs, offenders, those lacking relevant skills and experience; the most vulnerable in society including those with severe mental health problems and people with learning disabilities; and young people not in education, employment and training (NEETS).

Services within the Place Directorate play a key role in contributing towards the aims and objectives of the Corporate Equality Strategy, and its key priorities around Economy

Learning, Skills and Employment. Equality Impact Assessments are completed for various parts of our service

In the absence of the Strategy, we would expect there to be more inequalities across the city in terms of employment. The current economic climate is making it more difficult to enter employment, and those who are more vulnerable in securing employment fare even worse as a result.

The strategy also makes a positive contribution to the aims of the Marmot review, in terms of having a positive impact on an individual's health and wellbeing when they find work.

Proactively encouraging investment by existing business and businesses looking to locate in the city brings new jobs to the area and creates wealth in the local economy.

### **Implications for (or impact on) the environment**

6.5 The Jobs Strategy supports investment in key sectors including energy and low carbon vehicles. The Council supports the adoption of emerging technologies that in turn create entirely new markets and support additional jobs. The Strategy also aims to improve the skills match between Coventry's local residents and the emerging job opportunities.

#### **6.6 Implications for partner organisations?**

The Strategy explicitly calls upon partner organisations and other stakeholders in the city to make a commitment to work with the Council to deliver its aims. Within the strategy it sets out the clear premise that "Coventry City Council cannot deliver a Jobs Strategy on its own. It is looking to engage with and draw on the work, skills and resources of other partners and stakeholders" to ensure its successful implementation.

**Report author(s):****Name and job title:**

Rebecca Young, Economy &amp; Jobs Manager

**Directorate:**

Place

**Tel and email contact:**

024 7683 3776

[rebecca.young@coventry.gov.uk](mailto:rebecca.young@coventry.gov.uk)

Enquiries should be directed to the above person.

<b>Contributor/approver name</b>	<b>Title</b>	<b>Directorate or organisation</b>	<b>Date doc sent out</b>	<b>Date response received or approved</b>
<b>Contributors:</b>				
David Cockcroft	Assistant Director, City Centre and Development Services	Place	14/10/13	14/10/13
Graham Simpson	Business Investment Manager	Place	6/10/13	7/10/13
Kim Mawby	Employment Manager	Place	6/10/13	8/10/13
Deidre Fitzhugh	Business Relationship and Tourism Manager	Place	9/10/13	9/10/13
Julie Venn-Morton	Skills and Growth Manager	Place	6/10/13	8/10/13
Richard Moon	Senior Development Executive	Place	9/10/13	10/10/13
Andy Williams	Resources and New Projects Manager	Place	9/10/13	10/10/13
Helen Williamson	Lead Accountant Business Partner	Resources	7/10/13	10/10/13
Matthew Rossi	Governance Services Officer	Resources	04/11/13	04/11/13
<b>Names of approvers for submission: (officers and members)</b>				
Finance: Phil Helm	Finance Manager	Resources	9/10/13	10/10/13
Legal: Julie Sprayson	Principal Legal Executive - Commercial Team	Resources	10/10/13	11/10/13
HR: Jaz Bilen	HR Business Partner	Resources	9/10/13	9/10/13
Director: Martin Yardley	Executive Director	Place	14/10/13	29/10/13
Members: Cllr Lynnette Kelly	Cabinet Member – Business Enterprise and Employment		29/10/13	29/10/13

This report is published on the council's website: [www.coventry.gov.uk/councilmeetings](http://www.coventry.gov.uk/councilmeetings)



# A JOBS STRATEGY FOR COVENTRY

## Action Plan and Progress Report

### April 2013 - March 2014



## Objective 1: Secure Job Opportunities through Investment

Action	Service Area	Expected Outcome	Progress to September 2013	Contribution Towards Headline Target Action
Delivery of business support activities	Business Investment Team	<ul style="list-style-type: none"> <li>Innovation and Growth strand of ERDF programme delivered</li> <li>At least one new business network established (eg manufacturing)</li> <li>Well Being Chartered mainstreamed</li> </ul>	<p>Posts now in place. Focussing on data capture. Working on both a manufacturing and a digital media network Post now in place. One District already delivering</p> <p>Wording is now included in grant awards to ensure that any jobs created are supported by the Employment Team.</p>	New jobs created
Delivery of investment grant and loan schemes	Business Investment Team	<ul style="list-style-type: none"> <li>Access to Finance strand of ERDF programme delivered</li> <li>Streams 1 and 2 of RGF3 programme established</li> <li>Growing Place 2 investors supported</li> <li>AMSC1 stream 3 applicants supported</li> </ul>	<p>Original targets met. Extension in value and time agreed</p> <p>Stream 1 posts in place and processes largely agreed. Still recruiting to Stream 2 9 of 10 businesses now contracted. 2 successful applicants championed on behalf of CWLEP</p> <p>Wording is now included in grant awards to ensure that any jobs created are supported by the employment team.</p>	New jobs created Investments secured

Action	Service Area	Expected Outcome	Progress to September 2013	Contribution Towards Headline Target Action
Accessing finance to support business investment and growth	Business Investment Team	<ul style="list-style-type: none"> <li>RF4 application supported and hopefully secured</li> <li>On-going search of and applications for additional investment support funding</li> </ul>	Processes largely agreed. First applicant being progressed. Others have expressed interest and will be moving forward Pipeline of potential investors established for all grant regimes	Additional funding secured
Delivering key infrastructure initiatives that directly benefit businesses and/or showcase technology	Business Investment Team	<ul style="list-style-type: none"> <li>Contract and deliver of Super Connected Cities project – ultra high speed broadband and wifi</li> <li>Publically accessible electric vehicle charging points upgraded to latest standards</li> </ul>	Offer in principal received but contract delayed by DCMS whilst 4 trial cities are reviewed  Posts upgraded at no cost. Licence to manage the service agreed with Chargemaster	Profile and reputation of the city raised. Competitive advantages for Coventry business secured
Attracting new investors	Business Investment Team	<ul style="list-style-type: none"> <li>Re-present consolidated and simplified Coventry (and Warwickshire) offer to investors</li> <li>Secure 3 entirely new investors to Coventry from the wider industrial and technology sectors</li> <li>Develop and trial new media methodologies for business to business and team to business information exchanges, eg Linked in and Coventry App</li> <li>Proactively engage with targeted overseas locations and businesses to secure investments eg Punjab</li> <li>Further develop the on line property enquiry system</li> </ul>	Investment offer agreed and LEPsectors priorities update in line with BIT recommendations  3 already secured – more in pipeline  Twitter now regularly used. Linked in coming on stream. Coventry App making good progress.  International Group established. Two significant events managed. Fact finding trip to China approved  Now looking to use CRM element to manage events and networks	<ul style="list-style-type: none"> <li>New job established</li> <li>New investment secured</li> </ul>

Action	Service Area	Expected Outcome	Progress to September 2013	Contribution Towards Headline Target Action
Working in partnership with other economic development and business support organisation	Business Investment Team	<ul style="list-style-type: none"> <li>• Inform and support CWLEP</li> <li>• Work with Coventry University and others to ensure Coventry is well place to meet the challenges and take advantage of urban environments</li> <li>• Support and potentially deliver elements of City Deal</li> </ul>	<p>Significant interaction on a numbers of fronts</p> <p>Coventry offered as a Stage 2 Future Cities test bed</p> <p>Contributing to the development of the Programme</p>	<ul style="list-style-type: none"> <li>• Strategic economic development pathways established supported and sustained</li> </ul>
Business Tourism	Business Relationship and Tourism Team	<ul style="list-style-type: none"> <li>• Working in partnership with key stakeholders to profile Coventry and Warwickshire as an ideal conference destination. In partnership with private sector partners provide an efficient and professional service to conference organisers to ensure maximum economic benefit is achieved within the region.</li> <li>• Letter sent to over 50 key tourism stakeholders/venues within the region to introduce CCC's aspiration to encourage and develop a partnership approach to attract Conferences to the region</li> </ul>	<p>Key Political aspiration to develop Tourism Strategy/Destination Management Plan for C &amp; W. Draft paper being presented to SB.3 November 2013.</p> <p>Continue to influence and build a strategic partnership approach to profiling C &amp; W to Conference Organisers/bookers with the key stakeholders.</p> <p>Confirmed partnership support for a C &amp; W Presence at International Confex 2014 (International Confex, is the exhibition for the UK events industry).</p>	<ul style="list-style-type: none"> <li>• Create local job opportunities</li> <li>• Investment secured for the city</li> </ul>

Leisure tourism	Business Relationship and Tourism Team	<ul style="list-style-type: none"> <li>Working in partnership with the key stakeholders to co-ordinate and manage a programme of marketing and promotional activity to attract visitors, increase footfall and spend to ensure maximum economic benefit is achieved within the region.</li> <li>Developing a 'rate card' to encourage 'sponsorship' for a suite of marketing literature going forward.</li> <li>'Day Visitors' Map' already produced. Work is underway; in partnership; with key stakeholders and communications colleagues to produce a new visitor's guide, enhance the website and develop a City Centre App.</li> </ul>	<p>Familiarisation Trip (FAM Trip) to invite Group Tour Organisers (GTO) to Coventry for a weekend trip to experience a visit to the local attractions, to change their perceptions of the city and to encourage them to bring coach parties to Coventry in the future has been arranged. Working in partnership an itinerary was co-ordinated, supported and hosted by a group of city centre and city wide attractions. The FAM trip has been deemed a great success for the City and agreement, amongst partners, that further FAM trip will be encouraged going forward.</p> <p>Worked as part of a consortia (with Culture Coventry, Belgrade Theatre Coventry Cathedral and Art space), to submit a £330k a joint 'cultural destination' bid to profile Coventry's cultural offer.</p> <p>Attendance at OSSN Conference and Trade Show which is an international conference for American Travel Agents.</p> <p>Attendance at both Coventry University and Warwick University Fresher's Fayre – to encourage students to use the City Centre.</p> <p>Supported BID team on 'Student Lock in' event – October 2013</p> <p>Marketing Material will be launched in Spring 2014 – early negotiations are taking place to encourage 'advertising support' for all materials.</p> <p>Re-print of Visitors Guide to replenish stock August 2013</p> <p>A new suite of products are under development - launch date scheduled for Spring 2014</p>	<ul style="list-style-type: none"> <li>Create local job opportunities</li> <li>Investment secured for the city</li> <li>Jobs created within the city and across the sub region</li> </ul>
-----------------	--	---	--	---

Membership scheme for Business and Leisure Tourism Operators	Business Relationship and Tourism Team	<ul style="list-style-type: none"> <li>Develop a membership scheme to encourage all venues and accommodation providers to work in partnership with the public sector to grow the tourism sector</li> </ul>	Under review – to consider Tourism Strategy and Spring Launch	<ul style="list-style-type: none"> <li>Create local job opportunities</li> <li>Investment secured for the city</li> <li>Jobs created within the city and across the sub region</li> </ul>
Visit Coventry and Warwickshire Website	Business Relationship and Tourism Team	<ul style="list-style-type: none"> <li>Continue to improve the content and ease of use of the site to increase the number of hits of the site by replacing the existing website with a site built on a new platform which will allow increased functionality</li> <li>Develop an advertising 'rate card' to 'save costs and/or generate income</li> </ul>	Under development – launch date scheduled for Spring 2014.	<ul style="list-style-type: none"> <li>Create local job opportunities</li> <li>Investment secured for the city</li> <li>Jobs created within the city and across the sub region</li> </ul>
Developing Business Relationships	Business Relationship and Tourism Team	<ul style="list-style-type: none"> <li>To identify, create and/or enhance key strategic relationships with key companies and organisations in the City</li> </ul>	Continue to work alongside key stakeholders in the City to encourage a 'cohesive' approach to deliver the City's key messages and opportunity across all sectors.	<ul style="list-style-type: none"> <li>Investment secured for the city</li> </ul>

## Objective 2: Helping people get Jobs

Action	Service Area	Expected Outcomes	Progress to September 2013	Contribution Towards Headline Target Action
Delivery of advice and employment support provision to unemployed Coventry residents	The Employment Team	<ul style="list-style-type: none"> <li>• Employment Support for over 1200 Coventry residents</li> <li>• 700 people supported into work</li> </ul>	The Employment Team has significantly over-achieved the targets. Each area of the Employment Team has met target and the Job Shop continues to receive a footfall of approximately 100 people each day. This service has led to significantly higher number of customers than originally anticipated. Over 4000 residents have been engaged across the Employment Team and 617 have been supported into work.	
Delivery of a range of externally funded employment and skills programmes	The Employment Team	<ul style="list-style-type: none"> <li>• Delivery of employment provision for vulnerable families with complex needs – DWP ESF</li> <li>• Delivery of advice and support for offenders on a probation order – NOMS ESF</li> </ul>	<p>The Families project continues to support vulnerable workless residents with 532 individuals developing their skills for work so far this year. 58 individuals have been supported into work over the last 6 months.</p> <p>The NOMS ESF project is extremely successful and ahead of contractual target. It is providing support towards work, with 59 customers currently working with an Advisor and 13 having secured employment already this year.</p>	
Support for the most vulnerable residents ensuring equality of access to employment	The Employment Team	<ul style="list-style-type: none"> <li>• Tailored employment provision for customers with a learning disability or severe mental ill health with 25 people securing employment</li> </ul>	The team have achieved National Centre of Excellence for work securing employment with customers experiencing severe and enduring mental ill-health and	

opportunities			<p>worked together with Community Services to introduce an Employment Pathway for disabled people in Coventry. A further 33 customers have newly engaged with our service and 18 have been supported into work. On-going support is being provided to 109 people enabling them to sustain work outcomes. A new partnership has been developed with Hereward College and Alice Stevens Special School to improve employment outcomes for young disabled people.</p>	
		<ul style="list-style-type: none"> <li>• Provision of health services (access to psychotherapy, physiotherapy &amp; occupational therapy) to remove health barriers to work</li> </ul>	<p>Following the successful delivery of CHIP's work &amp; health project, we continue to offer access to psychotherapy for clients.</p>	
Development of a City Centre Jobs Shop in partnership with a range of key organisations	The Employment Team	<ul style="list-style-type: none"> <li>• City Centre Jobs Shop effectively engaging residents and delivering services</li> <li>• Employment support, careers advice and training delivery taking place with a range of partners including Jobcentre Plus, CSWP, Colleges and Learning Providers.</li> <li>• Income generation from partners and a sustainability plan due in September 13 for continuation beyond current business plan</li> </ul>	<p>The new partnership Job Shop was launched on schedule in January 2013 and customers can access employment, careers, financial and skills advice. Since April 13 more than 2520 new members have registered with the Job Shop and nearly 1000 people have accessed employability workshops on site. We are currently re-refreshing the vision for the Job Shop with strategic partners and collectively building a plan for its sustainability.</p>	
Development of a Youth Zone for young unemployed people	The Employment Team	<ul style="list-style-type: none"> <li>• Delivery of a holistic &amp; distinct offer to young people, including advice, guidance and training, based within the Jobs Shop</li> <li>• Delivery of the Young People's Placement Programme supporting 50 NEETS into paid work and developing</li> </ul>	<p>Information sessions for young unemployed people commenced in January and to date 220 sessions have taken place. More than 1600 young people have participated.</p> <p>The YPEPS programme has been</p>	



		<p>the initiative to extend placements through private sector funding.</p> <ul style="list-style-type: none"> <li>• Delivery of a range of training provision for young people, including 'Bootcamp' training</li> <li>• NEETS clients engaged on apprenticeship provision – 7 young people with a learning disability or mental ill health to commence apprenticeship</li> </ul>	<p>refreshed to set targets for financial contributions from employers and to strengthen training support for young people. 30 young people have now started work with a range of employers across the city and the programme continues to be extremely effective at supporting young people to sustain work. Currently 75% of those finishing placements are entering sustained employment as a result of the additional skills, knowledge and experience they have gained.</p> <p>Two Boot Camps have been delivered with 22 young people and third Bootcamp is planned later in the year. 75% of Bootcamp participants go onto a positive destination such as work or further education.</p> <p>Young people with a learning disability or mental ill health have been engaged on employment support and 6 have started traineeships or apprenticeships.</p>	
Work collaboratively with employers to support unemployed residents into work	The Employment Team	<ul style="list-style-type: none"> <li>▪ Local businesses supported with recruitment of unemployed &amp; vulnerable residents through the Job Shop and the wider Employment Team</li> <li>▪ Building of strategic relationships with employers to ensure more jobs created are available to local people</li> </ul>	<p>We have refocused this area of work following Service Re-design to deliver a wider partnership-based offer to local businesses. An Employer Hub has been created to offer local businesses a central point of contact for all matters relating to employment and skills. The Employer Hub has the support of employers in the city and investment from FE and other strategic partners. It will be officially launched later this year.</p>	

### Objective 3: Help People Improve their Skills

Action	Service Area	Expected Outcomes	Progress to September 2013	Contribution Towards Headline Target Action
Work alongside the Coventry & Warwickshire LEP to address strategic skills issues in the city and sub region.	Skills & Growth	<ul style="list-style-type: none"> <li>• Identification of specific issues and offer solutions</li> <li>• Play a key role in the skills group of the LEP and work generated by the group</li> </ul>	<p>Identification of:</p> <ul style="list-style-type: none"> <li>• skills networks</li> <li>• mapping out training provision in the city</li> <li>• mapping of skills situation in the city including ward level</li> <li>• mapping out gaps and growth areas</li> </ul> <p>Working with Henley College to influence their future courses to meet the needs of the local economy i.e. providing courses in skills gap areas.</p> <p>A member of the LEPs Skills Business Group working on a Coventry and Warwickshire Skills Strategy to be published by December 2013.</p>	<ul style="list-style-type: none"> <li>• Create local job opportunities</li> <li>• Investment secured for the city</li> <li>• Jobs created within the city and across the sub region</li> </ul>
Provide delivery solutions to skills issues locally	Skills & Growth	<ul style="list-style-type: none"> <li>• Play a supporting role in LEP Skills related projects eg City Deal Re-Engineering Engineering</li> <li>• Construction Shared Apprenticeship Scheme</li> </ul>	<p>Shared apprenticeship model developed for inclusion in the City Deal bid.</p> <p>The scheme has had 4 starts so far this year taking the total for the scheme to 22. 6 of these have completed taking the total for the scheme to 11. Although the main purpose of the scheme was to equip young people with construction apprenticeships that would not otherwise have had the opportunity as an additional positive outcome, the vast majority are going into positive destinations on completions.</p> <p>The scheme won the National Federation of Builders "Apprenticeship Scheme of the Year" award in May and one apprentice has been</p>	<ul style="list-style-type: none"> <li>• Create local job opportunities</li> <li>• Investment secured for the city</li> <li>• Jobs created within the city and across the sub region</li> </ul>

		<ul style="list-style-type: none"> <li>Local labour clauses added to major contracts</li> <li>Lead on the Employment element of the Councils Business Charter for Social Responsibility</li> </ul>	<p>shortlisted for a “Young Builder of the Year” award.</p> <p>Work has now developed with Warwickshire College as well as City College for construction apprentices and other providers for admin apprenticeships.</p> <p>Clauses are now being included in contracts and should roll out to all major contracts that the Council procures. Starting to include in grant awards to businesses, via commissioning and procurement process and via planning too. This will create additional employment and training opportunities for unemployed people in the city.</p> <p>Coventry City Council is looking at adopting a Social Value Policy that the Business Charter sits underneath. The Skills &amp; Growth team have been involved with drafting the policy that will go to cabinet in October.</p>	
Development of 'Education to Employment' strategy jointly with CLYP	Skills & Growth	<ul style="list-style-type: none"> <li>Identify gaps and/or changes that would improve the transition of young people from education to employment and facilitate appropriate solutions</li> </ul>	<p>A member of the 11-25 strategic partnership which includes representatives from all secondary heads, colleges, and private sector training providers. The Jobs Strategy and its aims have been presented to the group. Officer links at both a strategic and operational level have been strengthened.</p> <p>Heads of post 16 have visited the Job shop and have established links between the service and post 16 provision.</p>	<ul style="list-style-type: none"> <li>Help people into a job</li> </ul>
Explore opportunities to work more closely with adult education	Skills & Growth	<ul style="list-style-type: none"> <li>Working with Adult Education to Support clients attending courses into positive destinations.</li> </ul>	<p>Joint work with colleagues in Adult Education to deliver traineeships. The City Council are one of only 2 Skills Funded Agency approved delivers for the City.</p>	<ul style="list-style-type: none"> <li>Help people into a job</li> </ul>

