

# Coventry & Warwickshire Local Enterprise Partnership

## **Presentation to Coventry City Council - Business, Economy, and Enterprise Scrutiny Board 14 April 2021**

*Kate Hughes, Head of Strategy and Engagement, CWLEP*

*Cllr Jim O'Boyle, CWLEP Board Member and Chair, CWLEP Transport &  
Infrastructure Business Group*

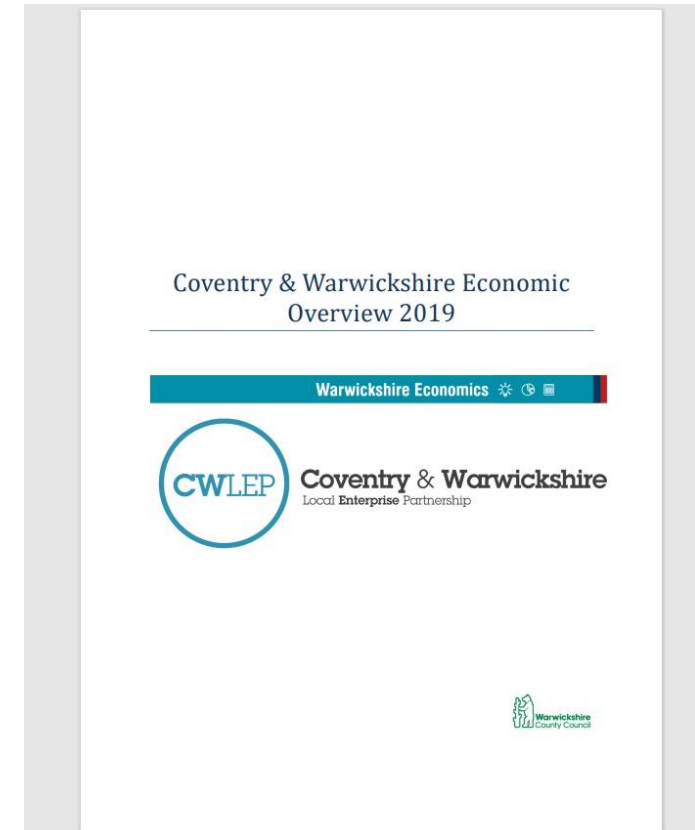


**Coventry & Warwickshire**  
Local Enterprise Partnership

# Coventry & Warwickshire's economy – pre-Covid

*Where we were in March 2020, when we last presented to the Scrutiny Board.....*

- Over the previous decade CW economy had **grown at a rate unsurpassed by any other LEP** area in the country
- Economic growth, measured by total GVA and productivity, **both grew by 45%**
- Manufacturing, showed outstanding performance as the fastest growing sector in the country, **growing over 110% over the decade**
- CW employment rate stood at 75.9%, and **grew by 5.4% since 2014, faster than growth seen** in the WMCA area (4.2%) and England (3.8%)
- **Unemployment rate of 3.8%**, was lower than the regional (5.1%) and national rates (4.1%)
- Average workplace earnings in 2018 were **£30,2713, having grown 12.6% since 2014**. This growth was higher than any of the other LEP areas
- **CW held a top 10 growth position since 2014 (15.5%) amongst all LEP areas** on proportion of people aged 16-64 with an NVQ Level 4 or above, at 38.2%



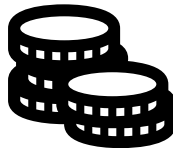
# Covid-19 in the city – 12 months on



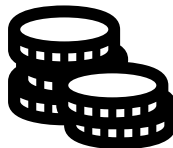
Currently **19,600 jobs furloughed in Coventry**, 12.5% of all jobs.



A cumulative **56,600 Coventry jobs furloughed at some point** since the start of the pandemic, 36.3% of all jobs.



Govt. loans to support business – **6,750 CBILS and BBLS, worth £262.7m**, issued in Coventry.



Govt. grants to support business – **7,416 grants, worth £57.9m**, issued in Coventry.



Centre for Cities estimate **footfall in Coventry city centre currently a quarter** of its pre-pandemic level, whilst **spending is currently around one fifth** of pre-Covid times.

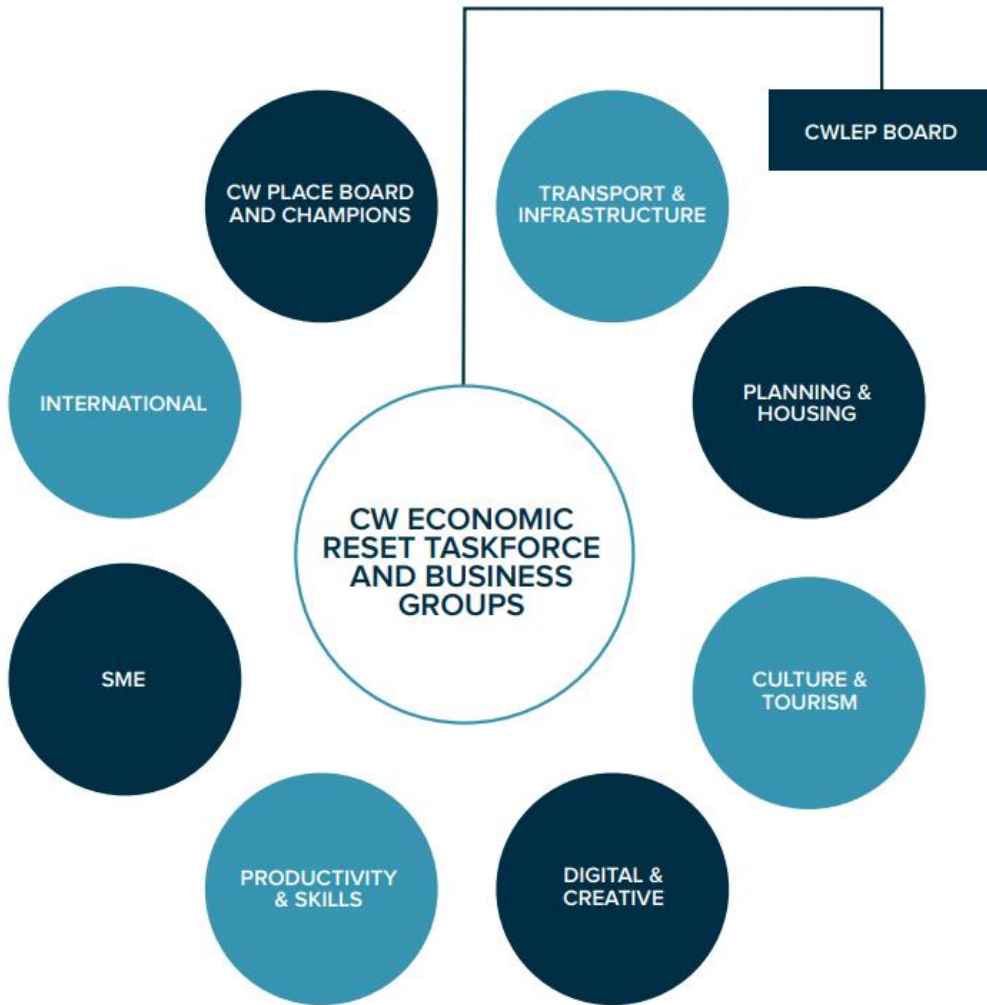


Claimant Count in Coventry **jumped from c7,000 in March 2020 to c17,000 by July**. It has remained around this level since then.



**CW Employment Solutions:** Since launching in Nov 2020 the site has had over **26,500 visits, with 6,300 users**. Currently nearly **3,500 vacancies are on the site**.

# CWLEP Reset Strategic Framework



Our approach has needed to be responsive and agile to adapt to the rapidly changing nature of the economic recovery

# Our Objective and Reset Principles, and Pillars

CW as a safe and highly attractive place to live, study, work, and invest

Fundamental  
reset of the  
economy

Every business  
as a new  
business

Build on  
existing sector  
strengths

Recalibrated  
priorities for  
capital  
infrastructure  
and revenue/  
enabling  
support

Longer-term  
priorities  
reflected in  
robust project  
pipeline for  
future  
investment and  
funding

Re-  
imagination of  
productivity.  
Embedded  
approaches to  
workforce  
health &  
wellbeing

A green and  
sustainable  
reset and  
recovery

Good jobs &  
levelling-up  
opportunities

Leading  
innovation

Green sustainable  
future

Bold approaches to  
enterprise

Re-imagining our  
communities,  
forging global  
connections

Transforming  
infrastructure



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# Implementation Plan - Priorities and Progress 2021

LEP Business Group	Business Group Priorities & Implementation Plan Progress
Productivity & Skills	<ul style="list-style-type: none"> <li>• <b>Redundancy and Youth Unemployment</b> – targeted support to help with stark differences across CW. <i>FindItinCW Employment Solutions</i> for job vacancies launched</li> <li>• <b>Apprenticeships</b> – figures for take-up have been low during the pandemic. Launch of <i>Ladder for Apprenticeships</i></li> <li>• <b>Skills for Jobs White Paper</b> – upskilling and reskilling for key sectors in local areas across CW</li> </ul>
SME	<ul style="list-style-type: none"> <li>• Expecting further business closures and redundancies over coming months as Govt. business support measures end. <i>CW Growth Hub Peer to Peer Networks launched</i></li> <li>• <b>Clarity around recovery timeline</b>, end of lockdown, loosening of restrictions on business activity</li> <li>• <b>Understanding the level of business debt</b> across different sectors of the local economy</li> <li>• <b>Capacity of the business support ecosystem</b> to handle the big increase in the enquiries coming in for help. <i>Repurposed Duplex Fund</i> delivered through CWRT</li> </ul>
Transport & Infrastructure	<ul style="list-style-type: none"> <li>• <b>Assessing the pipeline of CW projects</b>, and tie-ing in with the Reset Strategy</li> <li>• <b>Many transport projects continue with good progress</b> across Coventry despite the pandemic</li> <li>• Funding secured for the <i>All Electric Bus Fleet</i> project – impact on all future buses in Coventry.</li> <li>• <i>Electrification Taskforce</i></li> <li>• <b>Other Projects</b> – inc. <i>Coventry precinct, Coventry Station, A46 Stoneleigh Junction, VLR</i></li> </ul>
Place Board & Champions	<ul style="list-style-type: none"> <li>• <b>Membership</b> remains healthy – during the pandemic new Champions have joined</li> <li>• <b>Recent Livestream</b> – 30<sup>th</sup> March at the new <i>Telegraph Hotel, Coventry</i></li> </ul>

**Bold** = Business Group Priority

LEP Business Group	Business Group Priorities & Implementation Plan Progress
Culture & Tourism	<ul style="list-style-type: none"> <li>• <b>City of Culture</b> – launch date on 15<sup>th</sup> May. <i>Completing the Cultural Capital and Commonwealth Games Economic Legacy at the Ricoh Arena</i> projects</li> <li>• <b>Digitalisation</b> – particularly around ticketing, and promoting amongst smaller local tourist attractions. Develop consistent ticketing platform to assist venues for <i>City of Culture 2021</i> and Commonwealth Games</li> <li>• <b>Targeted Campaigns</b> – to support across the culture and tourism sectors in Coventry</li> <li>• <b>Transport Solutions</b> – How people move around safely and sustainably around Coventry as re-opening happens. Projects such as <i>Transport Innovation Showcase 2021</i> to promote visitors to Coventry</li> </ul>
Digital & Creative	<ul style="list-style-type: none"> <li>• <b>Freelancer Gap</b> – work progressing. Looking at future business support for creative freelancers</li> <li>• <b>Creative Spaces re-engagement</b>. <i>CW Champions livestreamed</i>. Looking to help businesses with upskilling, and also develop new business models and networks</li> <li>• <b>Warwickshire Tech Challenge</b>. Using technology to support high streets getting new technology ideas engaging businesses as re-opening happens</li> <li>• Maximising opportunities for 5G in Coventry via the <i>Sherbourne Digital Network</i></li> </ul>
Planning & Housing	<ul style="list-style-type: none"> <li>• Buoyant local logistics property market currently in CW, pressure on supply of industrial premises. Assessing role of future high streets and town centres, as well as future of workspaces</li> <li>• <b>Retail re-purposing project</b> – how retail premises can be reused for other purposes. Planning legislation changing to allow for this and make it easier to deliver</li> <li>• <b>Power Generation Study</b> – phase 2 commissioned to identify shared solutions.</li> <li>• <b>Property Register</b> – improving the information for potential inward investors to CW</li> <li>• Development of website to host <i>comprehensive planning and infrastructure information for Coventry &amp; Warwickshire</i>.</li> </ul>

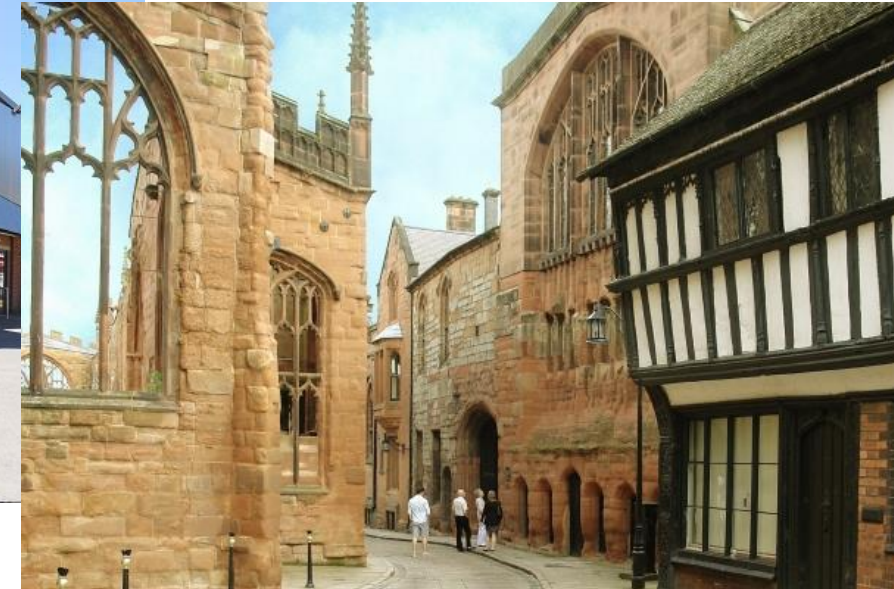


# Case Study 1 – Completing the Cultural Capital in Coventry

Series of linked projects to help Coventry get ready for City of Culture, including; an innovative, large-scale digital gallery; repurposing of buildings at FarGo Village; Transforming St. Mary's Guildhall; new Visitor Information facilities; and Heritage visitor attraction at the 14<sup>th</sup> century Charterhouse.

**£6.1M GETTING BUILDING  
FUND ALLOCATED**

**Current Status; In Delivery**



# Case Study 2 – Coventry Station Masterplan

The regeneration of Coventry Station to provide increased capacity, including a new entrance facility, car parking, bay platform passenger facilities and bus facilities.

**£27.5M GROWTH DEAL  
FUNDING ALLOCATED  
TOWARDS £86.9M PROJECT**

**Current Status; In Delivery**





# Case Study 3 – Coventry Very Light Rail

Coventry Very Light Rail project will see an electric powered, zero-emissions, lightweight, rail-based public transport system arrive in Coventry, and will transform how people move around the city in the future.

**£2.46M GROWTH DEAL  
FUNDING AND £1.76M  
GETTING BUILDING FUND  
ALLOCATED**

**Current Status; In Delivery**



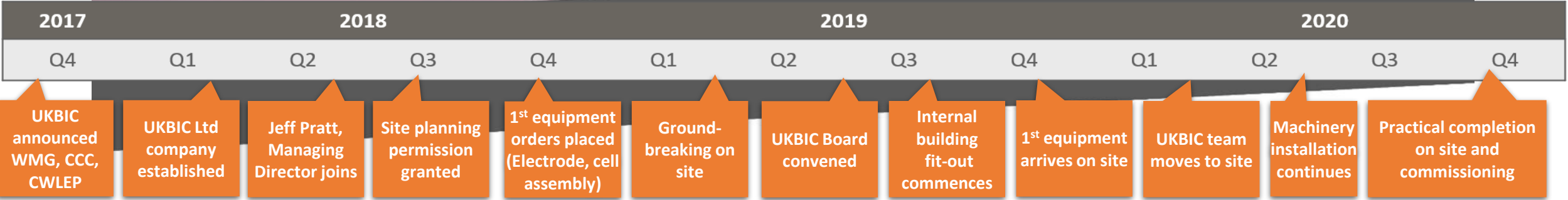
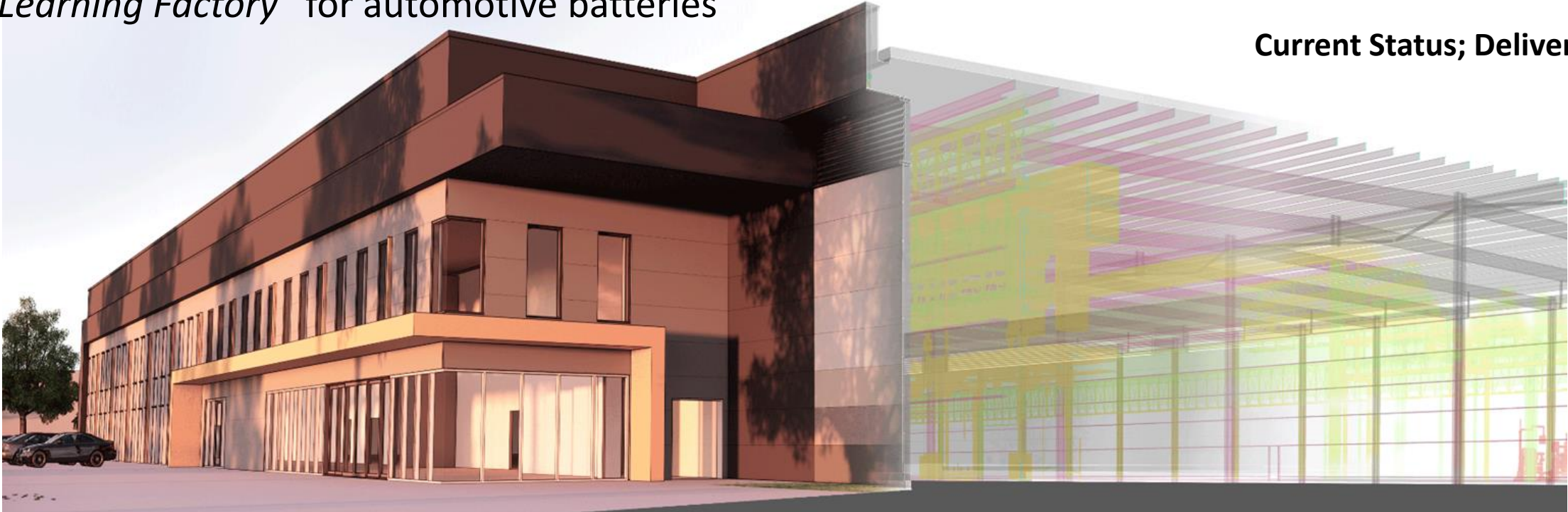
**TDI** TRANSPORT DESIGN  
INTERNATIONAL

**CWLEP** Coventry & Warwickshire  
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# Case Study 4 - UK Battery Industrialisation Centre

- £129m facility funded by Government and WMCA
- 20,000m<sup>2</sup> manufacturing research facility located close to Coventry Airport
- “*Learning Factory*” for automotive batteries

Current Status; Delivered





# Looking Ahead....Electrification

## CWLEP IS PLAYING A LEADING ROLE IN DRIVING THE UK'S ELECTRIFICATION REVOLUTION

*Ground-breaking battery technology and future mobility are at the core of the Electrification Taskforce that CWLEP has set-up to ensure greater connection between sectors as well as recognising the need for upskilling for the future of the economy.*



FINANCIAL TIMES

Sign In

Imagine Britain when a Green Industrial Revolution has helped to level up the country. You cook breakfast using hydrogen power before getting in your electric car, having charged it overnight from batteries made in the Midlands. Around you the air is cleaner; trucks, trains, ships and planes run on hydrogen or synthetic fuel.

*Financial Times: Wednesday 17<sup>th</sup> November, 2020*



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# Where next?

- Reset of the economy whilst we live with Covid-19 and its impacts – implementation of our One Coventry & Warwickshire Strategic Reset Framework across jobs, skills, innovation, and net zero agendas
- Continued impact and implications of the end of EU Transition
- Electrification.....securing a Gigafactory in Coventry & Warwickshire
- Budget – Levelling-up Fund, UK Shared Prosperity Fund; Review of LEPs
- Maintaining Delivery ... delivery ... delivery in the final year of Local Growth Fund, and delivering the local Getting Building Fund projects
- Increasing already strong role in strategic projects including City of Culture and Commonwealth Games



# Continued Collaboration and Influence



# One Coventry & Warwickshire

