



# Access to Skills, Economic Development & Enterprise Select Committee

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&

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# Role of the Access to Skills, Economic Development & Enterprise Select Committee

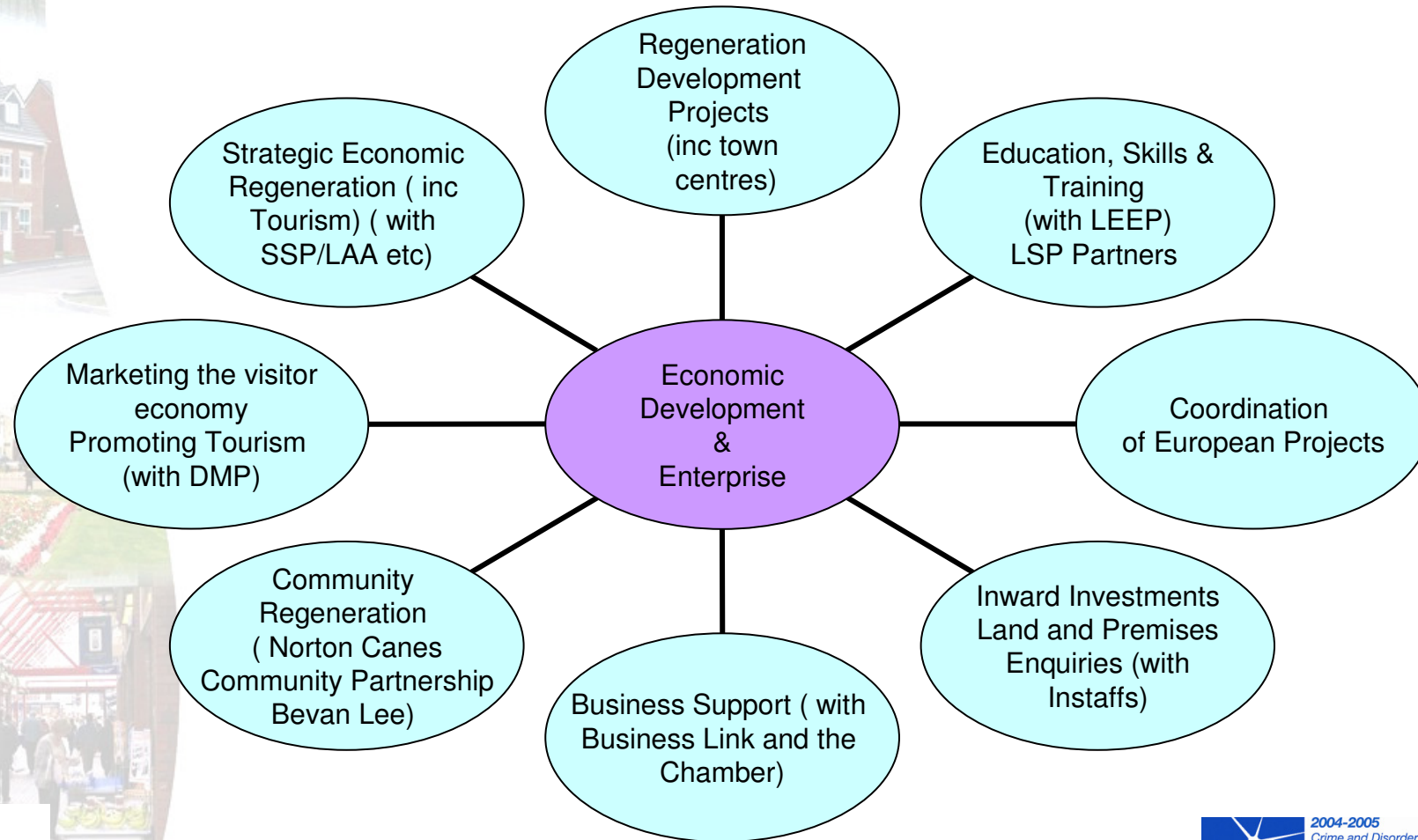
To deal with matters that contribute towards creating a thriving economy, offering diverse employment opportunities to a workforce that is increasing it's skills, knowledge and value through making the area more competitive and attractive to investors.

Includes:

- Measures to alleviate unemployment and create new employment opportunities
- The provision of services and facilities to support tourism, town centre and other regeneration schemes.
- Town centre and industrial estate management.



# Services Provided by Economic Development



# Delivery Mechanisms

- Direct Delivery
- Working in Partnership (includes Members)
  - Local Strategic Partnership/Local Area Agreement (LAA)
  - Staffordshire Destination Management Partnership (DMP)
  - Chase Chamber of Commerce & Industry
  - Private Sector Partners/Investors
  - Business Link West Midlands
  - Southern Staffordshire Partnership
  - Staffordshire County Council
  - Norton Canes Community Partnership
- Lobbying
  - Alliance (formerly the Coalfield Communities Campaign)
  - Advantage West Midlands
  - Regional Assembly
- Service Level Agreements
  - InStaffs (UK) Ltd
  - Business Enterprise Support
  - Cannock Chase Business Improvement District (BID)



# Resources / Budget Issues

- Comparatively small team with limited core budget funding (ca £338K) supplemented by S106 monies ca £152K in 2007 - 08
- Funding required to pursue 'new' Partnership activities arising from LAA
- Modest ERDF monies available until 2007-8 (£4.2m across 'Package' area).

• Capital Programme	2006-07	£138,000
	2007-08	£25,000 (Town Centre & Strategic Sites)

- Land & Premises & Reputation and Energy – catalysts for partnerships & investment

# Local Issues (1)

- **Unemployment** - Decreasing. Apr 2006 2.9%  
Mar 2007 2.4%
- **Youth Unemployment** - Increasing. Apr 2006 36.9%  
Mar 2007 38.2%
- **Long Term Unemployed** - Increasing. Apr 2006 10.3%  
Mar 2007 15.1%
- **Benefit Claimants** - 8,700 (15%) of working age population are claiming benefits. This is comparable to the GB average
- **Travel to Work** - 33% of the working age population live and work in the district  
- 32% commute outside the District to work  
- 34% Live in the District but do not work

# Local Issues (2)

- Employment Structure

- Retail, distribution, public services and manufacturing representing 71% of all employment.

- Higher proportion (18.1%) in manufacturing than County and Region (17%) and GB (12%)

- However, manufacturing lost 1,400 Jobs (net) 1998-2003.

- Job Growth

- 1997-27,700 jobs

2004-33,700 jobs

Overall trend is increasing faster than County, Region and GB



# Local Issues (3)

- Strength  
(Relative to UK)

- Building Technologies
- Environmental Technologies
- Transport Technologies

- Weakness  
(Relative to UK)

- Finance and Business Sector
- ICT
- Tourism & Leisure (not relative to West Midlands)

- Others

- Defence Equipment
- Retail and Consumer Services
- Logistics Services



# Local Issues (4)

- **Earnings**

- Local average earnings (mean gross weekly wage) are 12% lower than GB, 8% less than County £391 compared to £444

- **Businesses**

- High proportion of SME's
- VAT registrations higher than Region
- Investment (GVA) is about 30% less than GB

# Local Issues (5)

- Education & Training

- GCSE results have improved but are still below County and England averages. CCDC 50.2% Staffs 54.9% (2006 data)
- No of school leavers continuing into further education and structured learning has increased, CCDC 87.9% (compared to County figure 90.1%) (2006 data)
- 22% of working age population have no qualification (14%GB, 16% Staffs)

- Skills

- Significantly fewer residents have Level 3 & 4 qualifications than County, Region and GB
- LSC have identified a basic skills problem within the District

# Local Perceptions

People's top five actions to strengthen the Districts Economy .

1. Attracting more businesses (60%).
2. Securing Local Jobs for Local People (52%).
3. Tackling youth unemployment (37%),
4. Improving the Town Centres (37%).
5. Improving the skill levels of Local People (31%)

(Source : State of Cannock Chase 2005/06 Vol II: Public Perceptions).

# LAA Block 4 Economic Development & Enterprise (1)

EDE 1 – Increase the levels of new business formation and survival, especially in the higher value added clusters and the other locally important sectors.

EDE 2 – Increase the proportion of high value added economies in Staffordshire.

EDE 3 - Improve skill levels, especially to support growth in high value added businesses.



# LAA Block 4 Economic Development & Enterprise (2)

EDE 4 – Develop vibrant and sustainable town centres, markets towns and surrounding villages.

EDE 5 – Ensure that those in the most deprived communities can access the economic opportunities created throughout Staffordshire.

Also 'fostering' three targets from the Children and Young People Block.

# Strategic Context

- Economic Regeneration & Tourism Strategies.
  - Review of Priorities.
- Regional Economic Strategy.
  - Review process underway.
- Southern Staffordshire Tomorrow.
  - Southern Staffordshire Partnership.
- Local Strategic Partnership.
  - Learning, Education, Employment & Prosperity (LEEP)
- Local Area Agreement: Transforming Staffordshire.
  - (Block 4) Economic Development & Enterprise.



# Select Committee Work Programme 2006 – 07 (1)

- **Local Jobs for Local People: Establishing the context**
  - Presentation from representatives of Job Centre Plus and Connexions.
- **Local Jobs for Local People: Education, Training and Employment.**
  - Update from Cannock College.
  - Presentations from Coalfield Communities Campaign.
  - Presentation of key statistics relating to benefit claimants and youth unemployment.
- **Local Jobs for Local People : Education & Investment.**
  - Update on Chase Collegiate.
  - Presentation from InStaffs (UK) Ltd.
  - Progress report on LAA Block 4 (Economic Development and Enterprise).



# Select Committee Work Programme 2006 – 07 (2)

- **Local Jobs for Local People: Strategic Context.**
  - Presentation from AWM re WMES Review.
- **Local Jobs for Local People: Promoting Good Practice.**
  - Presentation from Staffordshire DMP.
  - Presentation on local training initiatives and best practice.
- **Local Jobs for Local People: Best Practice and reporting back.**
  - Presentation on topics covered by Select Committee.
  - Agreed recommendations for consideration by Cabinet.



# Issues for Consideration Through Work Programme (1)

- **Local Jobs for Local People/Modern Facilities for a Modern Economy.**
  - Potential issues raised by Cabinet
- **Implementing the LAA**
  - Establishing baselines/key data.
  - Targeted interventions.
- **Strategic Context.**
  - Regional Economic & Spatial Strategy Reviews
  - Review of District Strategy.
- **Skills & Education.**
  - College Collegiate Update.
  - Extended Learning Centre/ Enterprise Centre



# Issues for Consideration Through Work Programme (2)

- **Accessing Employment Opportunities**

- Green Travel and Employment Growth.
- Sustainable Transport Solutions

- **Developing Town Centres for the Future**

- Promoting investment in the District's main centres.

- **Developing the Local Visitor Economy**

- Tourism Infrastructure & Signage