

BLACK COUNTRY LOCAL ENTERPRISE PARTNERSHIP
MEETING OF THE PARTNERSHIP BOARD

Monday, 18th November 2019 at 3.00pm at
NMC, 47 Birmingham Road, West Bromwich B70 6PY

A G E N D A

PM	No	Item	Presenter	Report	Apps.
3.00	1	Apologies and welcome to new Members	Chair	None	None
Governance					
	2	<p>Declarations of Interests (relating to this meeting and notification of any changes that require the Declaration of Interest form to be revised.)</p> <p>Gift Register - to notify the Company Secretary of any gifts or hospitality with an estimated value of at least £50 which you receive in your role as a member of the LEP.</p>	Chair	None	None
3.05	3	Public Minutes of the LEP Board held on 21 st October 2019	Chair	Yes	None
Strategy					
3.10	4	<p>Policy Update</p> <ul style="list-style-type: none"> • LEP Board – Progress on Recruitment of Chair • Towns Fund Prospectus • BC LEP December Away Day • West Midlands Creative Scale Up Programme • Midlands Engine Investment Fund • UK-China Leaders' Summit <p>EIU Statistics</p> <ul style="list-style-type: none"> • Earnings • Exports 	SM/DD	Yes	None
Delivery					
3.15	5	<p>Local Programmes – Dashboards</p> <ul style="list-style-type: none"> • In Flight Current Financial Year • Future Years • Pipeline • Land and Property Investment Fund 	LC	TBC	None

		<ul style="list-style-type: none"> • Growing Places • Enterprise Zones 			
3.20	6	Local Growth Fund – Bilston Urban Village East – Site Investigation	Chair of FSG	Yes	None
3.25	7	Minutes of the Employment & Skills Theme Advisory Board – 10 th September 2019	JD	Yes	None
3.30	8	Draft Minutes of the Place Making & Land Theme Advisory Board – 18 th September 2019	PB	Yes	None
3.35	9	PR and Communications	NJ	Yes	None
	10	Date of Next Meeting (to include the BCC Ltd Annual General Meeting – 18 th November 2019 – NMC, 47 Birmingham Road, West Bromwich B70 6PY	Chair	None	None
	11	<p>Exclusion of the Press and Public: - ‘That the public and press be excluded from the rest of the meeting to avoid the possible disclosure of exempt information under Schedule 12A to the Local Government Act 1972 for the reasons stated on the agenda’.</p> <p style="text-align: center;">Agenda (Not Open to Public and Press) Exempt Information</p> <p>Paragraph 3 Information relating to the financial or business affairs of any particular person (including the authority holding that information).</p>	Chair	None	None
3.40	12	Private Minutes of the LEP Board held on 21st October 2019	Chair	Yes	None
3.45	13	Local Industrial Strategy – update	SM/DD	Yes	None
3.50	14	Private Minutes of the Funding Sub-Group meeting held on 6 th November 2019	Chair of FSG to move	Yes	
3.55	15	Local Growth Fund – <ul style="list-style-type: none"> a) City Learning Quarter – Site Investigation b) YMCA c) Local Growth Deal Changes to The Growth Deal Programme – Approval of the 2018/19 Year End Position 	Chair of FSG		
4.00	16	Risk Register	LC	Yes	None

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21st October 2019 at 3.00 pm
PB019, Business Solutions Centre,
Wolverhampton Science Park, Glaisher Drive, Wolverhampton

Present:

Stewart Towe	Hadleys;
Cllr. Adrian Andrew	Walsall MBC;
Paul Brown	EY;
Cllr. Yvonne Davies	Sandwell MBC;
Prof Jackie Dunne	University of Wolverhampton;
Simon Eastwood	Eastwood Consulting;
Lindsey Flynn	Well Associates;
Chris Handy	Accord Group;
Jatinder Sharma	Walsall College; and
Tom Westley	Westley Group.

In Attendance:

Tim Johnson	City of Wolverhampton;
Sarah Middleton	Black Country Consortium Ltd;
David Stevens	Sandwell MBC;
Aaron Toussaint	BEIS;
Stuart Everton	City of Wolverhampton;
Katherine Birch	Black Country Consortium Ltd;
Lara Cragg	Black Country Consortium Ltd;
Delma Dwight	Black Country Consortium Ltd;
Rebecca Hill	Black Country Consortium Ltd;
Shannon Nicklin	Black Country Consortium Ltd;
Kelly Valente	Walsall MBC; and
Hywel Ruddick	Black Country Consortium Ltd.

Apologies: Councillors Mike Bird and Patrick Harley and Kevin Davis, Ninder Johal, and Deborah Williams.

Public – 0

162/19 **Declarations of Interest**

No declarations of Interest were received.

There was nothing to add to the Gift Register.

163/19 **Minutes**

The public minutes of the meeting held on 23rd September 2019 were submitted.

Agreed that the public minutes of the meeting held on 23rd September 2019 were received and confirmed as correct.

164/19 **LEP Board Membership – Recruitment Update**

Sarah Middleton provided an update on the LEP Board Membership recruitment. She advised that the mid-year review with BEIS had highlighted a “red line” for achieving the gender balance with a minimum of one third of the Board being female by the end of March 2020, but that all LEPs had been advised that the minimum figure of 26% was required by the Annual Performance Review. However, she highlighted that currently the Board was 25% female and if the Board were minded to approve the recommendations, then the LEP would meet the requirement of one third of the Board female.

Agreed that the LEP Board: -

- 1) Note and confirm the appointment of the following to the LEP Board, to commence in November 2019 Cherry Elliott, Amanda Tomlinson and Rachel Eade MBE;
- 2) Note that the appointments would ensure the Board met the required gender balance of 26% female members by the Annual Performance Review and one third female members by the end of March 2020; and
- 3) Note the following appointment to the Employment & Skills (People) Theme Advisory Board, Kacey Akpoteni.

Strategy

165/19 **Policy Update**

Sarah Middleton provided the Policy Update on the following items: -

- LEP Mid-Year Review

It was noted that the issue of gender balance and the requirement of 26% female Board by the Annual Performance Review had been communicated. Kelly Valente had been in attendance, along with 2 other representatives of the accountable body.

There had been a discussion on the Local Industrial Strategy and the sector actions plans being led by the three WM LEPs.

- Annual General Meeting

It was noted that it was a formal requirement to hold the AGM in a public session and that it would take place after the Board meeting on 18th November 2019.

- Brexit and Growth Hubs Update

In line with 38 LEPs there were 38 Growth Hubs . These Growth Hubs had now been clustered by BEIS and would be used to support the advice given to companies by Government post-Brexit. For the West Midlands the cluster was 6 LEPs' Growth Hubs, with Coventry & Warwickshire appointed as the lead Growth Hub.

There would be additional resources to support the work, as detailed in the report. In relation to seeking 1000 responses from companies in a mass telemarketing exercise Chris Handy asked if this was for the 6 in total or each LEP area. It was confirmed that it was per LEP area.

- High Streets Task Force

Councillor Yvonne Davies commented that this was a fund for local authorities and that she would not wish it to be included in a LEP "fund of funds".

Sarah Middleton advised that the LEP was collating information across all Black Country public funds, so that the potential impact of these funds could be measured.

The Chair added that it was acknowledged that the Stronger Towns Fund would flow through the local authorities and not be held by the LEP.

Chris Handy stated that it was useful information to align programmes and align potential investment but acknowledged that these funds were for each local authority.

Aaron Toussaint stated that the funds and prospectus were due to be published imminently.

- **European Regional Development Fund Update**
The Board were advised that the Government were pooling uncommitted EDRF monies into a Reserve Fund, with guidance that the uncommitted funds could be accessed by cross-LEP proposals, thus would need to cover a cross-LEP geography.
- **LEP Network – Futures paper**
It was noted that the LEP Network were reviewing how they operated and had identified groupings of LEPs to work with. Members noted that the LEP had worked with the five other WM LEPs since 2012 and now had a wider grouping with the Midland Engine LEPs.

Delma Dwight presented the following EIU statistics to the Board:

- **Business Register and Employment Survey (BRES) –**
It was noted that that across the Black Country there had been an overall reduction in employees by 2.6%, however the City of Wolverhampton had seen a growth of 1000 jobs.
- **UK Business Counts** – it was noted that there were 970 companies with a turnover above £5m. Sarah Middleton noted that in the context of Brexit the smaller companies were more vulnerable.

Paul Brown observed that the previous year's data would be useful to see, as he recalled that there 940 companies with a £5m turnover in 2018.

It was noted that 11 companies had a turnover of £100m plus and it was noted that larger international companies could relocate more easily.

Agreed that the LEP Board receive and note the following Policy Updates: -

- LEP Mid-Year Review
- Annual General Meeting
- Brexit and Growth Hubs Update
- High Streets Task Force
- ERDF update
- LEP Network – Futures paper
- EIU Statistics - Business Register and Employment Survey (BRES)
- EIU Statistics - UK Business Counts

166/19 **Full Indices of Multiple Deprivation Barometer**

Delma Dwight presented the report and advised that the information was from four years previously, although it represented the most up to date data available.

Councillor Yvonne Davies stated that it would be beneficial to see comparisons with neighbouring areas in the region.

Lindsey Flynn queried the statistic regarding Health Deprivation and Disability and the Living Environment Deprivation and asked why the Black Country had gone from 15th to 28th. Delma Dwight advised that her team would undertake a deeper dive into these statistics. The Chair noted that a deeper dive may provide information on other factors that could be undertaken by LEP to improve these areas.

Agreed

- 1) that the LEP Board receive and note the data contained in the Full Indices of Multiple Deprivation Barometer; and
- 2) that the EIU undertake further research into Health Deprivation and Disability and the Living Environment Deprivation.

167/19 **Black Country Strategic Companies Barometer**

Delma Dwight presented the report and advised that the information provided detailed the BC business base and the BC economy by sector performance.

Councillor Yvonne Davies welcomed the analysis of BC companies and investment and asked that it be presented to senior officers.

Agreed that the LEP Board: -

- 1) Note the Strategic Companies Barometer data; and
- 2) Confirms that the BC LEP Economic Intelligence Unit would present the data to the relevant senior officers of the four local authorities.

168/19 **LEP Core and Strategic Funding**

Sarah Middleton presented the LEP Core and Strategic Funding report.

Councillor Yvonne Davies commented that it would be useful to have an overview of funds by each area and stated that she felt there was confusion with the figures. She highlighted that she had concerns regarding Sandwell projects.

It was noted that the LEP Core and Strategic funds represented the LEP operational funding and expenditure for the six-month period, to 30th September 2019 and that the report detailed the expenditure allocated against LEP Core and Strategic funding budget and the LEP Implementation Review Budget.

The tables provided the detail of the Core Funding (£250,000 grant and £112,640 unallocated from previous years and carried forward), Strategic Funding (core funding for 2019-20 consists of £250,000 grant and the additional £94,609, unallocated funding from previous years) and LEP Review Implementation and LIS Development Funding (2018-19 - £250,000 from Ministry of Homes, Communities and Local Government).

On a further question regarding Birchley Island, it was noted that the LEP Core Funding did not relate to the capital programme. It was noted that the LEP had to pay a number of organisations from the strategic fund, to include the WMCA subscription and Midlands Engine subscription.

Agreed that the LEP Board: -

- 1) Note and approve the LEP funding and expenditure position as at 30th September 2019.
- 2) Approve an adjusted final balance brought forward figure on the Strategic Fund as set in Table B of £94,609.
- 3) Approve the allocation to the Walsall MBC Technical Assistance post of £46,045.

Delivery169/19 **Local Programmes – Dashboard**

Lara Cragg presented the dashboards.

Growth Deal – the focus had moved to output monitoring for the PMO and Accountable Body with the funding ending on 31 March 2021. In regard to the BC Pipeline it was noted that some private sector organisations were taking some of the projects forward.

Land and Property Investment Fund (LPIF) – this related to the first tranche of £53m funding. There was no update on the £97m and as previously reported the WMCA and BC LEP were undertaking a review. It had been agreed that the scope of the review would be limited to project outcomes. An update would be provided at the next LEP Board.

Enterprise Zones – the meeting was advised that work was being undertaken to identify what potential business rate surpluses were available and when they would be available. The aim was to complete all the work before the next EZ Implementation Group meeting.

Councillor Yvonne Davies asked if any revenue generated would be shared across all local authorities?

Kelly Valente advised that if identified the business rates surplus would be presented as a revenue and it was noted that the work needed to be undertaken first.

It was asked when decisions would be made regarding the allocating of resources and noted that work was continuing to identify any potential resource. Thus, at present the exercise being undertaken into any potential EZ business rates surplus was information gathering.

Tim Johnson advised that there would be a need for partners to review the investment criteria, as there had been no business rate surplus generated by the EZ previously. At present he stated that there was no commitment to invest in anything.

Councillor Adrian Andrew recalled that originally there had been discussions regarding reinvestment as different EZ sites had required

different levels of remediation. Here was also the potential for other EZ sites to follow from re-investment.

Sarah Middleton advised that a policy across the Black Country could be developed for the EZ sites.

Councillor Yvonne Davies referenced Inclusive Growth and stated that this should apply to all areas of the BC.

Councillor Adrian Andrew highlighted that the BC EZ sites would create employment opportunities for residents in other boroughs to include Sandwell. He highlighted that the sites were vital to the BC economy and wider supply chain and commented that, in his view, the original vision should be retained.

Tim Johnson stated there needed to be a strategic view undertaken on all the sites but highlighted that without the final EZ report they were not currently in a position to do.

Councillor Yvonne Davies asked that there be an “in principle meeting” to consider future funding priorities.

Growing Places – an update was provided.

Agreed

- 1) that the updates on the following dashboards be noted: -
 - In flight Current Financial Year
 - Future Years
 - Pipeline
 - LPIF (Public)
 - Growing Priority Sectors
 - Growing Places
 - Enterprise Zones
 - Transport
- 2) that an “in principle” session on future funding priorities be scheduled.

170/19

Minutes of the Funding Sub-Group held on 2nd October 2019

Simon Eastwood presented the Minutes of the Funding Sub-Group held on 2nd October 2019.

Agreed that the LEP Board to confirm and approve the minutes of the meeting held on 2nd October 2019.

171/19 **Draft Minutes of the Active Black Country Partnership Board Held on 24th September 2019**

Sarah Middleton presented the Active Black Country Partnership Board Held on 24th September 2019.

Agreed that the LEP Board note the contents of the draft minutes of the meeting of the Active Black Country Partnership Board Held on 24th September 2019.

172/19 **Black Country Executive Joint Committee – 25th September 2019**

Sarah Middleton presented the decisions of the Black Country Executive Joint Committee held on 25th September 2019.

Agreed that the LEP Board receive and note the decisions of the Black Country Executive Joint Committee held on 25th September 2019.

173/19 **PR and Communications**

Katherine Birch provided the update and highlighted the communications on the skills factory, the careers hub, the LEP Board recruitment campaign and local media coverage.

Agreed that the PR and Communications dashboards for September be received and noted.

174/19 **Date of Next meeting**

Agreed that the LEP Board note that the next meeting would be held on Monday, 18th November 2019 at the NMC, 47 Birmingham Road, West Bromwich B70 6PY.

175/19 **Exclusion of Press and Public**

Agreed that the public and press be excluded from the rest of the meeting to avoid the possible disclosure of exempt information under Schedule 12A to the Local Government Act 1972.

Paragraph 3 Information relating to the financial or business affairs of any particular person (including the authority holding that information).

Governance

176/19 **Private Minutes of the LEP Board held on 23rd September 2019**

The Chair presented the private minutes of the LEP Board held on 23rd September 2019.

Agreed that the Private Minutes of the LEP Board meeting held on 23rd September 2019, be received and confirmed as a correct record.

177/19 **Funding Sub-Group Minutes – 2nd October 2019**

The Minutes of the Funding Sub-Group held on 2nd October 2019 were discussed and, it was

Agreed that the LEP Board: -

- 1) that the LEP Board confirm and approve the minutes of the meeting held on 2nd October 2019; and
- 2) that the LEP be asked to undertake a review of funding in relation Sandwell MBC projects with Sandwell MBC and report back to a future meeting; and
- 3) that the LEP be asked to review the local authority invitees to future meetings of the Funding Sub-Group.

Delivery – Local Growth Fund

178/19 **Local Growth Fund**

a) Local Growth Fund - Black Country LEP Programme Funding Update

b) Local Growth Fund - Birchley Island

There was a discussion regarding the funding for each of the projects and it was

Agreed that the LEP Board note that the items on the Black Country LEP Programme Funding and Birchley Island were withdrawn and would be submitted to a future meeting of the LEP Board.

179/19 **Local Growth Fund – City Learning Quarter**

There was a discussion regarding the funding for the project and, it was

Agreed that consideration of this item be deferred to the next meeting of the LEP Board.

180/19 **Local Growth Fund – i54**

There was a discussion regarding the funding for the project and, it was

Agreed that consideration of this item be deferred to the next meeting of the LEP Board.

181/19 **Risk Register**

Lara Cragg presented the Risk Register and advised that an updated report would be submitted to the next meeting.

Agreed

- 1) That the LEP Board receive and note the Risk Registers across the funding profiles – Local Growth Deal; Land and Property Investment Fund; Growing Places; and Enterprise Zones; and
- 2) That the LEP undertake a review of the Black Country spending priorities at the next LEP Policy Away Day to be held in December.

(The meeting closed at 4.45pm)

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**Black Country Local Enterprise Partnership –
LEP Review Policy Update**

18th November 2019

Set out below for Members' information is a note of the recent policy documents received by the Secretariat: -

1. **LEP Board – Progress on Recruitment of Chair**

The following provides a brief update on the recruitment process being undertaken for the LEP Board Chair and currently three candidates have submitted CVs. The appointed recruitment consultants, Penna, are continuing with their search.

The Nominations Committee for Board Members has previously comprised of the Chair, Vice- Chair, BCC Ltd Chief Executive, Monitoring Officer of the Accountable Body and Local Authority Leader. It is envisaged that a Nominations Committee for the purposes of appointing the Chairman of the LEP will be convened. As at the 18th November 2019 remains open.

Membership of this Nominations Committee is proposed to include the Deputy Chair, BCC Ltd Chief Executive, LA Leader and an LA Chief Executive which will be identified via the ABCA Secretariat. Due to the nature of the public facing role of LEPs, we will engage with the Monitoring Officer of the Accountable Body as part of the due diligence process for the appointment. Prior to this the CVs of candidates will be shared with Chief Executives.

Following the Nominations Committee, the recommendation will to be reported to the full Board and to ABCA Leaders.

2. **High Streets Task Fund**

Members will recall in the October Policy update that the Board were provided with an update on three funding programmes: - Stronger Towns, Future High Streets and Heritage Towns.

In regard to the Stronger Towns fund the Towns Fund Prospectus, the Towns Fund will provide the core public investment in Town Deals, although additional funding may come from other sources or parts of government. The objective of the Fund is to drive the economic regeneration of towns to deliver long term economic and productivity growth through:

Urban Regeneration, Planning and Land Use: ensuring towns are thriving places for people to live and work, including by: increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.

The Prospectus highlights as a Case Study of good practice, the work undertaken by WMBC in aligning Walsall's regeneration with the wider region: -

“Aligning the growth plans of towns with the wider area will mean every opportunity is being acted on. Walsall’s regeneration has been developed to ensure it closely aligns to wider plans for the Borough and wider West Midlands Combined Authority. The regeneration of Walsall began in 2017 with the purchase of the Saddlers Shopping Centre – located in a key position on top of Walsall Railway Station. Its location and regional connectivity across the Black Country has resulted in Transport for West Midlands further investing in public transport provision in Walsall.

New Art Gallery Walsall is one of the most prominent buildings in the town centre, and has an international reputation. Walsall Council have therefore put the Gallery at the heart of their Town Centre masterplan. This plan leverages the Art Gallery, and other cultural assets to draw people into the reinvigorated public spaces in the town centre, and encourage footfall for the surrounding retail offer, whilst also attracting workers to the offices located there.”

Walsall will play a key role in realising the West Midlands’ ambitious housing plans, as part of the West Midlands’ Local Industrial Strategy. From the development of homes, to the Walsall to Wolverhampton housing growth corridor, Walsall has an opportunity to attract private sector housing investment to improve attract high-skilled workers to the area and grow the economy.”

Skills and enterprise infrastructure: driving private sector investment and ensuring towns have the space to support skills and small business development.

The Prospectus references the Black Country Skills Factory as an example of good practice in connecting employers with education providers.

“The Black Country Skills Factory is an employer-led education and training collaboration which aims to address the shortfall of skills in the Black Country and increase the pipeline of suitably skilled staff to respond to growth. It has been a highly successful project in addressing skills shortages in the advanced manufacturing sector.

The aspiration is to fundamentally shift the relationship between employers and education providers to develop a networked approach to skills delivery: one that is needs-driven by industry demand for skills while also meeting general best practice standards.

Training and education courses are co-developed and co-delivered using shared facilities and industry trainers. This results in the provision of bite-sized skills training courses which fit the current and future needs of highly technical industries. The initial funding for training courses has now come to an end, with new funding being explored. Early findings show that the courses had a significant impact on Black Country businesses and their workforces.”

Connectivity: developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity

The initial plans for Town Deals will be led by lead councils (Unitary, District or Borough where applicable) who will be required to establish a Town Deal Board. It stipulates that Town Deal Boards must include LEPs, given their strong specialism in economic development, business engagement and the local skills system. As part of the Board’s advisory role to the council it will identify and put together a clear programme of interventions and then agree an evidence-based Town Investment Plan. LEPs on

Town Deal Boards will also ensure that Town Investment Plans are informed by local economic strategies including Local Industrial Strategies.

Whilst it is noted that the Town Deals will be led by the respective councils, it is clear that Government intends LEPs to have a role given the strong specialisms, highlighted in the above paragraph, which exist in the LEP. Once details of arrangements are known we will seek LEP Board representation.

3. **BC LEP December Away Day**

Working with the facilitator, Shared Intelligence a number of topics are proposed intended to take advantage of new members and provide an opportunity for reflections on the outcome of the General Election: -

- A session to include LEP Funding status and priorities and the Fund Tracker (previously known as the Fund of Funds) is proposed as part of either session.
- To enable a discussion between the local authority board members and the other members of the board on their respective roles and contribution.
- New LEP members to comment on their perspectives of the drivers of and barriers to growth and (from their business perspective) what the LEP, councils and other agencies could do to enable growth.

Board Members views are welcomed.

4. **West Midlands Creative Scale Up Programme**

Department of Culture, Media and Sport has funded a two-year, £1.3m programme on the back of the WM Local Industrial Strategy that the Black Country LEP is developing in collaboration with Greater Birmingham & Solihull and Coventry & Warwickshire LEPs. It will pay for workshops and one-to-one coaching for growing businesses in the creative industries employing four or more people. The Programme was launched on 7th November.

5. **Midlands Engine Investment Fund**

Two significant deals have through the MEIF to Black Country businesses were secured in October, pushing the total amount invested in Black Country businesses to over £6m out of the £10m invested by the LEP. More businesses in the Black Country have received finance through the fund than in any other LEP area; in terms of total amount the Black Country LEP ranks fourth out of the ten LEPs in the Midlands Engine.

6. **UK-China Leaders' Summit**

The next meeting of the bi-annual UK-China Leaders' Summit will take place in Birmingham in February 2020 following a joint bid by LEPs in the Midlands Engine area. The meeting will be a good opportunity to develop further existing relationships between Sandwell Council, City of Wolverhampton Council and the University of Wolverhampton. The Black Country LEP will be part of the steering group for the event.

7. **Black Country Economic Intelligence Unit – Recent Intelligence Briefings**

Appended to the Policy update (App 2) are the following EIU reports for information: -

1. Earnings
2. Exports

Sarah Middleton
Chief Executive
Black Country Consortium Ltd.

Contact Officer

Hywel Ruddick
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Source Documents: Attached

Black Country Economic Intelligence Unit – Intelligence Briefings

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2. Regional Trade in Goods Statistics dis-aggregated by smaller geographical areas	5-8

1. Annual Survey of Hours and Earnings (ASHE) – Workplace and Resident Based

The latest annual ASHE data was released on 29th October 2019, the data shows the gross annual pay at a workplace and resident level across areas.

Summary

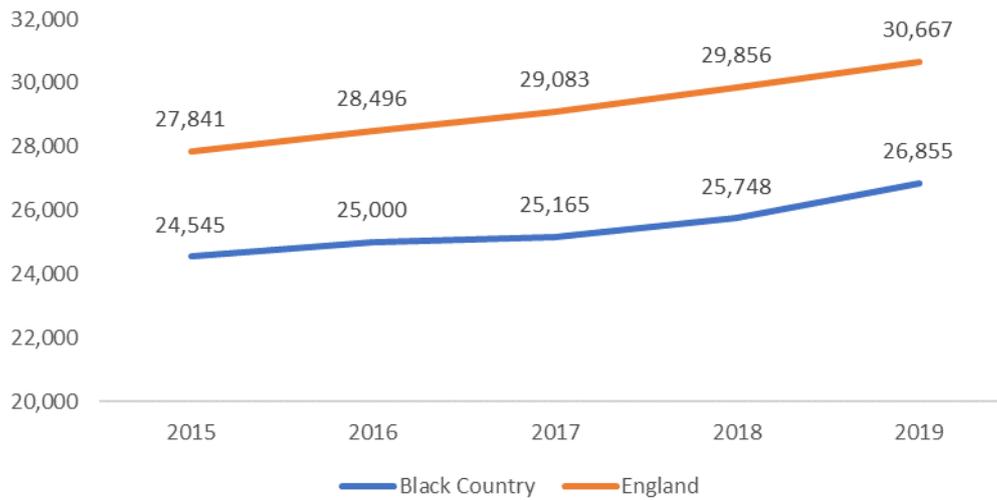
- From 2018-2019 the Black Country area has experienced growth in workplace annual gross pay of 4.3% for full-time workers (to reach £26,855 in 2019), and 11.3% (to £10,948) for part-time workers. These growth rates are above the England averages of 2.7% and 4.4% respectively.
- All four areas within the Black Country experienced growth in workplace annual gross pay. Walsall had the greatest growth for full-time workers (9.6%), and Sandwell had the greatest growth for part-time workers (18.9%).
- From 2018-2019 the Black Country area has experienced growth in resident annual gross pay of 3.4% (to reach £26,335 in 2019) for full-time workers, and 9.7% (to £10,704) for part-time workers. These growth rates are above the England averages of 2.7% and 4.3% respectively.
- All four areas within the Black Country experienced growth in resident annual gross pay. Dudley had the greatest growth for both full-time workers (6.8%) and part-time workers (15.0%).

Full Briefing

Workplace Earnings

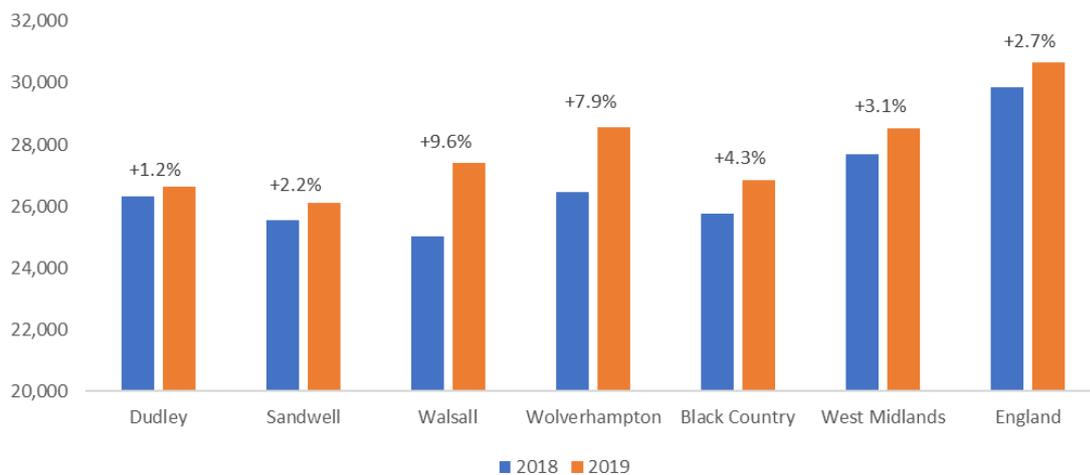
- Since 2018, the Black Country workplace annual gross pay for full time workers increased by £1,107 (+4.3%) to £26,855. This was significantly higher than the growth rate for both the West Midlands region (+3.1%), and the England average of (+2.7%).
- The average workplace earnings in the Black Country is £3,812 less than the England average. The Black Country workplace earnings currently stand at 87.6% of the England average, which is an improvement on 2018 where it was 86.2%.

Workplace Full-Time Earnings (2015-2019)



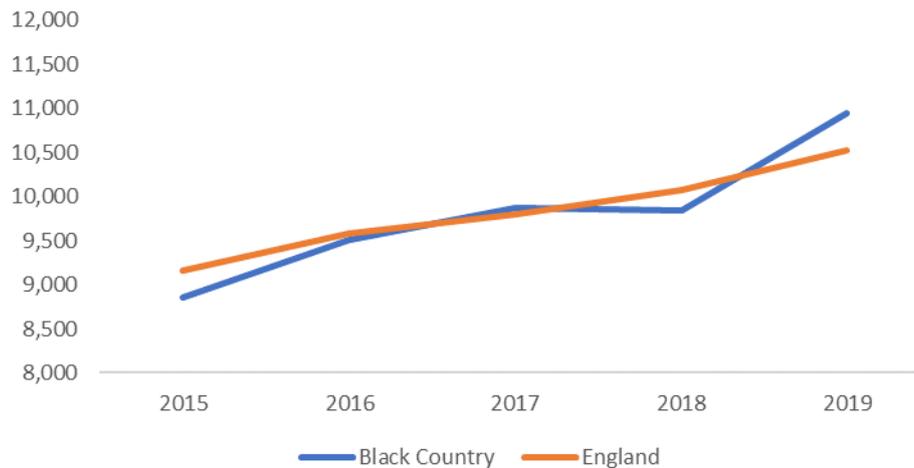
- Within the Black Country, Wolverhampton had the highest workplace full-time earnings at £28,555, while Sandwell was the lowest at £26,115. Workplace annual gross pay increased in all of the four areas within the Black Country with Walsall increasing by 9.6% (+£2,402) and Wolverhampton increasing by 7.9% (+£2,095).

Workplace Annual Gross Pay - Full Time Workers (2018-2019)



- The Black Country workplace annual gross pay for part-time workers increased by £1,108 (+11.3%) from 2018 to reach £10,948 in 2019. This growth is substantially quicker than the West Midlands average (+3.6%), and the England average (+4.4%). The Black Country has a higher average part-time wage than the England average (£10,520) for workplace workers.

Workplace Part-Time Earnings (2015-2019)

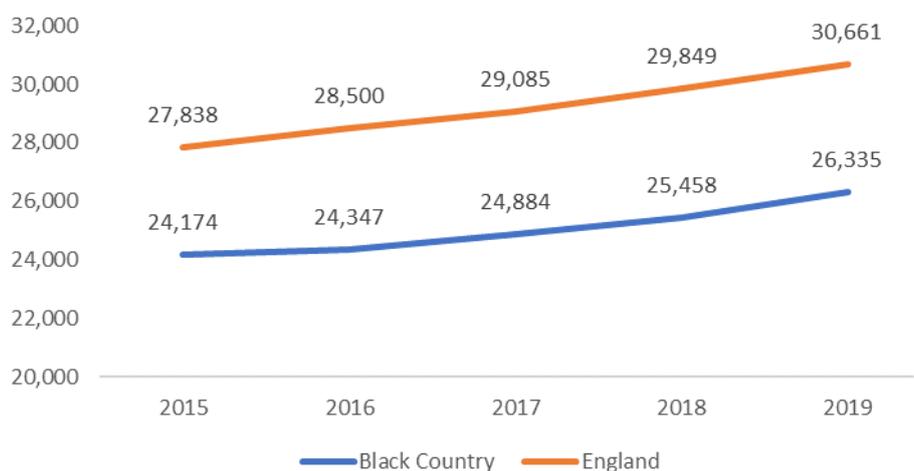


- Within the Black Country, Sandwell had the highest workplace part-time earnings at £12,093, while Dudley was the lowest at £10,096. All four areas of the Black Country experienced growth in annual pay for part-time workers. Sandwell experienced an increase of 18.9% (+£1,918 to £12,093), whilst Wolverhampton experienced growth of 2.1% (+£225 to £10,886).

Resident Earnings

- Since 2018, the Black Country resident annual gross pay for full time workers increased by £877 (+3.4%) to £26,335. This was significantly higher growth than both the West Midlands average of 2.4%, and the England average of 2.7%.

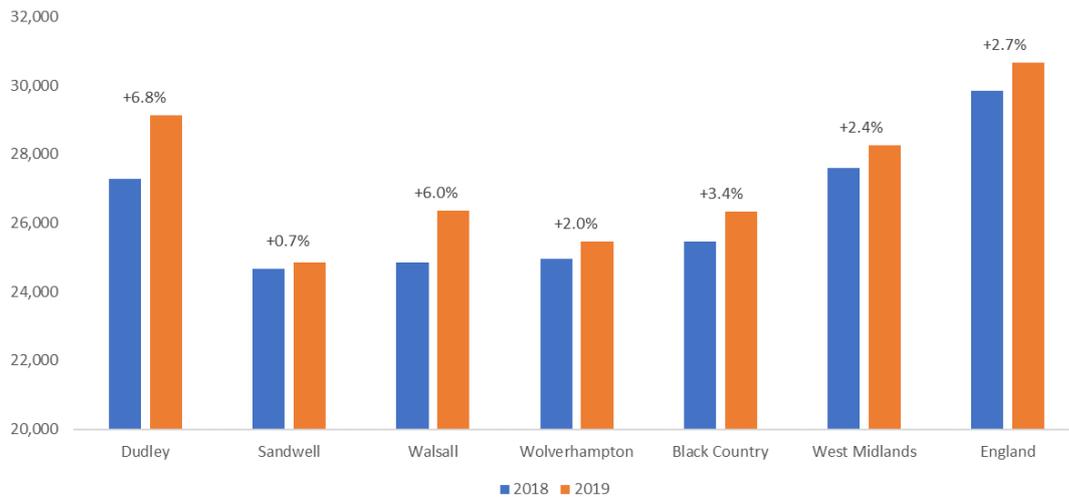
Resident Full-Time Earnings (2015-2019)



- The average resident earnings in the Black Country is £4,326 less than the England average of £30,661. Resident earnings currently stand at 85.9% of the England average.
- Within the Black Country, Dudley had the highest resident full-time earnings at £29,122, while Sandwell was the lowest at £24,840. Resident annual gross pay for full-time workers increased in

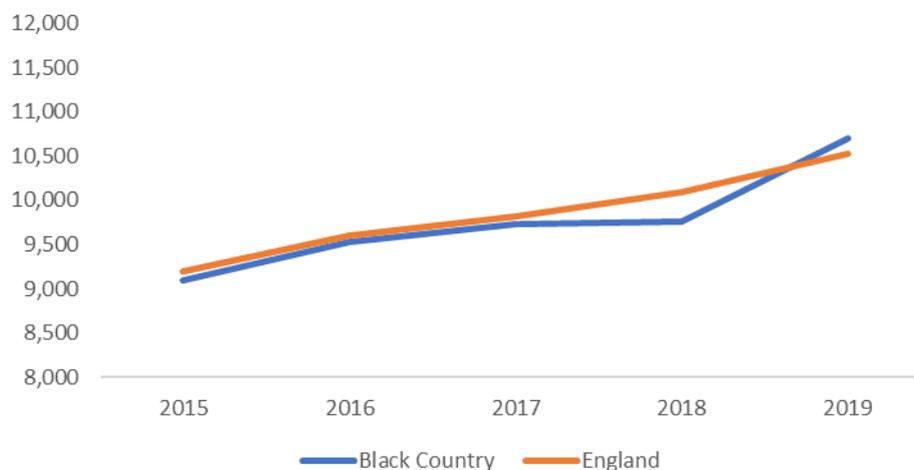
all of the four areas within the Black Country with Dudley increasing by 6.8% (+£1,847) to Sandwell increasing by 0.7% (+£172).

Resident Annual Gross Pay - Full Time Workers (2018-2019)



- The Black Country resident annual gross pay for part-time workers increased by £944 (+9.7%) to £10,704. This growth is substantially quicker than the West Midlands average of 4.0%, and the England average of 4.3%. The Black Country now has a higher average part-time wage than the England average (£10,521) for resident workers.

Resident Part-Time Earnings (2015-2019)



- Within the Black Country, Walsall had the highest resident part time earnings at £11,023, while Wolverhampton was the lowest at £10,426. All four areas of the Black Country experienced growth in annual pay for part-time workers. Dudley experienced growth of 15.0% (+£1,431), to Walsall increasing by 9.1% (+£915).

Source: ONS, Annual Survey of Hours and Earnings, released 29th October 2019

2. Regional Trade in Goods Statistics dis-aggregated by smaller geographical areas

In Summary:

- In 2018, the West Midlands 7 Met. area exported £16.6bn worth of goods across the world and imported £15.3bn, leading to a trade surplus of £1.3bn. The Black Country exported £3.1bn of goods and imported £4.5bn, this leading to a trade deficit of -£1.4bn – mirroring the UK pattern where there also a trade deficit (-£142bn).
- Within the Black Country, Wolverhampton exported the highest amount of goods at £1bn and also has the smallest trade deficit at -£81m.
- The West Midlands 7 Met. area has a trade surplus with 53 countries (with 1 additional country balancing out at £0). The highest trade surplus was with the USA at +£2.9bn where £3.8bn worth of goods exported to the USA and £0.9bn imported from the USA – the largest trade surplus than any other NUTS 2 area.
- Trade by Standard International Trade Classification (SITC) section shows the West Midlands 7 Met. area has a trade surplus in machinery and transport equipment with £6.1bn (exported £12.6bn and imported £6.5bn).

Full Brief:

West Midlands 7 Met.

- In 2018, the West Midlands 7 Met. area exported £16.6bn worth of goods across the world and imported £15.3bn, leading to a trade surplus of £1.3bn.
- Compared to 2017, the trade surplus has decreased from £2.6bn (£17.8bn was exported in 2017 and £15.2bn was imported).

The following table shows the West Midlands 7 Met. area exports and imports breakdown for EU/Non-EU:

Flow	EU / Non-EU	Value (£ million)	Business Count
Export	EU	£6,335	5,329
Export	Non-EU	£10,300	3,846
Export Total		£16,635	9,175
Import	EU	£9,460	6,374
Import	Non-EU	£5,886	5,893
Import Total		£15,346	12,267

Partner Countries

- The West Midlands 7 Met. area has an import and export relationship with 92 countries¹, there is trade surplus with 53 (with 1 additional country balancing out at £0) of the countries in 2018.
- Notably, out of the 54 countries, the West Midlands 7 Met. area has the largest trade surplus with the USA at £2.9bn where there were £3.8bn worth of goods exported to the USA and

¹ Please note, there are certain countries that are exported to and the West Midlands 7 Met. area do not import from and vice versa which have not been included in the analysis.

£0.9bn imported from the USA - this was the highest trade surplus than any other NUTS 2 area (Herefordshire, Worcestershire and Warwickshire followed with +£1.2bn where £1.8bn was exported and £595m was imported). The next highest trade surplus for the West Midlands 7 Met. area is with South Korea at £417m (£524m exported and £107m imported).

- The West Midlands 7 Met. area still has a trade surplus with China at £320m (£1.9bn exported and £1.6bn imported). However, this has decreased from the £1.02bn trade surplus in 2017. The West Midlands 7 Met. area has the second highest surplus within the NUTS 2 regions.
- The following table shows the West Midlands 7 Met. area trade surplus with 53 countries (with 1 additional country balancing out at £0):

Partner Country	Exports (£ m)	Imports (£ m)	Difference (£ m)
Argentina	£6	£5	£1
Australia	£252	£30	£222
Azerbaijan	£11	£2	£9
Bahrain	£30	£3	£27
Brazil	£115	£39	£76
Bulgaria	£27	£9	£18
Canada	£346	£89	£257
Chile	£26	£10	£16
China	£1,944	£1,624	£320
Cyprus	£17	£1	£16
Egypt	£57	£14	£43
Estonia	£8	£3	£5
Ethiopia	£4	£3	£1
France	£943	£850	£93
Georgia	£7	£1	£6
Ghana	£21	£1	£20
Greece	£29	£28	£1
Guatemala	£4	£2	£2
Iceland	£15	£3	£12
Irish Republic	£549	£176	£373
Italy	£725	£566	£159
Jordan	£23	£2	£21
Kazakhstan	£3	£2	£1
Kenya	£7	£6	£1
Kuwait	£85	£4	£81
Lebanon	£29	£2	£27
Lithuania	£12	£7	£5
Malta	£13	£1	£12
Mauritius	£4	£3	£1
Mexico	£69	£53	£16
Morocco	£69	£39	£30
New Zealand	£58	£26	£32
Nigeria	£23	£1	£22
Norway	£74	£30	£44
Oman	£34	£9	£25
Other Eastern Europe (excl EU)	£9	£2	£7
Other Middle East and N Africa (excl EU)	£30	£4	£26
Other Sub-Saharan Africa	£15	£2	£13
Other Western Europe (excl EU)	£3	£2	£1
Panama	£5	£2	£3
Qatar	£93	£31	£62
Russia	£294	£125	£169
Saudi Arabia	£133	£25	£108



Partner Country	Exports (£ m)	Imports (£ m)	Difference (£ m)
Singapore	£113	£100	£13
Slovenia	£13	£8	£5
South Africa	£121	£90	£31
South Korea	£524	£107	£417
Sweden	£202	£200	£2
Switzerland	£220	£197	£23
Trinidad: Tobago	£13	£2	£11
UAE	£327	£55	£272
Ukraine	£28	£7	£21
Uruguay	£1	£1	£0
USA	£3,780	£924	£2,856

- The West Midlands 7 Met area. has the highest trade deficit with Germany at -£1.5bn (£1.5bn is exported and £3bn is imported), this is followed by the Netherlands at £549m (£369m exported and £918m imported).

Trade by Standard International Trade Classification (SITC) Section

- There were three SITC sections where the West Midlands 7 Met. area had a trade surplus in. The section with the highest trade surplus in the West Midlands 7 Met. area was machinery and transport equipment at £6.1bn (exported £12.6bn and imported £6.5bn).
- In contrast, the West Midlands 7 Met. area has a large trade deficit in manufactured goods at -£2.5bn (exported £1.6bn and imported £4.1bn).

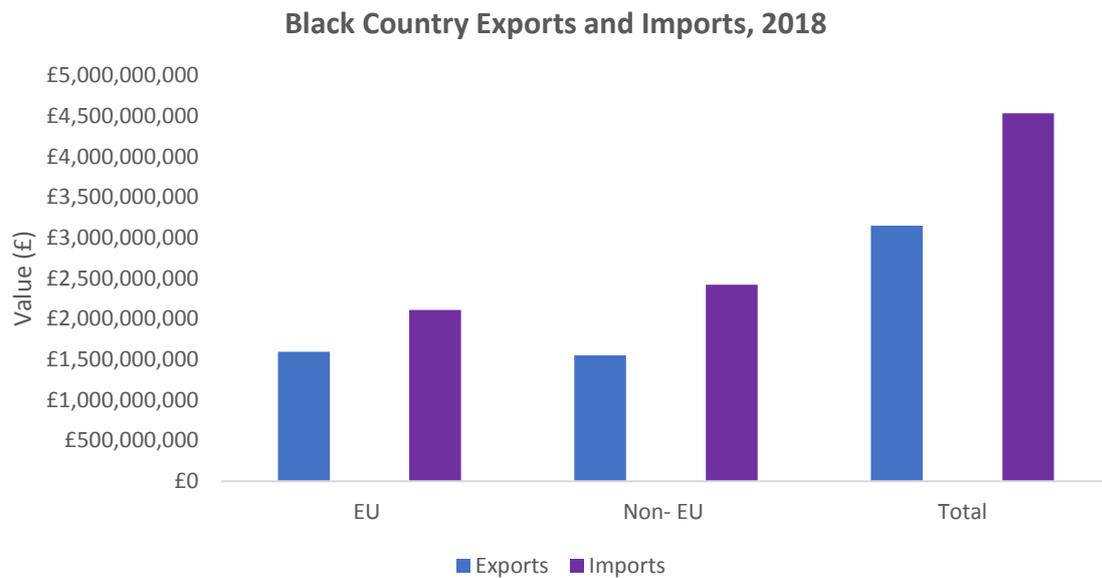
The following table shows the West Midlands 7 Met area exports and imports by SITC section:

SITC Section	Exports (£m)	Imports (£m)	Difference (E – I) (£m)
Food & live animals	£152	£888	-£736
Beverages & tobacco	£23	£78	-£55
Crude materials, inedible, except fuels	£498	£158	£340
Mineral fuels, lubricants & related materials	£45	£234	-£189
Animal & vegetable oils, fats & waxes	£6	£48	-£42
Chemicals & related products	£582	£691	-£109
Manufactured goods classified chiefly by material	£1,572	£4,054	-£2,482
Machinery & transport equipment	£12,647	£6,515	£6,132
Miscellaneous manufactured articles	£1,087	£2,671	-£1,584
Commodities/transactions not classified elsewhere	£21	£7	£14
Total	£16,633	£15,346	£1,289

Black Country

- Overall, in the UK, there were £340bn worth of goods exported and £482bn imported in 2018. Exports to EU Countries and Non- EU countries was a 50/50 split, while for imports 55% came from EU countries. The Black Country exported £3.1bn of goods and imported £4.5bn, this leading to a trade deficit of -£1.4bn.
- 50.7% (£1.6bn) of the Black Country exports go to EU countries, while 46.6% (£2.1bn) of goods are imported from EU countries

The following graph shows the breakdown of exports and imports by EU and Non- EU trade for the Black Country in 2018:



Exports and Imports by Black Country Local Authority

- Within the Black Country, Wolverhampton exported the highest amount of goods at £1bn, with 66% (£679m) of exports going to Non-EU countries. Wolverhampton also had the smallest trade deficit within the Black Country at -£81m.
- Sandwell had the highest trade deficit in the Black Country for 2018 at -£671m where £872m was exported and £1.5bn imported. Sandwell had the highest amount imported within the Black Country this followed closely by Dudley at £1bn imported.

	Exports		Imports		Difference (E - I)
Dudley EU Exports	£338,000,000	Dudley EU Imports	£518,000,000	-£180,000,000	
Dudley Non-EU Exports	£244,000,000	Dudley Non-EU Imports	£510,000,000	-£266,000,000	
Dudley Total	£582,000,000	Dudley Total	£1,028,000,000	-£446,000,000	
Sandwell EU Exports	£502,000,000	Sandwell EU Imports	£779,000,000	-£277,000,000	
Sandwell Non-EU Exports	£370,000,000	Sandwell Non-EU Imports	£764,000,000	-£394,000,000	
Sandwell Total	£872,000,000	Sandwell Total	£1,543,000,000	-£671,000,000	
Walsall EU Exports	£412,000,000	Walsall EU Imports	£438,000,000	-£26,000,000	
Walsall Non-EU Exports	£260,000,000	Walsall Non-EU Imports	£420,000,000	-£160,000,000	
Walsall Total	£672,000,000	Walsall Total	£858,000,000	-£186,000,000	
Wolverhampton EU Exports	£344,000,000	Wolverhampton EU Imports	£376,000,000	-£32,000,000	
Wolverhampton Non-EU Exports	£679,000,000	Wolverhampton Non-EU Imports	£728,000,000	-£49,000,000	
Wolverhampton Total	£1,023,000,000	Wolverhampton Total	£1,104,000,000	-£81,000,000	

Source: HM Revenue and Customs, Regional Trade in Goods Statistics dis-aggregated by smaller geographical areas, released 7th November 2019

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/843903/Local_Area_Commentary_2018.pdf

Black Country Local Enterprise Partnership Board**18th November 2019****Black Country Strategic Economic Plan – Growth Deal****Project Change Request: Bilston Urban Village East Site Investigation
(SEPPL11)****1. Purpose of Report**

- 1.1 To request that the LEP Board approves the change request for Bilston Urban Village East Site Investigation from within the Growth Deal Programme.

2. Recommendation

- 2.1. That the LEP Board:
- 2.2. Approves the Accountable Body for the Growth Deal (Walsall Council) to proceed to amending the Grant Agreement with Wolverhampton City Council from £69,059 to 58,225 and revised leverage from £44,000 to £37,097, to deliver the Local Growth Fund (LGF), funded elements of the Bilston Urban Village East Site Investigation project to enable finalisation of outputs and project closure.
- 2.3. Note that there was a positive outcome of an underspend on the Site Investigation. The LEP funds were underspent by £10,834 and the applicant's leverage reduced by a further £6,903.

3. Report Detail

- 3.1. Wolverhampton City Council would like to bring forward this site (4.4ha) for employment and commercial uses, as part of the wider Bilston Urban Village mixed use development. This development has already to date delivered a new leisure centre, secondary school, restaurant, 78 new homes and 10 ha of public open space. In order to bring this site forward for development, it has been prudent to complete site and ground investigative works prior to any development for a capital scheme.
- 3.2. The site investigation has now been completed and been provided previously to board members for review. This site investigation was approved in November 2017 for a grant amount of £69,059 with a leverage of £44,000. Milestones have all been completed and work can now commence on developing a Capital scheme project bid for this site, which is expected to be submitted in 2020. The capital scheme is expected to deliver 10,000sq.m of employment floorspace and circa 250 jobs.
- 3.3. As part of the project closure process, the final costs were reviewed and there was a positive outcome of an underspend on the Site Investigation. The LEP funds were underspent by £10,834 and the applicant's leverage reduced by a further £6,903.

3.4. The final funding breakdown is detailed below

Funding Breakdown	2018/19	2019/20	2020/21	Total
Revised LEP Funding	£58,225	£0	£0	£58,225
Revised Applicants Funds	£37,097	£0	£0	£37,097
TOTAL	£95,322	£0	£0	£95,322

4. Financial Implications

4.1. All the costs associated with this proposal form part of the LGF Programme and will be covered by allocations from the government with this programme. This includes use of any interest accrued by the Accountable Body to cover costs associated with the delivery of Accountable Body functions, as approved by its (Walsall Council) Cabinet on 29th October 2014.

5. Legal Implications

5.1. The appropriate Grant Agreements are in place and will be utilised by the Accountable Body (Walsall Council), and include all conditions passed onto the LEP by Government, together with all terms, conditions, performance measures and sanctions as required by the approvals/conditions received from Government or approved by the LEP Board or the Joint Committee.

6. Risk Management

6.1. Risk will be managed through the on-going monitoring of individual projects and their ability to deliver the required spending profiles and outcomes for the programme as required or agreed with Government and set into place by the LEP Board and the Joint Committee.

7. Equality Implications

7.1. None at the time of drafting

Sarah Middleton
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Source Documents:

- i. Bilston Urban East Site Investigation Change Request
- ii. November 2019 Funding Sub Group Paper

**BLACK COUNTRY LOCAL ENTERPRISE PARTNERSHIP (LEP)
EMPLOYMENT AND SKILLS (PEOPLE THEME ADVISORY) BOARD**

**Minutes of a Meeting Held at 8.30am on
10th September 2019 at Business Solutions Centre,
Wolverhampton Business Park, Glaisher Drive, Wolverhampton**

Present:

Jackie Dunne – University of Wolverhampton;
Sarah Middleton – Black Country Consortium Ltd.;
Kelly Thomas – Sandwell MBC;
John Adams – Walsall College;
Guy Shears – Central RSA Academies Trust;
Aaron Toussaint – BEIS; and
David Williams – Halesowen College.

In Attendance:

Phillip Tillman - WMCA
Colin Parker – Black Country Consortium Ltd;
Scott Grindey - Black Country Consortium Ltd;
Angela Moore – Black Country Consortium Ltd;
Hywel Ruddick - Black Country Consortium Ltd.

Apologies: Councillors Danny Millard and Mike Hardacre Martin Dudley, Lindsey Flynn, Charlotte Horobin, and Chris Luty.

28/19 **Welcome and Introductions**

The Chair welcomed members to the meeting.

29/19 **Declarations of Interest**

No declarations of interest were made.

30/19 **Minutes of the Meeting held on 9th May 2019**

The minutes of the meeting held on 9th May were submitted.

In relation to Minute No. 18/19, Apprenticeships – i) Black Country Apprenticeship and Business Levy Task & Finish Group – Notes and Terms of Reference, it was confirmed that Penny Riddle was the attendee on the Task & Finish Group from Halesowen College.

Agreed that the minutes of the meeting held on 9th May 2019 were confirmed and accepted as a correct record.

31/19 **Programmes on a Page**

Scott Grindey presented the Programmes on a Page.

P1 Apprenticeship Data – it was noted that for the next meeting the data would be refreshed. Nationally the number of businesses taking up the levy had increased.

John Adams advised that non-levy funding was running out.

Colin Parker advised that the apprenticeship vacancies were down 10% compared to last year. Kelly Thomas advised that there remained an issue in with firms using the levy for existing staff rather than offering new apprenticeships.

The Chair advised that from the University's perspective the levy at degree level was fine but that the non-levy at degree level remained challenging.

Job Vacancies – It was noted that vacancies had increased by 14.9%, between June and August, with Wolverhampton seeing the highest increase at 17.9%. The top industries were education, health and skills clusters around sales and customer services. The majority were in the public sector and the statistics included apprenticeship vacancies.

P2 Skill Capital – noted would be reported on later in the meeting.

P3 Schools - noted would be reported on later in the meeting.

P4 Unemployment – claimants remained at 3%. Noted that the Office for National Statistics were looking at new ways to measure unemployment.

Agreed that the update be received and noted.

32/19 **Leadership & Diversity in the Black Country: Evidence Review & Next Steps**

Sarah Middleton referenced the report and highlighted, that following the LEP Review and implementation of the National Assurance Framework provisions in January 2019, LEPs were required to have a minimum one third female members on the LEP Board by the end of March 2020. To this regard the LEP had undertaken a proactive recruitment campaign and were on track to exceed this requirement.

The ambition was to at least reflect this one third requirement across the Theme Advisory Boards and look to expand groups to improve the diversity mix.

The Chair believed that all organisations were facing similar issues and John Adams confirmed this was an issue for Walsall College to address.

David Williams added that whilst gender balance was okay for Halesowen College, there was an issue on wider Board diversity and welcomed any learning or link into organisations. Sarah Middleton advised that her team could attend a BC Principals meeting to discuss the learning.

John Adams observed that this would be an ongoing issue as it was not only getting the diversity balance right but ensuring the right people were on the board.

The Chair commented that in the University, whilst 48% of students were from a BAME background only 22% of the staff were, thus there was an issue for students not identifying with different levels of the organisation.

David Williams commented that the student cohort was from the Halesowen College's catchment area, whilst staffing was predominately white.

Sarah Middleton stated that it was good to commence the conversation and consider actions that could be taken to address, otherwise the current position would continue.

The Chair asked how the LEP could influence outside organisations, such as private sector boards. Sarah Middleton advised that 5 strategic companies had initially been approached and their responses would be reported to a future meeting.

Kelly Thomas stated that Sandwell MBC had mandatory training for managers on diversity and inclusion.

Guy Shears referenced connectivity across different Boards and highlighted that routes in to school governance could connect businesses. He added that schools were actively seeking business representation on their board of governors.

The comments were noted and the meeting was advised that regular updates would be submitted to the Advisory Board in order to understand progress and intelligence. She stated that the monitoring would be incorporated into the dashboards.

Agreed

- 1) That the report and comments be noted;
- 2) That the Advisory Board received regular updates to future meetings on the progress on gender and diversity balance across the LEP's governance structures and other organisations; and
- 3) That the dashboards incorporate the monitoring of diversity.

33/19 Renewal of Skills Pipeline

The Skills Pipeline, which was integral to delivery of the Local Implementation Plan and the Local Industrial Strategy was presented and it was noted that there

were 41 funded projects and 33 unfunded projects identified. There was a need to identify the funding gap.

Sarah Middleton advised that it would be useful to share the Pipeline and ask Advisory Board Members, to include colleges, what other projects they would wish to see added.

John Adams referenced the Skills Funding Agency (SFA) and advised that he believed they had £15m for capital projects.

It was noted that regardless of the funding route, there was a need to identify projects for the pipeline and ensure that there were scalable investments to support the BC workforce and residents. Colin Parker stated that he was aware the SFA had funding and would investigate further.

Reference was made to the Adult Education Budget. It was agreed that there was a need for collaboration across the LA's, University and FE colleges and that a follow up "pipeline" meeting be coordinated. David Williams noted that there should not be duplication and John Adams commented that it could be done on a West Midlands region., with a strong BC view.

Agreed: - that the Pipeline be circulated to Members for comment and feedback.

34/19 **Task & Finish Updates**

i) Business Levy Task & Finish

Scott Grindey advised that 2 information gathering sessions had been held with the last meeting taking place at the end of June. He agreed to share the presentation from that meeting.

The target for apprenticeships across the 3 LEP geography by 2030 was for 82,000 placements.

It was agreed that there should be a breakdown of provision across the West Midlands and that the Sandwell Guarantee could be presented to the Advisory Board.

It was noted that Walsall College was working well with construction apprenticeships.

ii) Health & Care Sector Task & Finish update

Dan Carins advised that four actions had arisen from the T&F group: -

- a. Recruitment, training and retention of employees
- b. Innovation: in both new product development, adoption and procurement
- c. Leadership and management
- d. Attracting investment

He provided an update on each area and highlighted that following on from the initial exploratory work by the group, the LEP proposed to support:

- The WMCA proposal for Health and Care Hubs in each local authority to bring together relevant stakeholders. These would engage further with Growth Hubs to ensure that support and how they were marketed were fully aligned and coordinated with other business support.
- The University of Wolverhampton would be developing further proposals for a business incubator and demonstrator facility aimed at the health and care sector.

The Chair queried if the University of Wolverhampton funds would be added in and this was confirmed, with the addition that the case studies would be included.

iii) Schools Task & Finish

Scott Grindey advised that the T&F group, included the local authorities and that they had held the following meetings: -

- Schools Evidence Base
- Meeting with School Improvement leads
- Met with x 3 MATs

Discussions had been held around: -

- Recruitment of teachers – with some schools offering a “golden hello” for mathematics.
- Retention and training of current staff
- Behaviour within schools particularly exclusions
- A lack of alternative provision
- A need to improve vocabulary/language for early years

The outcome had highlighted the need to develop of a tapas type menu of ‘cultural’ or creative activity, as it was acknowledged there was a lack of art, music, digital and creative subjects offered at mainstream schools. The Chair added that it was a consistent message that there was a lack of extra curricula activity and this was all linked into pupil attainment.

Sarah Middleton advised that there was a lot of charity provision available and with a small amount of co-ordination, potentially from Multi-Academy Trust (MAT) schools there could be support for such activity with quality provision. This was not to duplicate the work of the CEC but to provide another resource for schools to utilise.

It was noted that discussions had taken place with MATs and problems identified included a lack of pupil aspiration, careers exposure, language issues, lack of alternative provision (exclusions) and a lack of resources by LAs.

The outcome had been to consider what “good” would look like to include: -

- SMART Curriculum
- Student Leadership

- Extra curriculum activity/enrichment programme
- Make more of the Y6 transition period
- Voice 21 Programme – potential funding opportunity
- Potential to develop the Thomas Dudley proposition

The work was being undertaken to see what “added value the LEP could bring.

Guy Shears stated that sign posting for schools was very important. He referenced Voice 21, which had been established across the four local authorities – 28 schools, and stated that it would be good to hear from the Group involved in the Task & Finish discussions.

David Williams stated that the discussions were cross-sector between secondary and tertiary education and the Chair commented that it would be useful to hold a cross-sector workshop. It was noted that many schools did not have art or music teachers and potentially a cluster approach of both schools and colleges could address that.

Agreed

- 1) That the updates be noted;
- 2) That with regard to the Health & Care Sector report, comments be forwarded to Dan Carins to conclude his report.
- 3) That for the Schools Task & Finish be asked to hold a cross-sector workshop to consider a cluster approach to extra-curricular activities.

35/19 Schools & Careers – update information

i) Career Hub Progress – Cornerstone Employers

Angela Moore advised that BC Schools would be featured in a Sunday Times Article on 22nd September 2019.

Angela Moore advised that a CA College Careers Hub had been established to address the fact that 5,200 young people dropped out of education at 16 years old. The aim was to reduce this “drop-out” and reengage with young people.

It was highlighted that the second Careers Hub bid had been successful with 52 schools joining.

ii) Primary Pilot – Careers 2030

36/19 Combined Authority and Skills - Update

Philip Tilman provided a presentation on the WMCA Employer Ask, which included Mayors Mentors; Work placements for the unemployed; Work Experience for T Levels; Apprenticeships and Levy Transfer.

Placements - were offered through a national charity “Movement to Work” and could be from 2 to 6 weeks long, with the minimum expected outcome being at least a reference for the young person.

Apprenticeships – needed to be paid and the aim was to remove as many barriers as possible. BAME candidates were encouraged to apply. There was also a focus on ex-offenders and homeless and he advised that Lloyds Bank had launched an initiative to offer homeless people a bank account.

Levy Transfer – it was noted that after 2 years the unspent levy went back to the Government and could not be reclaimed. However, 25% could be donated to SMEs for the rest of the training costs and the WMCA offered assistance to employers.

T-Levels – required a different amount of work experience and a number of employers had signed up to include the NHS and Pertemps.

It was suggested that there was a useful conversation to be held with colleges and suggested Philip Tilman suggested that Rachele Egan would be a useful point of contact.

Agreed that the update be received and a WMCA Skills Team officer attend a future meeting of the Board.

37/19 **Digital Action Plan**

Scott Grindey advised that there would be a specific digital research project being undertaken in the Black Country and feedback on the outcome would be provided to a future meeting.

Agreed that the update be received and noted.

38/19 **For Information**

The following updates were provided for information.

- i) ESF Dashboards – noted that Serco had recently been appointed with a construction focus and that they would attend a future meeting to present.
- ii) Careers and Enterprise Schools Engagement Dashboard – Careers & Enterprise Company
- iii) Careers Hub Network Dashboard
- iv) Black Country Primary School Data Dashboard
- v) PR and Communications Report

Agreed that the information updates be noted.

39/19 **Actions and Finals Remarks**

The Chair thanked all for their contributions and advised that the actions would be circulated to Members.

40/19 **Date of Next Meeting**

It was noted that the next meeting would be held on 6th November 2019

41/19 **Future Agenda Items**

The following items were noted: -

- Black Country Local Implementation Plan.
- Serco
- Work Pays – project dealing with NEETs.

Meeting ended at 10.10am



LEP Communications & Activity

- LEP e-news to stakeholders and MPs
- Promotion of Black Country Consortium Ltd AGM
- Promotion of Thrive Mental Health Awards and World Mental Health Day
- Promotion of Black Country Ask Andy Events
- Support for Black Country Geopark project receiving international backing
- Attendance at Birmingham 2022 Commonwealth Games meetings
- Support for Black Country Careers Hub events
- Attended WMCA meeting
- Met with Dudley MBC and CoStar about moving the Black Country Property Forum forward.

Planned Events

- BCGH: Funding Growth Workshop – 20.11
- BCGH On Tour – 18th – 21st November
- December Partner Briefing event: 05.12

Active Black Country Communications & Activity

- Launch of new ABC logo and website
- Promotion of ABC board chair vacancy
- Video production of 2 Primary School case studies
- Black Country Primary School wins regional PE award
- Support for the Accessibility Community Games
- Support for #IncludeMeWM campaign
- Promotion of the Black Country Active Lives Survey results
- Promotion of ABC Walsall fundraising workshop
- Promotion of Wolverhampton Faith & Sport Network
- Support for ABC Insight evening at Friar Park
- Promotion of Inclusive Activity Programme workshop
- Promotion of ABC safeguarding workshop
- Promotion of Every Mind Matters campaign
- Support for World Mental Health Day
- Promotion of Thrive Mental Health Star awards
- Promotion of adult swimming campaign

Skills Factory Communications & Activity

- Newsletter to registered subscribers
- Annual EAN Celebration Event
- Support for the schools Construction event at Dudley College
- Social media support for Careers Hub and EAN

Growth Hub Communications & Activity

- Supported Prepare for Brexit Campaign
- Made preparations for BCGH On Tour
- Planning with partners for BCGH On Tour
- Attended Festival of Enterprise 2019
- Sent email follow up to new contacts from FOE
- Sent invitation to December partner briefing
- Sent October newsletter
- Sent e-bulletin (FOE, Brexit) 8th October
- Promoting second cohort of AIM for Gold
- Promoting various campaigns incl Small Business Saturday, Innovate UK event

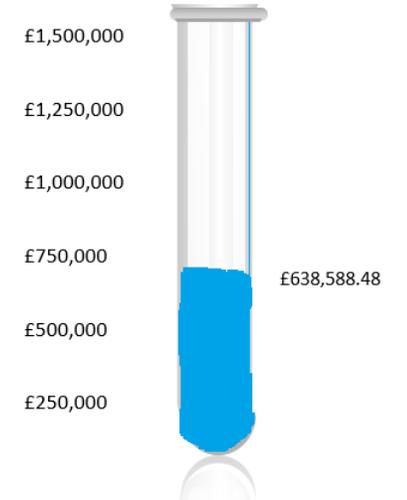
Top 3 Press Articles (based on AVE for Oct)

- G FORCES
- ACTION PLEA OVER £21M CITY REVAMP
- Skilled figure needed for key role

Partners Engaged

- Dudley MBC, Sandwell MBC, Walsall MBC, Wolverhampton CC, WMCA, Dept of BEIS, Cabinet Office, Black Country Chamber of Commerce, CEC, MMA, Birmingham 2022, MEIF, Sport England, CPSU, Mind, Local Government Association, Activity Alliance, Sport NGBs, all current Growth Hub partners.

AVE (as at end Oct 2019)



Newsletter Statistics

	Target RAG	LEP			Active Black Country			Skills Factory			Growth Hub		
		Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct
Emails Sent	n/a	N/A	745	1522	N/A	44	44	19	1,361	905	487	492	1,018
Emails Delivered	n/a	N/A	741	1508	N/A	44	44	19	1,356	902	480	487	1,010
Opened	n/a	N/A	263	571	N/A	5	8	18	269	175	148	197	313
Open Rate	25%	N/A	35.5	38.4%	N/A	12.2%	18.5%	21.1%	21.4%	19.4%	30.8%	40.5%	31.6%
Clicked	n/a	N/A	89	121	N/A	2	2	0	2	6	11	45	51
Bounced	n/a	N/A	4	14	N/A	0	0	0	5	3	7	5	8
Unsubscribed	n/a	N/A	1	5	N/A	0	0	0	0	1	0	0	0
New Subscribers	n/a	N/A	3	9	5	7	10	0	0	0	24	18	38

Instagram Analytics

	Growth Hub			Active BC		
	Aug	Sep	Oct	Aug	Sep	Oct
Followers	297	317	344	131	144	155
Posts	15	10	25	8	7	13
Engagement	59	42	91	33	35	76

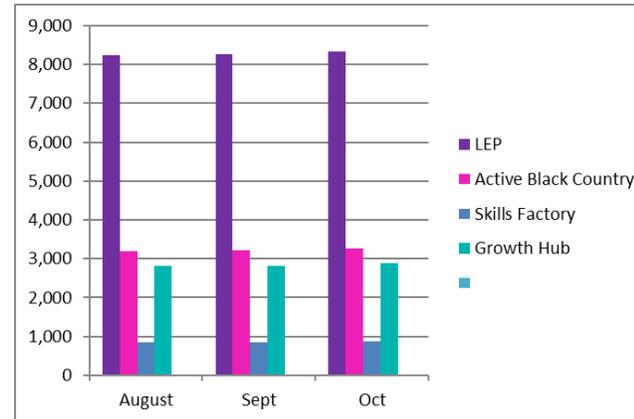


Website Analytics

	LEP			Active Black Country			Skills Factory			Consortium			Growth Hub		
	Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct
Total Visits	2,395	3,463	3,538	1,075	1,687	1,839	852	228	504	1,266	1,238	1,384	1,773	1,792	1,457
Users	2120	2,665	2,997	936	1,323	1,387	696	214	449	1,023	1,050	1,163	1,397	1,382	1,149
Page Views	6,754	8,073	8,201	2,568	8,776	7,508	2,718	752	1,468	2,994	3,354	4,003	5,781	6,387	5,081

Facebook Analytics

	Active Black Country			Growth Hub		
	Aug	Sep	Oct	Aug	Sep	Oct
Posts	43	25	35	121	106	126
Post Impressions	5,188	2,675	3,386	2,685	2,364	1859
Reach	3,803	2,023	2,925	1,002	784	1527
Engagement	188	158	218	53	70	35
New Page Likes	0	1	4	6	1	6



LinkedIn Analytics

	LEP			Growth Hub		
	Aug	Sep	Oct	Aug	Sep	Oct
Posts	31	67	32	119	108	135
Post Impressions	1526	1565	1895	16,742	13,626	18,086
Clicks	18	27	39	279	211	322
Shares, Comments,	0	2	3	74	66	328
Reactions (new)	14	14	37	165	160	220
New Followers	11	12	18	80	58	68

YouTube Analytics

	Active Black Country			Growth Hub		
	Aug	Sep	Oct	Aug	Sep	Oct
Views	40	64	32	80	82	245
Average % Viewed	9.6%	22%	26.5%	36%	34%	46.9%

Twitter Analytics

	LEP			Active Black Country			Skills Factory			Growth Hub		
	Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct	Aug	Sep	Oct
Tweets	82	169	131	68	56	77	1	1	20	119	116	152
Tweet Impressions	50,500	107,000	97,000	37,100	42,500	73,300	1,939	1,147	7,334	67,100	52,900	82,600
Profile Visits	212	431	452	490	633	1,488	0	30	109	139	212	344
Mentions	63	92	109	73	102	116	0	7	8	43	29	60
New Followers	20	23	72	20	25	58	1	4	11	7	0	26

LEP Twitter Followers (as at end Oct 2019)

Region	Oct-19
Sheffield City Region	12669
North East	10848
Leeds City Region	10496
Liverpool	9460
Humber	8642
Black Country	8348
Derby Nottingham	8160
New Anglia	8073
Worcestershire	7889
Coventry and Warwickshire	6846
Greater Birmingham and Solihull	6264
London	4635