

Job Creation and Economic Development Update

1. Introduction

1.1 This report provides an update on Job Creation and Economic Development report delivered to Overview & Management Scrutiny Management Committee on 18 October 2012.

2. Key Performance Indicators

2.1 The latest key performance indicators for the whole Economy and Regeneration Service from 1 April 2012 to the end of January 2013 are provided below. Pipeline figures refer to the number of potential jobs to be created or safeguarded (where active council involvement has resulted in securing existing investment) based on ongoing projects and active engagement with businesses.

	2012/13 Actual to end of January
Number of Businesses Assisted	901
Number of People Trained / Assisted with Skills Development	1799
Number of People Placed Into Work	650
Number of Jobs Created	2280
Number of Jobs Created – In Pipeline	9018
Number of Jobs Safeguarded	464
Number of Jobs Safeguarded – In Pipeline	10,062

2.2 In February 2013 the JSA claimant rate for Wiltshire was 2.0% compared with 2.7% for the South West and 3.9% for Great Britain.

3. Project Updates

3.1 The following paragraphs provide status updates on the projects which were reported on in October 2012 as well as new projects that have been initiated and supported by the Economy and Regeneration Service since that meeting.

3.2 The Swindon and Wiltshire Local Enterprise Partnership (SWLEP) has awarded a £2.63 million repayable Growing Places Fund to Wiltshire Council for the delivery of Castledown Phase 2, Ludgershall, which will support the growth of the local economy through the provision of business facilities. An update on the Castledown project itself is provided at paragraph 3.14. Two other projects for which an application for Growing Places Funding has been made are now in advanced negotiations with contracts expected to be in place early in the financial year 2013. Wiltshire Council

has also supported a number of applications to the second round of Growing Places Funding which was announced by SWLEP on 20 November 2012.

- 3.3 The Economy and Regeneration Service has made a successful Regional Growth Funding bid for £10 million to enable the development of Porton Science Park, bringing forward an innovation centre and infrastructure which will enable serviced laboratory and office space to be delivered. Over the next 10 years it is expected that the project will create 2,000 jobs, attract up to £70 million of private sector investment, and provide opportunities for advanced skills training in the bioscience sector. The innovation centre will attract new specialised science and technology research companies and secure the future of the companies already resident within the Tetricus Innovation Centre, which otherwise would have closed in the winter of 2013, thereby protecting in excess of 100 private sector jobs.
- 3.4 The Service has also supported the development of a successful application for a new South Wiltshire University Technical College (UTC). Backed by Wiltshire Council, the University of Southampton, 43 Wessex Brigade, Wiltshire College as well as major science and engineering employers, the South Wiltshire UTC to be based in Salisbury is expected to accept its first 14 and 16 years-olds in September 2014. Learning at the UTC will be themed around the scientific and engineering challenges faced by Defence and Science Protection Industries and will prepare pupils for a wide range of employment and higher education progression routes.
- 3.5 On 15 March 2013, the Castledown Incubation Centre, located in the Castledown Business Centre in Ludgershall, was formally handed over to the council, marking the first centre to be completed as part of The Enterprise Network (which includes the Wiltshire Incubation Environments). The Centre was created to provide appropriate infrastructure and suitable workspace for start-up businesses, with resident business support, in a location accessible to military leavers and dependants as well as rural businesses. Three further centres are currently being created at North Bradley, Salisbury, and Royal Wootton Bassett, each providing physical capacity for between 28 and 44 people, and a further four centres are expected to be added within 18 months. (NB: This is distinct from Castledown Phase 2, described in paragraph 3.14, although Phase 2 will provide move on space for businesses as they expand).
- 3.6 At the request of the Service, Rob Perks of Wessex Association of Chambers of Commerce attended the Chairs of Area Boards' Meeting at Devizes on 18 February 2013 to encourage the Area Boards to support economic development and job creation. He made the Chairs aware of the activity of the Business Support Service in supporting 70 businesses in Wiltshire and bringing 130 new jobs into the County (as at 18 February 2013). Rob was able to answer questions from the Chairs and restate the commitment to work more closely with the Area Boards moving forward.
- 3.7 Wiltshire Council is working with neighbouring authorities and Severn Wye Energy Agency to pilot the Green Deal and ECO delivery model. The partnership builds on strong and effective local affordable warmth and carbon reduction partnerships. A successful bid to the Green Deal Pioneer Places fund has provided £0.5 million to kick start this work. Uses for this funding have included the development of an SME

installer network, the implementation of 500 Green Deal assessments, and to support a community led Open Homes event in Wiltshire.

- 3.8 The Wiltshire 100 Programme continues to build ongoing partnerships with leading businesses. Informal feedback has been very positive and has welcomed the partnership approach in exploring opportunities and support for investment, e.g. Regional Growth Fund Round 4, and its involvement was instrumental in the success of the UTC bid described above. A newsletter is being launched to inform and engage businesses with appropriate initiatives.
- 3.9 The Wiltshire Apprenticeships Campaign has supported 139 businesses and delivered a total of 827 apprenticeship starts as of the end of February 2013.
- 3.10 In the fourth quarter of 2012/13 the Flexible Support Fund has supported five businesses through its sponsored job initiative, safeguarded four jobs through the provision of mentoring, and is currently expected to create a further 24 jobs.
- 3.11 Project IMPRESS continues to develop post-employment support and skills development. Work undertaken so far includes the development of a common suite of online and printed tools including a web portal for Wiltshire customers providing information about the scheme and available opportunities for skills development and support. A pilot has also been initiated to support participants who have moved into work as a result of the Flexible Support Fund and Action for Wiltshire.
- 3.12 Wiltshire Skills 4 Success, previously the 'Employability and Informal Skills Development Programme', is helping to support Wiltshire's young people to gain the basic skills and knowledge necessary to make a successful transition from school into further education, training or employment. The programme started in August 2012 and will run until July 2014 and beyond. Over the course of the pilot phase, Wiltshire businesses have been contacted through Chambers, the Federation of Small Businesses and Wiltshire Council to promote business engagement in education (e.g. mentoring, interview and CV workshops). The main programme will commence in April 2013.
- 3.13 The council in partnership with the HCA and the Salisbury Vision has commissioned advice on viability and initial delivery options to take forward the regeneration of the Churchfields Industrial Estate in Salisbury. The council's advisors have provided officers with their report but at this stage the document remains in draft form and is confidential because it includes information of a commercially sensitive nature. Once the report has been finalised, a summary of the principal findings and recommendations will be placed in the public domain and published on the Salisbury Vision website. A verbal update will also be provided to the Salisbury Vision Board at its next meeting on 23 May at the Salisbury Guildhall.
- 3.14 Since the report of October 2012, Stanhope plc, the council's preferred development partner for the Maltings and Central Car Park site, has continued its consultation with key stakeholders in Salisbury, displaying its initial proposals from the 9 to 11 December 2012 at a well attended (1000+) exhibition of emerging plans. A second exhibition is planned for 2013 in anticipation of the submission of an outline planning application. On 12 February 2013 cabinet resolved that the council enter into a

development agreement with Stanhope to deliver a mixed use retail led development, a critical step for the project.

- 3.15 Castledown Phase 2 is now set to be delivered following a successful application for planning consent on reserved matters and the completion of the first investment of £2.63m from the Growing Places Infrastructure Fund. This repayable grant will enable the delivery of 33,656 sq. ft (3,126 sq. m) of new employment accommodation, creating 100 direct full time jobs. It is also anticipated that boosting confidence in the area as a location to invest will attract further private sector investment in the delivery of the third phase and beyond of this 33 acre employment site.
- 3.16 The Wiltshire Market Towns Network met on 5 March 2013 at Devizes. An update on masterplanning that has recently taken place in Calne involving extensive public consultation was provided, identifying partnership working with the council as benefiting the overall direction of the town's development. In addition, Action for Market Towns provided an update on the recent benchmarking work which has been undertaken by towns and some of the insights that this has provided which will help inform their future development.
- 3.17 Working with Enterprise Wiltshire the Economy and Regeneration Service has prepared an Economic Strategy for Wiltshire and a Delivery Plan for 2012-2015. These documents identify the following four strategic objectives and associated priority actions:
1. To broaden the employment base so that Wiltshire is less dependent on public sector employment, low value economic activity and neighbouring areas for trade and jobs;
 2. To provide the infrastructure that will create a business location of choice,
 3. To develop a skilled and competitive workforce to meet the needs of employer, both now and in the future; and
 4. To enable the transition to a low carbon economy.
- 3.18 The Strategy also identifies a set of priority sectors based on existing and future growth sectors which will be supported and promoted:
- Advanced engineering and manufacturing
 - Food and drink, land-based industry
 - ICT
 - Life sciences
 - Financial and other business services
 - Logistics
 - Low carbon and renewable energy
 - Military
 - Tourism
- 3.19 Economy and Regeneration has also supported SWLEP in the development of a Swindon and Wiltshire Deal which will unlock the economic potential of the area's military presence by utilising existing MOD sites and using the skills of military

personnel to support business growth. The deal will make it easier for Wiltshire Council, Swindon Borough Council and SWLEP to work with government agencies. The bid also includes requests to provide funding for university degrees and devolve the funding process for apprenticeships, skills and research to the local authorities. The deal has the support of major companies located in the area and the MOD. From now until the Autumn of 2013 the local authorities and the LEP will be discussing the deal with government towards agreement with ministers.

- 3.20 The Service is also engaged in a number of other major projects involving inward investment, which due to commercial sensitivity need to remain confidential until investment is secured.

4 Conclusion

- 4.1 In delivering the Job Creation and Economic Development Strategy which was reported on 18 October 2012, as well as new initiatives, the Economy and Regeneration Service has attracted significant new investment into Wiltshire to provide the right infrastructure, employment and skills provision, and planning to support the council's vision to create stronger and more resilient communities. By making partnership working and consultation integral to its activities it has also ensured that decisions are made at a local level, openly and honestly.
- 4.2 The Economy and Regeneration Service, working with Enterprise Wiltshire, has also developed a Strategy and Delivery Plan for Wiltshire for 2012-2015. By identifying the key objectives for the period, and the priority actions needed to deliver those objectives, the Service has a plan which will enable the continued development of sustainable growth and job creation in Wiltshire.

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