

**West of England Partnership  
Joint Scrutiny Committee  
13 February 2009**

## **Multi-Area Agreement**

### **Purpose**

To present, and seek the views of the Joint Scrutiny Committee on, the core outcomes, actions and asks for inclusion in the MAA, to inform negotiations through GOSW and planned discussions with SEEPs and strategic organisations.

The presentation is appended to this report.

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# The West of England Partnership

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## MULTI-AREA AGREEMENT

Joint Scrutiny Committee  
13 February 2009

# WEST OF ENGLAND VISION

*One of Europe's **fastest growing and most prosperous** sub-regions which has **closed the gap** between disadvantaged and other communities – driven by major developments in employment and government backed infrastructure improvements in **South Bristol and North Somerset**.*

*A buoyant economy competing internationally, based on investment by innovative, knowledge-based businesses and a high level of graduate and vocational skills.*

*A rising quality of life for all, achieved by the promotion of healthy lifestyles, access to better quality healthcare, an upturn in the supply of affordable housing of all types and the development of sustainable communities.*

*Easier local, national and international travel, thanks to transport solutions that link communities to employment opportunities and local services, control and reduce congestion and improve strategic connections by road, rail and through Bristol International Airport and seaport.*

*Cultural attractions that are the envy of competitor city regions across Europe, making the West of England the **place of choice for talented, creative workers and affluent visitors**.*

*Success secured in ways that are energy efficient, protect air quality, minimize and manage waste and protect and enhance the natural and built environment. Built upon the benefits of its distinctive mix of urban and rural areas.*

*Real influence with regional and national government, by demonstrating vision and leadership and delivering these achievements.*

# STRENGTHS & CHALLENGES

Strengths	Challenges
<ul style="list-style-type: none"> <li>• High reputation for quality of life</li> <li>• Attractive built and natural environment and cultural diversity</li> <li>• Strong commitment to sustainable development</li> <li>• Working collaboratively with others to deliver growth</li> </ul>	<ul style="list-style-type: none"> <li>• Shortages of housing, especially affordable, exacerbated by high levels of growth</li> <li>• Strong economic growth and managing growth successfully within environmental limits</li> <li>• Minimise and address the impact of the recession</li> </ul>
<ul style="list-style-type: none"> <li>• Scale and diversity of a growing knowledge-based economy and sectors</li> <li>• Large and prestigious university sector</li> <li>• Growth – the opportunities for development and regeneration</li> </ul>	<ul style="list-style-type: none"> <li>• Globalisation</li> <li>• Rising competitive pressure to match innovation and productivity globally</li> <li>• High dependence on defence expenditure and aerospace</li> <li>• Managing growth successfully</li> </ul>
<ul style="list-style-type: none"> <li>• High employment levels</li> <li>• Skilled workforce, especially professional, managerial and technical</li> <li>• High graduate retention</li> <li>• Strong creative sector</li> </ul>	<ul style="list-style-type: none"> <li>• Poor educational attainment in schools</li> <li>• Significant pockets of low levels of skills and economic activity in disadvantaged communities</li> <li>• Impact on business of reduced growth in the working age population</li> <li>• Some skill shortages and an aging workforce</li> </ul>
<ul style="list-style-type: none"> <li>• Successful strategic business locations</li> <li>• Attractive, relatively low-cost employment sites and premises</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging shortages of serviced sites and premises</li> </ul>
<ul style="list-style-type: none"> <li>• Good strategic access nationally &amp; internationally</li> <li>• Major airport and seaport</li> </ul>	<ul style="list-style-type: none"> <li>• Rising congestion and poor public transport</li> </ul>

# DEVELOPING SUSTAINABLE ECONOMIC GROWTH & COMPETITIVENESS

## CREATING SUCCESSFUL PLACES

### OUTCOMES

Plan and manage the growth in homes, jobs and communities successfully, within environmental limits

Improve access and reduce traffic congestion to increase competitiveness and quality of life

Improves skills and reduce worklessness to increase competitiveness and regenerate communities

Attract and grow business investment to increase economic growth and competitiveness

<b>MAA Objective</b>	<b>MAA indicator</b>	<b>National PSA target</b>
Sustainable economic growth and competitiveness	No national indicators. Actions relate to promoting innovation and enterprise (Science City), developing employment sites & premises, and inward investment programmes	PSA 1: Raise the productivity of the UK economy. PSA 6: Deliver the conditions for business success in the UK. PSA 7: Improve the economic performance of all English regions and reduce the gap in economic growth rates between regions.
Plan and manage growth in homes, jobs and communities	NI 159: Supply of ready to develop housing sites NI 154: Net additional homes provided	PSA 20: Increase long-term housing supply and affordability. PSA 28: Secure a healthy natural environment for today and the future
Improve access and reduce traffic congestion	NI 167: Congestion on key routes: average journey time per mile during the morning peak NI 177: Local bus passenger journeys originating in the authority area DfT	PSA 5: Deliver reliable and efficient transport networks that support economic growth. PSA 27: Lead the global effort to avoid dangerous climate change.
Increase skills; reduce worklessness	NI 152: Working age people on out of work benefits NI 163: Working age population qualified to at least Level 2 or higher NI 117: 16 to 18 year olds not in education, training or employment (NEET)	PSA 2: Improve the skills of the population, on the way to ensuring a world-class skills base by 2020. PSA 14: Increase the number of children and young people on the path to success

# PLAN AND MANAGE THE GROWTH OF HOMES, JOBS AND COMMUNITIES SUCCESSFULLY WITHIN ENVIRONMENTAL LIMITS

## SPATIAL PLANNING: OBJECTIVES 1

- To accommodate the housing needs of existing and future residents in terms of quality, mix of tenure, types and size, affordability and sustainability
- To ensure new development provides a mix of uses to support sustainable and healthy communities and local economy, and to reduce the need to travel
- To prioritise development within the urban areas and on previously used land to support both regeneration and environmental efficiency
- To ensure new development is designed and constructed to the highest quality in terms of appearance and sustainability

# PLAN AND MANAGE THE GROWTH OF HOMES, JOBS AND COMMUNITIES SUCCESSFULLY WITHIN ENVIRONMENTAL LIMITS

## SPATIAL PLANNING: OBJECTIVES 2

- To secure the investment required in economic, social and environmental infrastructure to match the growth in homes and jobs and to create successful, mixed and sustainable communities with access to local services, facilities and jobs;
- To use growth to support regeneration;
- To prioritise development locations which contribute to city and town centre regeneration, intensification and expansion, but ensure early joint spatial and infrastructure planning of the key urban extensions;
- To maximise affordable and supported housing, to meet the needs of local people and to enable local employers to recruit and retain staff.

## SPATIAL PLANNING: ACTIONS 1

- Align Core Strategies to support the phasing of delivery and investment in infrastructure.
- Complete sub-regional studies to inform Core Strategies on infrastructure, employment, urban design framework and green infrastructure.
- Determine the sequencing and phasing of development by taking into account: infrastructure needs and investment streams; technical and environmental considerations and obstacles; market conditions and engagement with the development industry and, council/sub-regional priorities, confirmed in the context of the final RSS.
- Collaborate with HCA and SWRDA in the first wave of ‘single conversation’ and Joint Investment Plan pilots to identify, programme and deliver key strategic development priorities in the sub-region.

## SPATIAL PLANNING: ACTIONS 2

- Agree strategic development standards and policies to ensure that developers deliver mixed and sustainable communities.
- Provide for substantial growth, but challenge the increases in the Government's 'Proposed Changes' and their deliverability.
- Utilise the strengthened governance and delivery capacity of the West of England Partnership.

Regional Funding Advice 2

**WEST OF ENGLAND PRIORITY INVESTMENT IN TRANSPORT INFRASTRUCTURE**

These priorities sustain the commitment to cycling and walking set out at Supporting Statements 5&18 in the West of England Joint Local Transport Plan 2008/07-2010/11

**Committed Schemes: DfT Programme & Early 2009 Programme Entry Bids**

Scheme	Cost £M
Greater Bristol Bus Network	£42.3
Bath Package	£50.6
Weston Package	£19.3
Rapid Transit Ashton Vale to Emerson's Green Phase 1 (Ashton Vale to Temple Meads)	£43.2
<b>Sub-Total</b>	<b>£155.4</b>

**Priority Schemes**

Scheme	Cost £M
North Fringe to Hengrove Package, and its components - Rapid Transit Hengrove to North Fringe - Stoke Gifford Link - M32 Park & Ride - Rapid Transit North Fringe to Emerson's Green	£169.2
South Bristol Link Phases 1 and 2	£47.3
Callington Road Link/Bath Road Improvements	£69.6
Greater Bristol Metro Rail Project	£19.7
M5 junction 21 Bypass	£51.7
Portishead Rail Corridor	£25.7
Rapid Transit Emerson's Green to City Centre Phase 2 (Temple Meads to Emerson's Green)	£74.0
<b>Sub-Total</b>	<b>£457.2</b>

<b>Total</b>	<b>£612.6</b>
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Regional Funding Advice 2

**WEST OF ENGLAND INDICATIVE HOUSING & JOBS TRAJECTORY:  
KEY LOCATIONS 2006-2026**

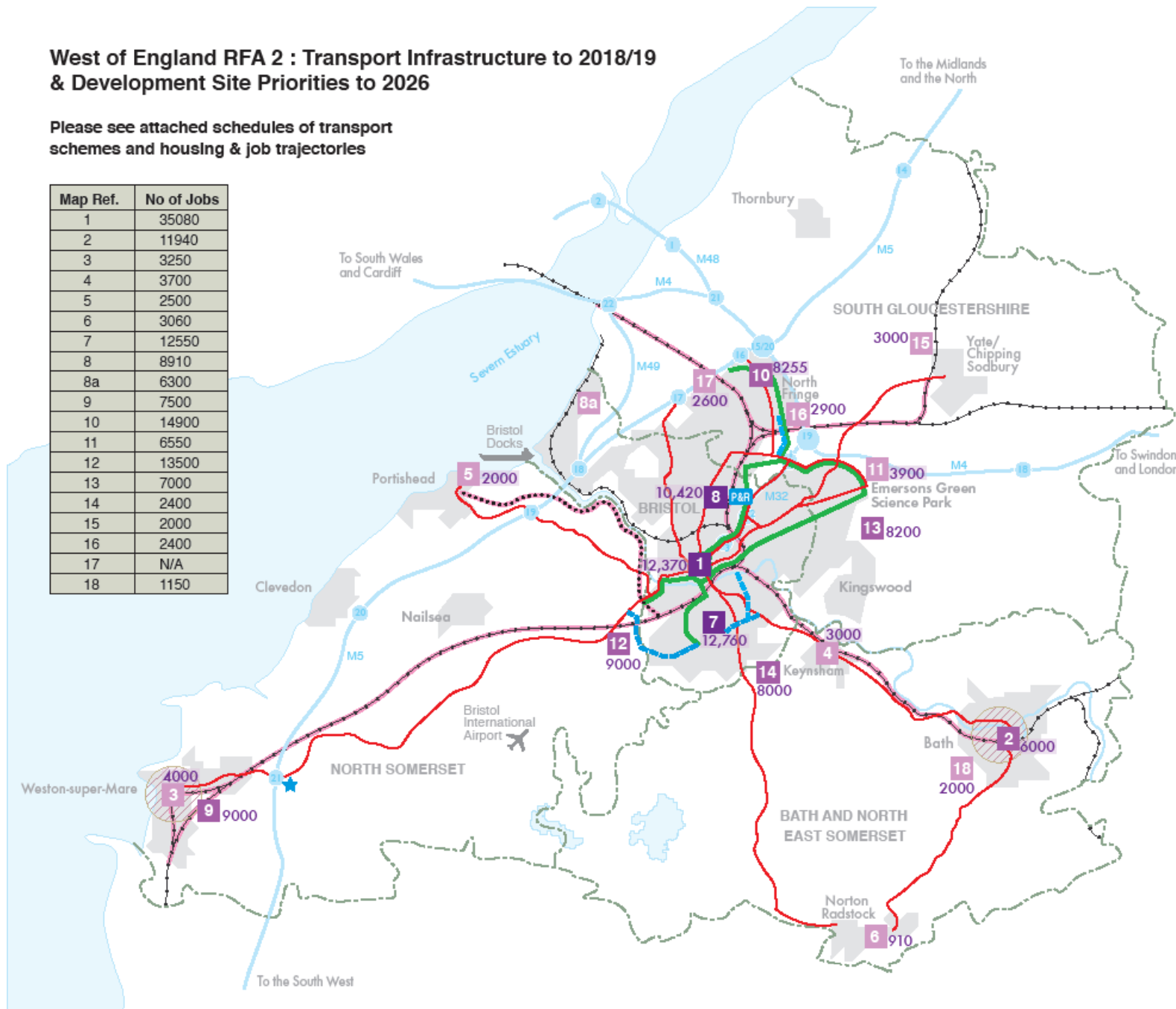
These indicative housing and job numbers are based on the Secretary of State's Proposed Changes to the Regional Spatial Strategy. The West of England authorities are providing for substantial growth but are challenging the increases in the 'Proposed Changes' and their deliverability.

Map Ref	Key Development Sites	2006-2026	
		Homes	Jobs
<b>A. URBAN REGENERATION AND INTENSIFICATION</b>			
<b>City &amp; Town Centre</b>			
1	Bristol including St. Phillips	12370	35080
2	Bath	6000	11940
3	Weston-super-Mare	4000	3250
4	Keynsham	3000	3700
5	Portishead	2000	2500
6	Norton Radstock	910	3060
<b>Suburban &amp; Urban Edge</b>			
7	South Bristol including Hengrove Park & Knowle West	12760	12550
8	North Bristol including Lockleaze	10420	8910
8a	Avonmouth/Sevenside	-	6300
9	Weston, on previously developed land urban extension	9000	7500
10	North Fringe, South Gloucestershire	8255	14900
11	East Fringe, Emersons Green & Science Park, S. Glos.	3900	6550
<b>Sub-Total</b>		<b>72615</b>	<b>116240</b>
<b>B. URBAN EXTENSIONS</b>			
12	S.W. of Bristol, North Somerset	9000	13500
13	East of Bristol, South Gloucestershire	8200	7000
14	South East of Bristol, Bath & North East Somerset	8000	2400
15	Yate	3000	2000
16	West of M32, South Gloucestershire	2900	2400
17	North West of Bristol, Cribbs Causeway, South Glous.	2600	N/A
18	South of Bath	2000	1150
<b>Sub-Total</b>		<b>35700</b>	<b>28450</b>
<b>C. OTHER</b>		<b>8080</b>	<b>10300</b>
<b>TOTAL FOR WEST OF ENGLAND</b>		<b>116395</b>	<b>154990</b>

# West of England RFA 2 : Transport Infrastructure to 2018/19 & Development Site Priorities to 2026

Please see attached schedules of transport schemes and housing & job trajectories

Map Ref.	No of Jobs
1	35080
2	11940
3	3250
4	3700
5	2500
6	3060
7	12550
8	8910
8a	6300
9	7500
10	14900
11	6550
12	13500
13	7000
14	2400
15	2000
16	2400
17	N/A
18	1150



**Key**

**Housing & Employment**

- Key Sites
- 10 Over 10,000 homes
- 13 5,000 to 10,000 homes
- 23 Below 5000 homes
- 8255 Number of homes

**Transport**

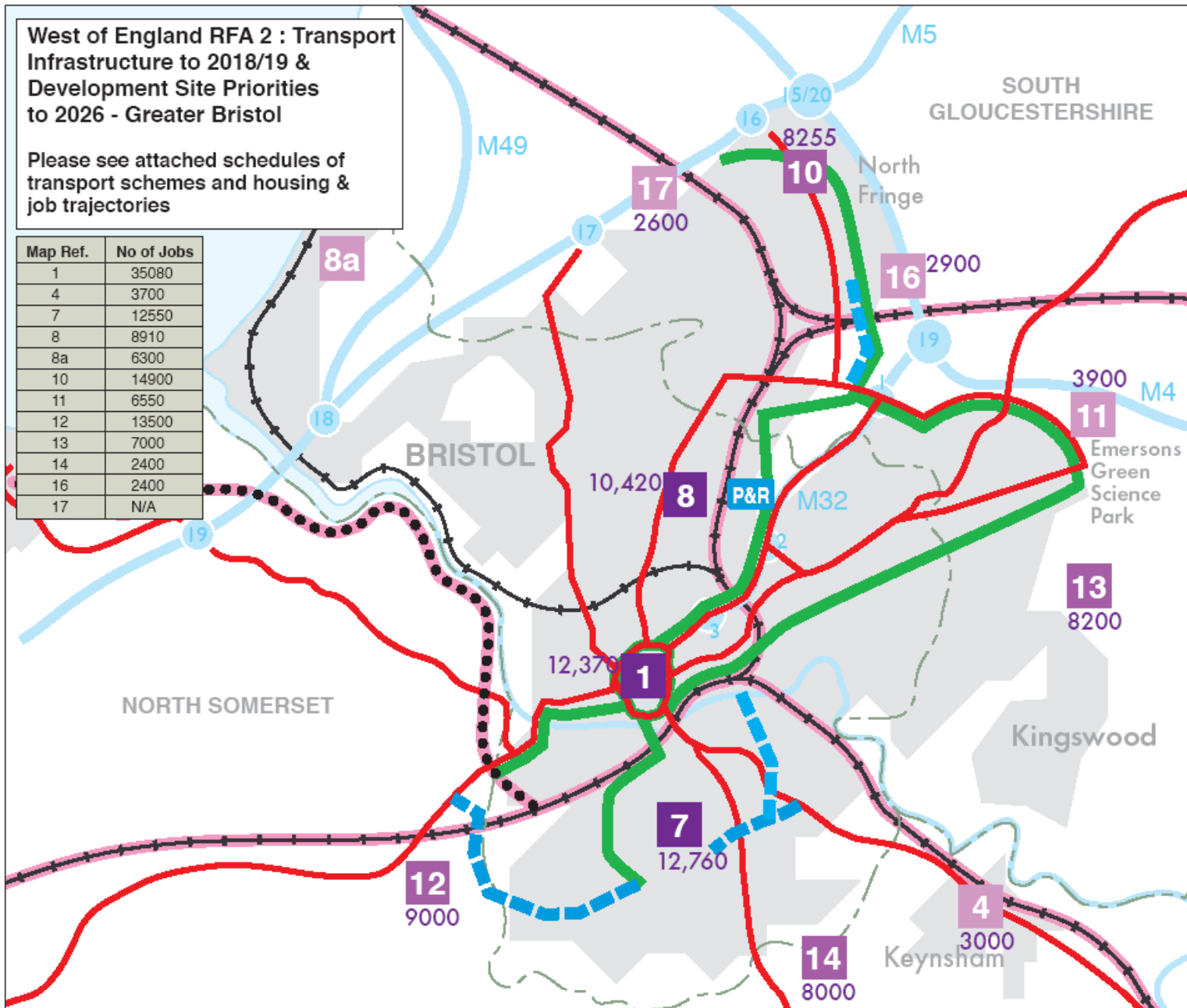
- Bus (GBBN)
- Rapid Transit
- Transport Link
- Transport Package
- P&R New Park & Ride Site
- Rail Service Improvement
- Junction Improvement
- Portishead Rail Corridor
- Rail
- Local Authority Boundary

January 2009

**West of England RFA 2 : Transport Infrastructure to 2018/19 & Development Site Priorities to 2026 - Greater Bristol**

Please see attached schedules of transport schemes and housing & job trajectories

Map Ref.	No of Jobs
1	35080
4	3700
7	12550
8	8910
8a	6300
10	14900
11	6550
12	13500
13	7000
14	2400
16	2400
17	N/A



**Key**

**Housing & Employment**

- Key Sites
- 10 Over 10,000 homes
- 13 5,000 to 10,000 homes
- 23 Below 5000 homes
- 8255 Number of homes

**Transport**

- Bus (GBBN)
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- Transport Link
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- Rail Service Improvement
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January 2009

## SPATIAL PLANNING: ASKS 1

- Work with the sub-region during the recession to restart developments by investing in:
  - selected developments in partnership with developers and RSLs
  - site and business infrastructure in priority locations
  - site assembly
- Further strengthen the strategic partnership between the West of England local authorities and the HCA and SWRDA in developing strategic sites by:
  - collaborating in their identification, programming and delivery
  - contributing to building additional development and delivery capacity
  - collaborating, assessing and investing in infrastructure

## SPATIAL PLANNING: ASKS 2

- Simplified checks and controls and more flexibility in the use of resources based on agreed arrangements for business planning and the approval, programming and management of resources eg:
  - common appraisal systems across government and its agencies, based on the HM Treasury Green Book
  - authority to re-profile the sequencing of individual projects
  - West of England appraisal of housing/employment projects of less than £5 million
  - streamlined approach to performance monitoring
- Finalise RSS as quickly as possible, taking full account of the sub-region's representations challenging the deliverability of specific housing supply targets
- Agree housing supply targets for the West of England in five year tranches:
  - each authority to supply at least 75% of an individual 5 year target, and the full requirement over 20 years
  - the first 5 year tranches to take account of the impact of economic conditions on delivery, rather than existing individual RSS targets
  - provide evidence of the delivery of housing supply targets through a Joint Strategic Housing and Employment Land Availability Assessment

**IMPROVE ACCESS AND REDUCE TRAFFIC CONGESTION  
TO INCREASE COMPETITIVENESS AND QUALITY OF LIFE**

## TRANSPORT: OBJECTIVES

- Deliver investment:
  - match projected high levels of growth in homes and jobs
  - contribute to delivering more mixed and sustainable communities
  - support economic growth and competitiveness
- Tackle congestion:
  - promote alternatives to the car, especially public transport, walking and cycling to improve our quality and support the economy
- Improve access:
  - to employment, to support economic competitiveness and the regeneration of disadvantaged communities
  - to contribute to delivering more mixed and sustainable communities
- Improve safety for all road users
- Improve air quality

## TRANSPORT: CONTEXT

- Greater Bristol Strategic Transport Study (GBSTS)
- Joint Local Transport Plan 2006 – 2011
- ‘Our Future Transport’ Transport Innovation Fund
- Strengthening Governance and Delivery:
  - Joint Committee
  - ‘Delivery Vehicle’
  - Exploiting the Local Transport Act 2008

# PROPOSED TRANSPORT INVESTMENT

Regional Funding Advice 2  
**WEST OF ENGLAND PRIORITY INVESTMENT IN TRANSPORT INFRASTRUCTURE**

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## TRANSPORT: ASKS 1

- Increase the pace of delivery and release capacity by:
  - Applying the Major Schemes approval process to investments of £10m or more, from £5m and associated increase in overall investment through the Integrated Transport Block to enable incorporation of schemes up to £10m
  - Reducing reporting requirements and co-operation on timetables for Major Scheme bid approval process
  - Streamlining the detailed question process
- Share risk to allow some elements of Major Schemes to be brought forward, whilst the rest of the bid is being finalised, to enable early scheme starts which minimise inflation costs
- Formally engage the sub-region in the strategic planning and prioritisation of rail network and operator policy and investment to ensure it takes full account and integrates with sub-regional economic priorities and investment
- Require Network Rail to establish formal arrangements to take into account the sub-region's investment priorities to reduce signalling and capacity constraints on the network in order to improve sub-regional local rail services and importantly improve access to the South West

## TRANSPORT: ASKS 2

- Ensure full and timely consultation with the sub-region in drawing up rail operator franchise specifications
- Require Rail Operators to undertake full and timely consultation with the sub-region in planning service policy and investment to improve the quality of service to passengers, in particular to cut over-crowding and short-form trains and improve the frequency and reliability of services
- Support the sub-region's formal involvement in the prioritisation of investment by the Highways Agency (HA)
- Ensure a balanced response from HA to the use and development of the trunk road network, and to local planning applications which deliver economic growth and journey time reliability

**IMPROVE SKILLS AND REDUCE WORKLESSNESS TO  
INCREASE COMPETITIVENESS AND REGENERATE  
COMMUNITIES**

## EMPLOYMENT & SKILLS: OBJECTIVES

- Enhancing the capacity of the existing skills base to meet current and forecast demand and to achieve growth aspirations;
- Addressing pockets of persistent worklessness and low skills to ensure that all residents are benefiting from and contributing to future growth.

## EMPLOYMENT & SKILLS: CONTEXT

- Employer-led Employment and Skills Board.
- High-performing economy with high projected growth in jobs in the medium and long-term.
- Slowdown in the growth of the working age population.
- Focus on the development of key strategic employment sites, including regeneration priority for South Bristol and Weston-super-Mare.
- Increasing demand for higher-level skills in the sub-regions diverse, knowledge based economy.
- Regeneration of the most disadvantaged wards relies upon the increasing the number of people at least Level 2 qualified and supporting and progressing workless people into employment.
- Reducing the number of young people not in education, employment (NEET), or in jobs without training.

## PRIORITY WARDS TABLE

<b>Priority Wards (wards with greatest concentrations of worklessness in the West of England)</b>		
Kingsweston	North Bristol	Bristol UA
Southmead		
Lockleaze		
Ashley	East Central Bristol	Bristol UA
Lawrence Hill		
Easton		
Filwood	South Bristol	Bristol UA
Hartcliffe		
Whitchurch Park		
Weston-Super-Mare South		North Somerset
Weston-Super-Mare Central		

## YOUNG PEOPLE IN WEST OF ENGLAND TABLE

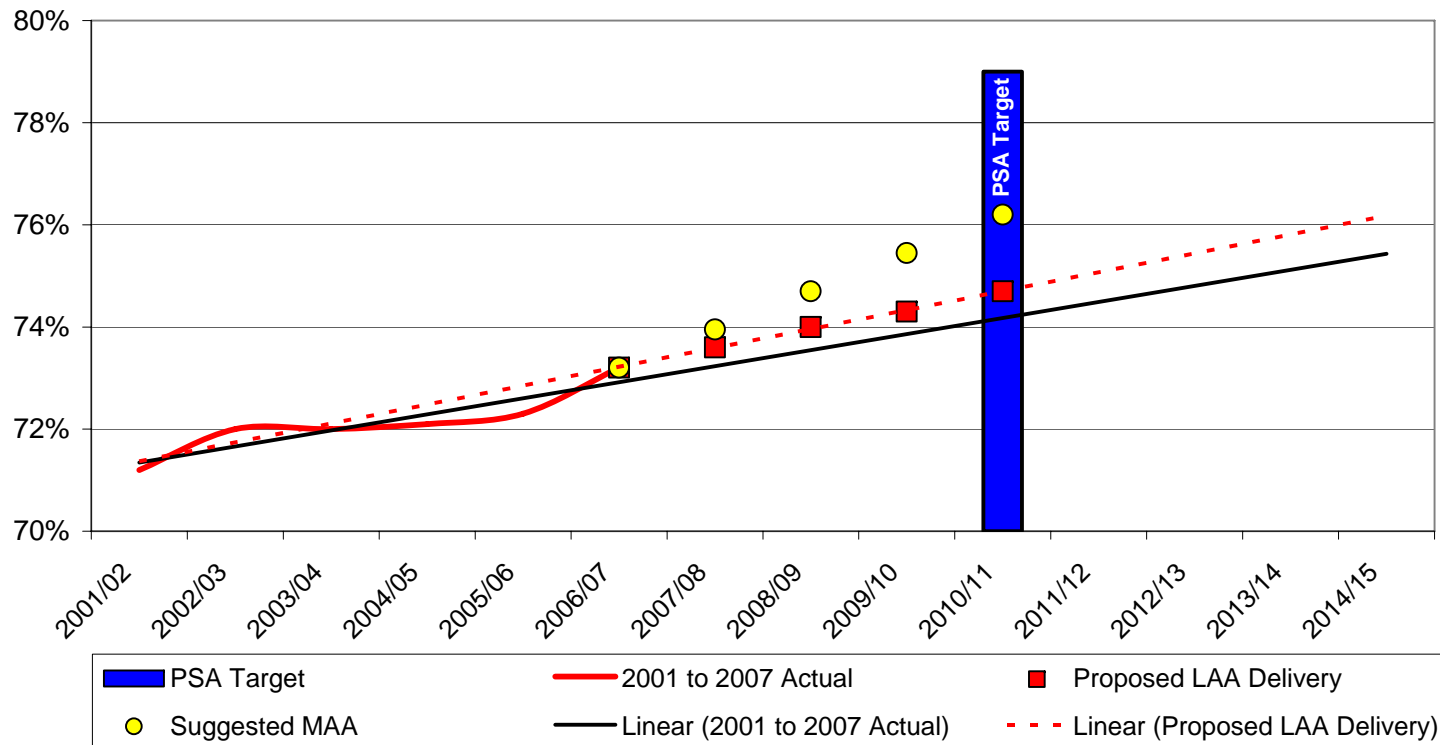
<b>Young people in West of England</b>	<b>%</b>
NEET (9.5% in Bristol)	6.5 (1600)
In employment with no training	10.1
Not Known	3.4
Total	20.00%

## LINKS BETWEEN TARGETS IN LAAs AND THE MAA TABLE

National Indicator	117	152	153	163	164	174
B&NES	Green	Yellow	White	Yellow	Yellow	Yellow
Bristol	Red	Red	Red	Red	White	White
North Somerset	Green	White	White	Green	White	White
S Gloucestershire	Red	White	White	Red	White	Red
MAA	Blue	Blue	White	Blue	Blue	White

# LAAs: IMPROVING THE PROPORTION OF LEVEL 2 QUALIFIED

% of West of England Working Age Population Qualified to Full Level 2 or Above



## OUTCOME – DRIVING UP SKILLS: INCREASING HIGHER LEVEL SKILLS

NI 164	Working age population qualified to at least Level 3 or higher
Current %	2013/14 Target %
52.9	56

### ASKS OF GOVERNMENT

Subject to the production and agreement of a detailed implementation plan, the Employment and Skills Board to be recognised as the local steering body with authority to join-up and focus public spending by Board partners in the West of England to deliver the planned increase in the proportion of Level 3 qualified in the workforce.

This would include:

- The ability to make binding agreements with both the LSC and its successor bodies and its successor body to finance the range of initiatives in the West of England.
- In order to generate long-term commitment and stability in employer engagement, a commitment to delivering an increased level of activity through specified **local** providers.
- Providing advice and guidance to inform regional funding for mainstream and discretionary budgets, aimed at enhancing individual employability and skills by targeting funding on identified areas of exceptional need.

## **OUTCOME – DRIVING UP SKILLS: INCREASING HIGHER LEVEL SKILLS**

In addition the Employment and Skills Board seeks:

- Formal commitment by national government key partners (JCP, LSC and the SWRDA) to the single integrated Jobs and Skills Offer.
- Relaxation of the “16 hour rule” to enable claimants to access specific, structured training initiatives.

## OUTCOME – DRIVING UP SKILLS: INCREASING INTERMEDIATE LEVEL SKILLS

NI 163	Working age population qualified to at least level 2 or higher
Current %	2013/14 Target %
73.2	79.0

### Contribution to decision making on the use of funding related to skills at the sub regional level

Subject to the production and agreement of a detailed implementation plan, the Employment and Skills Board to be recognised as the local steering body with authority to join-up and focus public spending by Board partners in the West of England to deliver the planned increase in the proportion of Level 2 qualified in the workforce.

This would include:

- The ability to make binding agreements with both the LSC and its successor bodies and its successor body to finance the range of initiatives outlined in section 5.2.3 in the West of England.
- In order to generate long-term commitment and stability in employer engagement, a commitment to delivering an increased level of activity through specified local providers.
- Providing advice and guidance to inform regional funding for mainstream and discretionary budgets, aimed at enhancing individual employability and skills by targeting funding on identified areas of exceptional need.

## **OUTCOME – DRIVING UP SKILLS: INCREASING INTERMEDIATE LEVEL SKILLS**

In addition the Employment and Skills Board seeks:

- Formal commitment by national government key partners (JCP, LSC and the SWRDA) to the single integrated Jobs and Skills Offer.
- Relaxation of the “16 hour rule” to enable claimants to access specific, structured training initiatives.

## OUTCOME – REDUCE WORKLESSNESS

Target	Target 1. Baseline and target to be agreed during negotiation process (see below) Target 2. Progress 5000 workless individuals into sustainable employment
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### Asks of Government:

#### **Support for an enhanced outreach and support service for 3 years while optimising an engagement network**

Outcome funding is requested in support of a new integrated outreach service to engage hard-to-reach, non-economically active clients and to progress them into employment, learning and existing provision.

The proposed funding model for the service is as follows:

1. The four authorities jointly commission a “Pathways-type” contract for securing employment for the targeted 5,000 individuals in the most disadvantaged areas of the sub-region – with JCP/LSC as a commissioning partner to ensure tie-in with mainstream provision and avoidance of duplication. By definition this contract will go beyond the existing Pathways contract target group.
2. The whole cost of the programme to be shared by government and the Local Authorities with the latter making available defined support and information (Housing, Social Services, Childrens Services, Community Learning etc) to assist the contractor in engaging and accessing clients as part of (all of?) its contribution.

## **OUTCOME – REDUCE WORKLESSNESS**

This proposed investment will reduce benefit payments and ensure the development of a model that can be replicated in other areas not in receipt of Working Neighbourhoods Funding.

Relaxation of the “16 hour rule” to enable claimants to access specific, structured training initiatives.

Flexibilities to facilitate sharing of client data sets between public partners. Express permission to lift existing national constraints to datasharing is requested from DWP on the basis that JCP host the database.

## OUTCOME – REDUCING YOUNG PEOPLE NOT IN EDUCATION, EMPLOYMENT OR TRAINING

<b>NI 117</b>	<b>16-18 year olds not in education, employment or training (NEET)</b>
<b>Current %</b>	<b>Target %</b>
<b>6.5</b>	<b>At Local Authority level for 2010.</b> <b>B&amp;NES 4.0</b> <b>Bristol 6.4</b> <b>North Somerset 4.4</b> <b>South Gloucestershire 4.0</b>

	<b>16-18 year olds in jobs without training as a percentage of total cohort.</b>
<b>Current %</b>	<b>Target (2015)</b>
<b>10.10%</b>	<b>0 (2013 target to be agreed during negotiations)</b>

# **OUTCOME – REDUCING YOUNG PEOPLE NOT IN EDUCATION, EMPLOYMENT OR TRAINING**

## **Asks of Government:**

### **Extend Eligibility for Train to Gain**

We seek flexibility to extend eligibility for Train to Gain to businesses employing 16-18 year olds in jobs without training. This would greatly assist in our efforts to positively engage employers in training young people within their workforce and thus achieve target reductions in numbers of young people in jobs without training.

This offer would only be made to an individual already in a job without training. The Connexions service adviser would assess the most appropriate package of training support to be provided and would be authorised to then refer an employer to a Train to Gain provider.

The provider would deliver the programme funded through its existing Train to Gain contract. The contractor would be required to identify these beneficiaries in its claim to the LSC (and subsequently the SFA) in order to allow for a recharge to be made to the YPLA.

**ATTRACT AND GROW BUSINESS INVESTMENT TO  
INCREASE ECONOMIC GROWTH AND COMPETITIVENESS**

## ATTRACTING BUSINESS INVESTMENT – OBJECTIVES

- Attract a sustainable programme of public and private investment to deliver strategic employment sites
- Enhance and develop sub-regional investor and business infrastructure programme to attract high value-added businesses into the sub-region
- Enhance business competitiveness through support to enable the growth of indigenous business
- Support business-led innovation, enterprise and collaboration with Higher-Education

# SUB-REGIONAL INVESTMENT IN STRATEGIC EMPLOYMENT SITES

## ACTIONS

- Prioritise the phasing of strategic employment sites across the sub-region in a way that delivers the spatial strategy and meets business investment and regeneration objectives.
- Expand and integrate the engagement programme with private investors and developers in order to further promote investment potential and bring forward strategic employment sites.
- Clarify roles and balance ambitions for business investment across the sub-region to enable the development of sectoral clusters and reinforce the delivery of the spatial strategy.

# SUB-REGIONAL INVESTMENT IN STRATEGIC EMPLOYMENT SITES

## ASKS

- Regional Development Agency / Government investment and support for a joint sub-regional investment delivery plan to bring forward strategic employment sites.
- Major investment in infrastructure and commitment from government agencies to enable progress with development of strategic business sites.
- Funding studies of priority business locations of strategic significance to the economic well-being of the sub-region (e.g. South Bristol, Weston-super-Mare, employment growth in urban extensions Avonmouth / Severnside, Bath).

## SUB-REGIONAL INVESTOR AND BUSINESS INFRASTRUCTURE PROGRAMME

### Key employment locations: West of England

Unitary Authority	Site/location
B&NES	Bath City Centre
	Western Riverside
	Bath urban extension
	Keynsham Somerdale
	Bristol urban ext. SE
Bristol	Bristol City Centre (incl. St Phillips)
	Avonmouth/Sevenside
North Somerset	Bristol urban ext. SW
	Portishead
	WSM Town Centre
	WSM- urban extension
South Glos	North Fringe
	Emersons Green/Science Park
	West of M32
	Urban ext- East of urban area

# **SUB-REGIONAL INVESTOR AND BUSINESS INFRASTRUCTURE PROGRAMME**

## **ACTIONS**

- Improve the focus and management of sub-regional resources through the development of a marketing strategy.
- With business and public sector partners review and promote the package of integrated business support services available to enhance investment offer.
- Agree sub-regional priorities for business sector investment.

## **ASKS**

- Secure joint investments with strategic partners to grow West of England as an international benchmark for location of high growth / value businesses.
- Secure partners continued commitment to the further development of the package of support for investors.

# SUPPORT TO INDIGENOUS INVESTORS & BUSINESSES

## ACTIONS

- Partners to contribute to the development and recognition of 'Business Link' and enhance referral of local businesses to its services and portal.
- Develop understanding of and capitalise on financial, legal and other business resources available in the sub-region.
- Enhance for sub-regional support to start-up businesses.

## ASKS

- Ensure a strategic focus on the needs of the West of England economy in development and commissioning of Business Support Simplification products (BSSP) for the South West.
- Sub-regional public sector partners to align business support and referral arrangements around *BSSP* frameworks.
- Secure joint funding to continue and develop specialist sub-regional sector and business led networks and commercial capabilities.

# **BUSINESS-LED INNOVATION, ENTERPRISE AND COLLABORATION WITH HIGHER EDUCATION**

## **ACTIONS**

- Delivery of the strategic aims of Science City, Bristol.
  - Strengthen connectivity of business and Higher Education through networking and new interaction opportunities.
  - Enhance visibility of scientific community and contribute to inward investment.
- Public and schools engagement to raise aspirations and contribute to skilled workforce development.

## **ASKS**

- Continued RDA and Partner commitment to the Science City Bristol initiative.
- Growth and simplification of access to grants for Research and Development and specific Higher Education / business research engagement funding streams.
- Flexibility of funding mechanisms to enable Further/Higher Education providers to deliver innovative NVQ Level 4+ teaching provision in support of business.

## TIMETABLE

### February

- 5 West of England Partnership Board
- 13 Joint Scrutiny Committee
- w/b 16 Whitehall officer workshop in the sub-region
- Second council officer workshop
- 17 Bath & NE Somerset Council
- 18 Partnership Board social, economic & environmental partners
- 27 Leaders of Council & Chief Executives

### March

- 2 South Glos. Cabinet
- 4 BANES Cabinet
- 9 Whitehall Directors General Workshop
- 12 West of England Partnership
- 24 N Somerset Cabinet
- 26 Bristol Cabinet

### April

- 9 Final sign off