



Agenda

Economic Development Committee

Wednesday, 2 September 2015 at 7.00 pm
Council Chamber - Town Hall

Membership (Quorum–3)

Cllrs Parker (Chair), Ms Rowlands (Vice-Chair), Cloke, Kendall, Mynott, Newberry, Ms Sanders, Mrs Slade and Tee

Agenda Item	Item	Wards(s) Affected	Page No
1.	Apologies for Absence		
2.	Minutes of the Previous Meeting		5 - 10
3.	2015/6 Brentwood Apprenticeship Programme	All Wards	11 - 18
4.	Brentwood Visitor and Location Website	All Wards	19 - 26
5.	Brentwood Business Showcase	All Wards	27 - 34
6.	Opportunity Brentwood Update	All Wards	35 - 40
7.	Urgent Business		

A handwritten signature in black ink, appearing to read 'P. L. R. B.' with a large, sweeping underline.

Head of Paid Service

Town Hall
Brentwood, Essex
24.08.2015

Information for Members

Substitutes

The names of substitutes shall be announced at the start of the meeting by the Chair and the substitution shall cease at the end of the meeting.

Where substitution is permitted, substitutes for quasi judicial/regulatory committees must be drawn from Members who have received training in quasi- judicial/regulatory decision making. If a casual vacancy occurs on a quasi judicial/regulatory committee it will not be filled until the nominated member has been trained.

Rights to Attend and Speak

Any Members may attend any Committee to which these procedure rules apply.

A Member who is not a member of the Committee may speak at the meeting. The Member may speak at the Chair's discretion, it being the expectation that a Member will be allowed to speak on a ward matter.

Members requiring further information, or with specific questions, are asked to raise these with the appropriate officer at least two working days before the meeting.

Point of Order/ Personal explanation/ Point of Information

Point of Order

A member may raise a point of order at any time. The Chair will hear them immediately. A point of order may only relate to an alleged breach of these Procedure Rules or the law. The Member must indicate the rule or law and the way in which they consider it has been broken. The ruling of the Chair on the point of order will be final.

Personal Explanation

A member may make a personal explanation at any time. A personal explanation must relate to some material part of an earlier speech by the member which may appear to have been misunderstood in the present debate, or outside of the meeting. The ruling of the Chair on the admissibility of a personal explanation will be final.

Point of Information or clarification

A point of information or clarification must relate to the matter being debated. If a Member wishes to raise a point of information, he/she must first seek the permission of the Chair. The Member must specify the nature of the information he/she wishes to provide and its importance to the current debate. If the Chair gives his/her permission, the Member will give the additional information succinctly. Points of Information or clarification should be used in exceptional circumstances and should not be used to interrupt other speakers or to make a further speech when he/she has already spoken during the debate. The ruling of the Chair on the admissibility of a point of information or clarification will be final.

Information for Members of the Public

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The Chair of the meeting may terminate or suspend filming, photography, recording and use of social media if any of these activities, in their opinion, are disrupting proceedings at the meeting.

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Evacuate the building using the nearest available exit and congregate at the assembly point in the North Front Car Park.



Minutes

Economic Development Committee Wednesday, 1st July, 2015

Attendance

Cllr Parker (Chair)	Cllr Newberry
Cllr Ms Rowlands (Vice-Chair)	Cllr Ms Sanders
Cllr Kendall	Cllr Mrs Slade
Cllr Mynott	Cllr Tee

Substitute Present

Cllr Wiles (substituting for Cllr Cloke)

Also Present

Cllr Hossack
Cllr Kerslake
Cllr Poppy

Officers Present

Zoey Foakes	- Governance & Member Support Officer
Gordon Glenday	- Head of Planning & Development
Anne Knight	- Economic Development Manager
Chris Leslie	- Finance Director
Roy Ormsby	- Head of Street Scene
Chris Potter	- Monitoring Officer & Head of Support Services

89. Apologies for Absence

Apologies were received from Cllr Cloke with Cllr Wiles in attendance as a substitute.

90. Minutes of the Previous Meeting

The minutes of the Business and Town Centres Committee meeting held on 26th March 2015 were approved and signed by the Chair as a correct record.

91. 2015-16 Economic Development Project and Initiatives

The report outlined the proposed Economic Development projects and initiatives for 2015/16.

A motion was **MOVED** by Cllr Parker and **SECONDED** by Cllr Rowlands to agree the recommendations in the report.

A vote was taken by a show of hands and it was **RESOLVED UNANIMOUSLY** that:

- 1. The proposed Economic Development projects and initiatives for 2015/16 be agreed.**
- 2. The projects be undertaken and implemented within the delegated authority of the Head of Planning and Development after first liaising with the Chair of the Committee to utilise the 2015/16 Economic Development budget.**

REASON FOR RECOMMENDATION

To agree the key Economic Development projects for implementation in 2015/16 to drive forward the priorities of the Brentwood Economic Development Strategy.

92. "Opportunity Brentwood" Proposal

The report outlined the project proposal for "Opportunity Brentwood".

The proposal within the report looked to have a joint careers event with Thurrock Council who had previously held such events. The event would involve workshops and interactive exhibits by employers for secondary school students. The Economic Development team would look to liaise with secondary schools and large employers within the Borough for involvement in the event.

Members overall were in favour of the event however would look to review the success and take up for Brentwood to potentially run a Brentwood stand alone event in the future.

A motion was **MOVED** by Cllr Parker and **SECONDED** by Cllr Rowlands to agree the recommendations in the report.

A vote was taken by a show of hands and it was **RESOLVED UNANIMOUSLY** that:

- 1. The Economic Development Manager be given delegated authority to investigate the appetite of the Borough's secondary schools and large employers to take part in "Opportunity Brentwood" on 7 October 2015/16 (Option D), and should such sufficient appetite**

exists then the Head of Planning and Development be granted delegated authority to facilitate this event working in partnership with Thurrock Council and “Opportunity Brentwood”.

- 2. The projects be undertaken within the Head of Planning and Development’s delegated authority after first liaising with the Chair of the Committee to utilise the 2015/16 Economic Development budget.**

REASON FOR RECOMMENDATION

To progress the project proposal for “Opportunity Brentwood” in order to support the skills and employability priority of the Brentwood Economic Development strategy.

93. Brentwood Apprenticeship Scheme 2015/6

On the 10th June 2015, a revised budget was brought forward to Members for 2015/16, which included the allocation of £24,000 for an apprenticeship scheme to be introduced.

A motion was **MOVED** by Cllr Parker and **SECONDED** by Cllr Rowlands to agree the recommendations in the report.

A vote was taken by a show of hands and it was **RESOLVED** that:

- 1. Work would commence on the “Brentwood Apprenticeship Scheme 2015/16” to include both opportunities within the Council and through partnership working with the private sector to be agreed.**
- 2. Discussions would commence with Brentwood Community Print and other mental health groups within the Borough to identify joint working and opportunities under the apprenticeship scheme.**
- 3. A detailed project proposal would be submitted to the Committee for approval at the next Economic Development committee meeting.**

REASON FOR RECOMMENDATION

To progress an apprenticeship scheme for Brentwood Borough to support the employability and skills priority of the Economic Development Strategy in line with the Councils 10th June 2015 revised budget approvals. To help facilitate and support the Councils approved “mental health champion” status.

94. Brentwood Borough Renaissance Group 2015/16 Workplan

The report outlined the Brentwood Borough Renaissance Group 2015/16 workplan of projects and initiatives which introduced an illustration at the Business Trade Cluster level.

On the 4th March 2015, Council approved the budget for 2015/16. At the 10th June Ordinary council meeting, an amended budget report was presented but there was no change to the Brentwood Borough Renaissance Group budget allocation.

The committee were thankful for the work of Clive Othen, Chair of the Renaissance Group had been doing.

Members were dissatisfied with delays on the Multi Storey Car Park signage caused by Essex County Council.

A motion was **MOVED** by Cllr Parker and **SECONDED** by Cllr Wiles to agree the recommendation in the report.

A vote was taken by a show of hands and it was **RESOLVED UNANIMOUSLY** that:

- 1. The Brentwood Borough Renaissance Group 2015/16 workplan be agreed.**

REASON FOR RECOMMENDATION

For the committee to agree the 2015/16 Brentwood Borough Renaissance group workplan.

95. Urgent Business

Temporary Season Ticket Parking to the Old Fire and Rescue Authority Headquarters, Rayleigh Road, Hutton.

The purpose of the report was to obtain the approval of the Committee to urgently progress terms which had provisionally been agreed by officers to pursue an opportunity to relieve or prevent the congestion of traffic. This would be by adapting land at the former headquarters of the Fire and Rescue Authority on Rayleigh Road, Hutton for use as temporary off street parking. This would assist to resolve Crossrail issues arising from displacement.

The project proposed offered temporary additional car parking for season ticket holders that had been displaced by the Crossrail works at Shenfield Station, with associated works including security measures.

The financial cost to deliver the temporary off-street parking place would be in the region of c. £15,000.

It was intended to fast track the project in order to open the off-street parking place as soon as possible by requesting planning permission at the 1st September Planning and Licensing Committee.

Initial discussions with the Fire and Rescue Authority had indicated that the site would be given over to the control of the Council without charge, and that the site would be immediately available without any payments being made.

The Chair confirmed that further details would need to be confirmed following future scheduled meetings.

A motion was **MOVED** by Cllr Parker and **SECONDED** by Cllr Wiles to agree the recommendations in the report.

A vote was taken and by a show of hands it was **RESOLVED UNANIMOUSLY** that:

1. **The Head of Paid Service be granted delegated authority to negotiate and enter into an agreement with Essex Fire and Rescue Authority to use the land at the former headquarters, Rayleigh Road, Brentwood to provide temporary additional off-street parking facilities which would address the displacement of permit holders by Crossrail.**
2. **The Head of Paid Service be granted delegated authority to undertake all statutory steps to amend the Off-street Parking Order by including such reasonable provisions as he sees fit, in consultation with the Chair of the Economic Development Committee, including a provision for setting the operating time from 7am-7pm Monday to Friday.**
3. **The costs of these works which would be estimated to be no more than £15,000 and the majority would be taken from the existing capital budgets allocated to the matter of Crossrail be noted by Members.**

96. Exclusion of Press and Public

RESOLVED by assent: That, in accordance with Section 100A (4) of the Local Government Act 1972, members of the public (including the press) be excluded from the meeting during the discussion of the following item if business on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1, 3 and 5 of Part 1 to Schedule 12A of the Act, namely information relating to an individual, the financial and business affairs of a person and information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.

97. Car Wash Franchise - Brentwood Car Wash

Members discussed the report and **RESOLVED** to agree the officers recommendations as set out in the report.

The meeting ended at 21:00.

2 September 2015

Economic Development Committee

2015/6 Brentwood Apprenticeship Programme

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report outlines the different options and a recommendation for the implementation of a 2015/6 Brentwood Apprenticeship Programme.

2. Recommendation(s)

- 2.1 That Option 5 be implemented and delegated authority be granted to do so to the Head of Service for Planning and Development utilising the allocated corporate budget of £24,000 and £2,296 of the 2015/6 Economic Development budget.**

3. Introduction and Background

- 3.1 The 2014 Brentwood Economic Development Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits to the Borough to 2030.
- 3.2 Skills development and employability is a priority objective of the Economic Development Strategy and increasing the number of apprenticeships is a key objective of the current Council administration's manifesto and the Council Corporate Plan. It is also a priority for the South East Local Economic Partnership (SE LEP) and the Essex Employment and Skills Board.
- 3.3 At the 1 July 2015 Economic Development Committee it was agreed that the Economic Development Team scope the options for a Brentwood Apprenticeship Programme and that these should be considered at the 2 September 2015 Economic Development Committee with recommendations for implementation.
- 3.4 Various discussions have been held with key partner organisations including the Skills Funding Agency, National Apprenticeship Team, Essex County Council, Havering College and Brentwood Community Print to investigate the options that

are available for Brentwood Borough Council to develop an Apprenticeship Programme and to maximise the value for money of the £24,000, 2015/6 budget available. The potential options identified are outlined in section 4.

About Apprenticeships

- 3.5 Apprenticeships are paid jobs with training and are a partnership between the employer, training organisation and apprentice. An apprenticeship is not a qualification in itself, but a number of separately certified qualifications and courses known as a Framework. Apprenticeships combine practical and theoretical skills and are designed to help employees reach a high level of competency and performance. They are available at Intermediate Level (level 2 NVQ), Advanced Level (level 3 NVQ) and Higher Apprenticeships (level 4,5,6 and degree). Most of the training is on-the-job working with a mentor but some requires an element of day-release for external training. Apprenticeships are open to all ages over 16 years.
- 3.6 All apprentices must be employed and have a contract of employment. A salary should be offered to reflect the job role and candidate experience. The average apprenticeship wage is £200 per week (*Apprenticeship Pay Survey 2011*). A minimum wage of £2.73 per hour must be paid to all apprentices under 19 years old or in their first year of apprenticeship. Individuals not falling into these categories should be paid the minimum national wage for their age band (currently £5.13 for 19 and 20 year olds and £6.50 for those aged 21 and over. From the 1 October 2015, the national minimum wage for apprenticeship will increase to £3.30. Employment must be for at least 30 hours a week, except for a minority of cases, such as apprentices with mental health issues where exceptions can be made. As from April 2016 employers will not be required to pay employer national insurance contributions for apprentices under the age of 25 on earning up to the upper earning limit.
- 3.7 Apprenticeship funding for the training part of the apprenticeship is available from the Government through the Skills Funding Agency (SFA) and is paid directly to the chosen training provider. The Government funds the training in full for 16-18 years, but for those over 19 years, they provide 50% funding with employers expected to make a contribution. Eligible employers can receive an Apprenticeship Grant for Employers (AGE grant) of £1,500 per apprentice for up to 5 new apprentices. It is available for businesses with less than 50 employees who have not had an apprentice within the last year (see Appendix 1 for Fact Sheet).

4. Issue, Options and Analysis of Options

- 4.1 Apprenticeships are at the heart of the Governments drive to equip people with skills that employers need to grow and compete. The Government is committed to 3 million new apprenticeship starts in this Parliament. The ambition is that apprenticeships are on equal parity with an academic only option and provide a

simple access route for employers and their employees to gain the skills they need.

- 4.2 National Audit Office report (2010) estimates that apprenticeships deliver £18 of economic benefits for each £1 of Government investment. The Department for Business Innovation and Skills (BIS) estimates are even higher at £28 for each £1 of Government investment. According to the SFA, 81% of employers taking on an apprentice report higher productivity and improved quality of product/service; 88% believe they lead to a more motivated and satisfied workforce; 82% take on apprentices to build the skills capacity in their business; 80% believe they reduce staff turnover and 81% of consumers favour companies that employ apprentices. Benefits to the apprentice are also favourable with 90% staying in employment after finishing; 71% staying with the same employer; 23% receiving promotion within 12 months of finishing.
- 4.3 The SFA statistics for the Brentwood and Ongar Constituency show a decline in the number of apprentices from 790 in 2012/3 to 680 in 2013/4 and 580 in 2014/5 thus highlighting the need to reverse this trend so that apprenticeships increase.
- 4.4 Given the importance and socio-economic benefits of apprenticeships, Brentwood Borough Council wishes to develop a programme to support and drive forward this agenda. Following research and discussion with partners the following options have been identified.

Option 1 – Do nothing

- 4.5 This is not a recommended option as does not support the Council's priority to develop a Borough Apprenticeship Programme and secure the economic benefits arising from this.

Option 2 – Recruitment of apprentices within Brentwood Borough Council

- 4.6 Based on the new minimum wage of £3.30 per hour (as of 1 October 2015) and a 35 hour week, the minimum salary per apprentice would be £115.50 a week or £6,006 per annum (52 weeks). This would be for a 16-19 year old apprentice. However the Council may wish to consider paying a higher rate per hour dependent on the nature of the role of the apprentice identified.
- 4.7 Most recently a request for two generic local authority apprentices who can rotate around the different service areas has been discussed within the Council. A job description for these potential roles is in the process of being developed and conversations have been held with Havering College in anticipation that they could be the training provider for the apprentices. The Council would not be eligible for the Apprentice Grant for Employers (AGE grant) given we have more than 50 employees. If recruited on the minimum wage of £3.30 per hour, 4 apprentices could be recruited with the £24,000 budget for this programme.

Option 3 – Grants to Employers to employ apprentices

- 4.8 This option is that the Council offers grants to provide wage subsidies to local employers to encourage them to take on apprentices. If the businesses have less than 50 employees and meet the eligibility criteria they could also receive the £1,500 AGE grant for each apprentice. Alternatively if not eligible for the AGE grant, businesses may be able to receive a £1,500 grant from Essex County Council's Apprenticeship Scheme.
- 4.9 Following discussions with Essex County Council's Skills Team, it is proposed that Brentwood Borough Council could allocate a proportion of its funding for this programme to provide grants to businesses taking on apprentices and that this would be administered free of charge by the County's Skills team with clear targets, monitoring of delivery and accountability.
- 4.10 This would be a cost effective and smart method of delivery for Brentwood Council given our limited in-house resource to administer a business grant scheme. It would also strengthen partnership working between Brentwood Borough Council and Essex County Council who are a key strategic partner. To date the Essex County Apprenticeship scheme has supported 79 apprentices based in Brentwood in a variety of sectors. We would be the first borough or district council to work with County in this way.
- 4.11 It is suggested that Brentwood Borough Council provide a £1,000 grant to each of the businesses targeted by the programme. This option would enable the Council to support an additional 24 businesses and apprentices in the Borough if the total £24,000 budget allocation is utilised.

Option 4 – Grants to Brentwood Community Print to employ apprentices with mental health issues

- 4.12 This option is that the Council offers grants to provide wage subsidies to Brentwood Community Print to employ apprentices with mental health issues. The apprenticeships offered would be over 18 months as opposed to a year in order to accommodate necessary shorter working hours each week. The salary and mentoring cost for each apprentice would be a total of £6,648.
- 4.13 Following discussions with Brentwood Community Print, they are already working in partnership with Essex County Council to undertake a pilot apprenticeship initiative on this basis commencing Autumn 2015. Essex County Council is supporting the recruitment of two apprentices with a grant of £5,000. However there is still a funding gap of £8,296 to cover this recruitment and necessary mentoring. It is suggested that Brentwood Borough Council support recruitment of the apprentices by providing a grant of £8,296.

Option 5 – Combination of Options 2, 3 and 4

- 4.14 This is the preferred option which provides benefits to both the Council and local businesses, and strengthens our support to people in the Borough with mental health issues, enabling their employability.
- 4.15 The apprenticeship programme budget can be divided in various ways between options 2, 3, and 4. However, it is proposed this is undertaken as follows:
- £8,000 to recruit 1 apprentice working within the Council (this will pay slightly higher than minimum wage)
 - £10,000 to provide grant for wage subsidies to 10 businesses in Brentwood to recruit 10 apprentices.
 - £8,296 to provide grant for wage subsidy to Brentwood Community Print to recruit 2 apprentices

This proposal requires a total budget of £26,296. £24,000 of this would be provided by the 2015/6 Apprenticeship budget and the remaining £2,296 from the 2015/6 Economic Development Budget.

5. Reasons for Recommendation

- 5.1 To implement the 2015/6 Brentwood Borough Council Apprenticeship Programme to support the skills and employability agenda, Corporate Plan and ED Strategy priorities for the Council.
- 5.2 Option 5 is the preferred option as it provides a variety of approaches to support this agenda to a range of target beneficiaries.

6. Consultation

- 6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted. This included support for the Skills and Employability priority.
- 6.2 Key partner organisations have been consulted and engaged to scope, develop and assist with the delivery of this project.

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balanced night time economy. This includes:

- Facilitating the creation of new businesses

- Support for skills development
- Assisting in the provision of advice and guidance for local businesses
- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood Economy

8. Implications

Financial Implications

Name & Title: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

- 8.1 A corporate budget of £24,000 for 2015/6 has been allocated for a Brentwood Apprenticeship Programme. This is separate to the ED budget. An additional allocation of £2,296 will be allocated from the existing 2015/6 ED Budget if option 5 is approved.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@brentwood.gov.uk

- 8.2 None

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.3 None

9. Background Papers (include their location and identify whether any are exempt or protected by copyright)

- 9.1 None

10. Appendices to this report

- Appendix 1 – Fact Sheet for Apprenticeship Grant for Employers

Report Author Contact Details:

Name: Anne Knight

Telephone: 01227 312607

E-mail: anne.knight@brentwood.gov.uk

Appendix 1

Apprenticeship Grant for Employers of 16-24 year olds: Employer Fact Sheet

May 2015 (version 19)

The Apprenticeship Grant for Employers of 16- to 24- year-olds (AGE 16 to 24) supports businesses that would not otherwise be in a position to do so, to recruit individuals aged 16 to 24 into employment through the apprenticeship programme.

For some areas the Grant is managed locally and eligibility criteria may be different to those set out here. This is the case for employers in Greater Manchester and Sheffield City Region from April 2015 and for West Yorkshire Combined Authority from August 2015. For more information about support in these areas please see the information at the end of this fact sheet.

AGE 16 to 24 is available in relation to apprentices working to approved apprenticeship frameworks. Apprentices working to new apprenticeship standards do not attract the Grant.

We will offer the Grant to those employers who are eligible to receive it. You can receive up to 5 grants in total; each one is worth £1,500. Please check below whether or not you are eligible to receive the Grant and which apprentices qualify for it.

The Grant has already helped thousands of employers to grow their business by employing an apprentice. The Grant is available for apprenticeship starts up to and including 31 December 2015, subject to eligibility and availability. Could it help you too?

“AGE 16 to 24 helped meet the costs of taking on a new member of staff, and in effect the grant is being reinvested into the business, to help it grow.”

*Dr Tehir Nadeen,
Solihull Dental Practice*

Which employers are eligible?

To be eligible you must:

- confirm that you are not able to recruit an apprentice without the Grant
- have fewer than 50 employees in the United Kingdom, as recorded by the Employer Data Service (EDS)
- not have had an employee start an apprenticeship in the 12month period before the start date of the **first** apprentice for whom you apply for the Grant*
- if you are eligible, you can claim up to 5 Grants during the time the Grant is available
- please note you do not have to wait 12 months between the first and any subsequent applications
- only one Grant will be paid per employer for any particular individual
- commit to employ your apprentice(s) for a minimum of 12 months on the apprenticeship programme or the time it takes them to complete their apprenticeship, whichever is the greater
- confirm you are aware of and do not breach any State Aid rules by receiving the Grant
- agree to pay the apprentice in line with legal minimum requirements or more

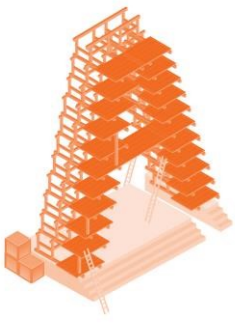
*When we check whether you have had an apprentice in the previous 12 months, we take apprenticeship start dates from the Individualised Learner Records submitted by training organisations to the Skills Funding Agency. We take into account starts by existing employees and apprentices transferring from another employer; regardless of the apprentice's age and level of the apprenticeship; or whether the Grant was claimed for them. We do not count 'progression starts' that is learners progressing from one level of apprenticeship to another with the same employer, as having started in the previous 12 months.

You should contact any training organisations you have been working with recently to check whether they have accessed apprenticeship programme funding for learning they have provided to you. We would strongly urge you to do this if any of your employees have undertaken work-based learning such as NVQs (National Vocational Qualifications) or Diplomas.

Which apprentices qualify?

Our aim is to support employers to create new jobs and recruit new 16- to 24-year-olds. Eligible employers who want to access the Grant should note that apprentices must be:

- new recruits
- aged 16 to 24, on the start date recorded on the Individualised Learner Record submitted by your training organisation to the Skills Funding Agency



- enrolled on an apprenticeship framework recognised by the Skills Funding Agency
- live in England
- not taking part in full-time education
- their workplace must not be in an area where funding for the grant has been devolved (see Devolved AGE Section below)

Existing employees do not attract the Grant except where AGE 16 to 24 provides an incentive for you to provide an existing part-time employee aged 16 to 24 (contracted to work fewer than 20 hours each week) with a new full-time apprenticeship job role (minimum 30 hours per week).

How do employers apply?

You must complete, sign and return an AGE 16 to 24 Employer Declaration with your chosen training organisation(s), to confirm your eligibility, before your apprentice(s) starts. By signing the Declaration you are agreeing to the Terms and Conditions which are set out in the same document. You must provide an indication of how many apprentices you plan to recruit, with the support of the Grant with that particular training organisation; this can be updated.

Only Skills Funding Agency approved training organisations can submit applications for the Grant to us. We will not accept any responsibility for applications that are not submitted, submitted late or incorrectly submitted; or for incorrect information or advice given by training organisations.

AGE 16 to 24 will be issued on a firstcome, first-served basis within a training organisation's allocation of Grants.

When does an employer receive payment?

Eligible employers qualify to receive payment of AGE 16 to 24, value £1,500, once a qualifying apprentice has completed 13 weeks 'in-learning' on their apprenticeship programme; as defined by the Skills Funding Agency's programme funding rules and recorded on the Individualised Learner Record submitted by your training organisation.

The Skills Funding Agency will transfer AGE 16 to 24 funds to your training organisation. **It may take up to nine weeks after the 13-week qualification point for the funds to be processed and transferred.** Your training organisation must make arrangements to pay the funds to you within 30 days of receipt.

Payment is in the form of a grant and is therefore exempt from VAT.

If your apprentice leaves or is dismissed before completing 13 weeks 'in-learning' as defined above you will not receive payment for the Grant, even if they completed 13 weeks in employment.

If your apprentice leaves or is dismissed after completing 13-weeks 'in-learning,' your entitlement to the

Grant remains. As defined in the AGE 16 to 24 Employer Declaration, you are expected to provide ongoing employment to your apprentice(s), subject to satisfactory performance as an employee.

2 September 2015

Economic Development Committee

Brentwood Visitor and Location Website

Report of: *Gordon Glenday, Head of Planning and Development*

Wards Affected: *All*

This report is: *Public document*

1. Executive Summary

- 1.1 This report outlines the different options researched and a recommendation for the procurement and launch of a new website to showcase the Borough as being an excellent location to visit, stay, live, work and do business.

2. Recommendation(s)

- 2.1 **To agree the commissioning and development of a Brentwood Visitor and Location Website utilising the Visit Essex Partner scheme option 2b.**
- 2.2 **To implement this under the delegated authority of the Head of Service for Planning and Development utilising £10,000 of the 2015/16 Economic Development budget**

3. Introduction and Background

- 3.1 An Economic Impact of Tourism Report was commissioned for Brentwood Borough in 2013 as part of the Visit Essex County report. Key volumes and values findings for Brentwood reported the total value of tourism as £160 million based on staying visitor trips, day visits and visitor related spend. This represents an important contribution to the local economy and total value of tourism to Essex County, estimated to be nearly £3 billion. Tourism related employment for Brentwood was estimated to be 2,785 persons, representing 8% of all employment in the Borough and the same 8% as the County average.

- 3.2 Supporting tourism and leisure is a key priority of the Economic Development Strategy. To address this and promote the Borough's offer, the Economic Development team worked with Visit Essex during 2014 to hold an event with businesses to consider how the Borough could be branded and marketed in the future. A successful workshop was held in March 2014 and a key request was to have one co-ordinated offer for the visitor via a visitor website, especially important given the demise of the Tourism Information Centre.
- 3.3 Discussions were held with Visit Essex and other local authorities to investigate the different options for developing a visitor website and proposals were considered including Partners by Design and New Vision Group (NVG).
- 3.4 A full report was considered at the 15 October 2014 Business and Town Centres Committee outlining the project and a range of options for developing the website. Following this it was agreed to support the development of a website subject to future resourcing for the on-going promotion and servicing of this website being resolved as part of the 2015/6 budget setting exercise.
- 3.5 The 2015/6 Economic Development Committee has since expressed an aspiration to widen the offer of the website so that it can act as a platform for businesses, visitors and residents who are interested in Brentwood's offer. This would require the commissioning of an enhanced website to showcase Brentwood as an attractive and competitive location to live, work, visit, invest and set up business. This has also been considered when scoping the options.

4. Issue, Options and Analysis of Options

- 4.1 Different visitor websites have been investigated as well as best practice from other areas. The options considered are as follows:

Option 1 – Partners by Design

- 4.2 The Partners by Design proposal was presented to the 16 December 2014 Business and Town Centres Committee. Whilst the concept and design were well received, the overall cost of the website of £9,800 did not include necessary annual editorial and maintenance support costs; had limited functionality and support and did not provide direct links to the Visit Essex website.

Option 2a - NVG Standard Partner Package

- 4.3. NVG Standard Partner Package provides a lower cost option in association with Visit Essex, of which Brentwood Borough Council is a member. Following a review and tender process, Visit Essex commissioned a new website offering greater functionality. Launched in July 2015, the site was designed by NVG who have developed a cost effective Essex partner solution. This is for local authorities to share the same fully responsive template as the Visit Essex site but allowing tailored branding for each of the respective partner organisations.
- 4.3.1 By leveraging the responsive design investment and structure of the Visit Essex website as their foundation, NVG can supply Brentwood with its own website with bespoke design and navigation at a fraction of the normal development costs. This will enable a Brentwood website that will retain its own domain, content management system, tourism data, campaign tracking, social media and brand. Key performance indicators will be provided including Google Analytics to monitor click-throughs and referrals so that performance can be measured. The Economic Development team will also work with businesses and destinations on the site to conduct surveys to analyse traffic and business originating from the website. The site is adaptable to run across a range of different devices including tablets and mobile phones.
- 4.3.3 All Visit Essex member information and updates can be transferred to the partner website so that attractions and accommodation can be included. It would be a stand alone website hosted by NVG with links to the Brentwood section of the Visit Essex website, Brentwood Borough Council's and the Renaissance Group websites as well as Visit England through Visit Essex.
- 4.3.4. NVG's Partner Package can provide a website which will ensure a platform to market Brentwood's offer to businesses as part of the site navigation at no additional cost. This could include information on:
- Key employment sites e.g. Brentwood Enterprise Park
 - Major businesses and case studies
 - Key business sectors
 - Strategic employment projects e.g. Town Centre Regeneration, Brentwood Business Incubation Hub
 - Good transport links and Crossrail
 - LDP
 - Skills and employability including Apprenticeships
 - Business support, funding and investment

- Commercial property, relocation and expansion advice

There would be links to partner websites including the Council business section (which currently does not provide this level of detail), partner organisations such as Brentwood Chamber of Commerce, the new Growth Hub and County partners including Invest Essex.

4.3.5 As part of our membership, Visit Essex has agreed to help us with launching and marketing the new website as well as offering PR support. They have also offered to host an event for local businesses to communicate the offer as a follow up to last year's initial scoping workshop at the Holiday Inn.

4.3.6 By using economies of scale developed for Visit Essex partners, NVG can host, monitor, support and maintain partner sites. This includes tourism data, universal site search, social media feeds and links and helpdesk support of partners and destinations. This option is at a cost of £9,000 for a three year contract inclusive of training and would utilise the Economic Development budget. NVG will maintain all partner data at no extra cost or resource. Any new improvements and functionalities to the Visit Essex site will be implemented across all partner websites free of charge. This option provides a considerable reduction in cost when compared to the £17,400 original quote submitted by NVG in 2014 for a stand-alone Brentwood website (not in association with Visit Essex).

Option 2b - NVG Higher Spec. Partner Package

4.4 This option would provide the same package as Option 2a with additional functionalities of extra website colours; Corporate Management System folders; Google Mapping, and Rotating Header Images, at an additional cost of £1000 for 3 years, so £10,000 in total.

Recommended option

4.5.1 The recommended option 2b delivers the brief of a visitor and location website which aligns with Visit Essex; provides hosting, support and maintenance; offers a data steward and inputting service and provides the best value for money through NVG's Visit Essex partnership offer.

4.5.2 NVG are also delivering websites for Saffron Walden, Colchester and Southend under the same partner agreement. NVG have a trusted product which has been proven to work. NVG manage 439 other websites including key destinations such as Cornwall, the New Forest and Lake District. They have multiple sites resulting in greater search rating.

- 4.5.3 The website offers a high level of security and data protection having been Information Technology compliant with Government regulations and Essex County Council's procurement process. The Visit Essex site meets the statutory and legal requirements under the Data Protection Act for security and information governance and privacy and impact assessment.
- 4.5.4 The inclusion of a business offering would provide a strong communication channel to showcase and promote the many benefits Brentwood can offer not only visitors, but potential investors. This is not currently offered by the Brentwood Borough Council website which is designed as a self serve information directory, or by County Council's business information websites which are not Brentwood specific.
- 4.5.6 Payments for the contract could be made in total on delivery of the website or split equally over three years with annual payments.
- 4.5.7 There would be the option to charge businesses for a full listing on the site, or different levels of listings, as an income generator for the Council in the future once the site has matured and is being well utilised.
- 4.5.8 Delivery would take approximately two to three months and would require a couple of months of Economic Development team input to help develop, agree the design and navigation and to populate new content for the site. After development, the Economic Development Team will work with Visit Essex to launch the website including an event, and develop and implement an on-going marketing plan.

5 Reasons for Recommendation

- 5.1 The one over-riding request from the visitor economy businesses in the Borough following the successful workshop with Visit Essex in March 2014 was for one co-ordinated offer for the visitor which could be provided by a visitor website (especially important given the demise of the Tourism Information Centre).
- 5.2 A Visitor and Location website would provide the most effective vehicle to market the whole Borough including its attractions, eateries, commercial and retail offer, enterprise projects, living and work space, talented workforce and excellent transport links. The site would cater for their different audiences and offer personal contact information for business enquiries.

5.3 The website development and promotion supports the visitor economy, business support and investment objectives of the Economic Development Strategy.

5.4 The NVG options use economies of scale to build, host, monitor, provide support and maintenance for partner sites and so offer the most cost effective option. This has been tried and tested having successfully designed the re-launched Visit Essex website with much greater functionality and their work in progress on other partner sites in the County.

6. Consultation

6.1 This project supports the Economic Development Strategy priorities of developing a stronger tourism, leisure and retail sector, economic growth, building a stronger rural economy and business competitiveness as outlined in the strategy which has successfully undergone public consultation.

7. References to Corporate Plan

7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balanced night time economy. This includes:

- Facilitating the creation of new businesses
- Assisting in the provision of advice and guidance for local businesses
- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy.

8. Implications

Financial Implications

Name & Title: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

- 8.1 An allocation of up to £10,000 is requested for Option 2b. It is recommended that this is paid in 2015/6 from the ED budget unless agreement can be given by the Council for future ED budget availability to enable us to contract and expend this allocation over three financial years (2015/6, 2016/7 and 2017/8).

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@brentwood.gov.uk

- 8.2 None

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.3 NVG will work with the Council's ICT team to ensure compatibility and security with the Council's IT systems.

- 9 Background Papers** (include their location and identify whether any are exempt or protected by copyright)

- 9.1 None

10 Appendices to this report

- 10.1 None

Report Author Contact Details:

Name: Elaine Richardson

Telephone: 01277 312515

E-mail: elaine.richardson@brentwood.gov.uk

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2 September 2015

Economic Development Committee

2015/6 Brentwood Business Showcase

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report outlines the different options and a recommendation for the implementation of a 2015/6 Brentwood Business Showcase Event.

2. Recommendation(s)

- 2.1 That Option 3 is implemented under the delegated authority of the Head of Service for Planning and Development utilising up to £10,000 of the 2015/6 Economic Development budget.**

3. Introduction and Background

- 3.1 The 2014 Brentwood Economic Development Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits to the Borough to 2030.
- 3.1.1 Business support is a priority objective of the Economic Development Strategy and initiatives that support business networking, development, growth and improved productivity are a key part of this. It is also a priority for the Council's Corporate Plan and the South East Local Economic Partnership.
- 3.2 At the 1 July 2015 Economic Development Committee it was agreed that the Economic Development Team scope the options for a Brentwood Business Showcase Event and that these should be considered at the 2 September 2015 Economic Development Committee with recommendations for implementation.

- 3.3 Various discussions have been held with key partner organisations including the Brentwood Chamber of Commerce, Pro-actions Ltd, Essex County Council, Chelmsford City Council, Essex Chambers of Commerce to investigate the options available for Brentwood Borough Council to develop a Business Showcase Event.
- 3.4 In addition the Economic Development Team has visited several different business events held across Essex and Kent to understand how other organisations develop, organise and promote such events, including Essex Chamber of Commerce Discover Essex event, Essex Means Business (County Council), Tendring Business Event, and the biggest event in the South East – the 2020 Event held in Kent. The organisation and resource implications of these events should not be under-estimated and requires significant lead in time to ensure success. The potential options identified are outlined in section 4.

4. Issue, Options and Analysis of Options

- 4.1 Following positive evaluation feedback from the businesses attending the business support events the Council has held to date, one of the main issues cited as preventing their business growth is a lack of networking and marketing to develop new business. Other issues mentioned included recruitment difficulties, search for premises, time management, prices and competition. The businesses indicated that further business support events would be helpful especially the idea of a business to business exhibition at which they could network and pitch their services, generate new sales leads, as well as business briefings and speakers, business advice, workshops and speed networking.
- 4.2 Given this feedback and that business support is a key priority of the Economic Development Strategy, it is suggested that Brentwood Borough Council develop a Business Showcase Event to be held in March 2016 to support and drive forward this agenda. The following options to deliver this have been identified.

Option 1 – Do nothing

- 4.3 This is not a recommended option as it does not support the Council's priority of Business Support and the economic benefits this brings.

Option 2 – A series of smaller business support workshops

- 4.4 This option will continue to deliver a series of specific business advice workshops planned with our partners Pro-actions throughout the year. These workshops are based on specific themes such as social media, marketing, business planning, and accommodate approximately up to 15 businesses in each event. This option does not provide a large, high profile event, or include a business to business exhibition, keynote speakers, speed networking and offers less economies of scale, reaching a smaller target audience. The cost of this option is the Economic Development Team's and Pro-actions time, and refreshments provided for the Town Hall Committee Rooms venue..

Option 3 – Brentwood Business Showcase Event

- 4.5 The Brentwood Business Showcase will build on the previous successful business support events that have been supported to date by the Council, including the Business Funding and Advice Event October 2014 which we delivered in partnership with Essex County Council; a range of taster business advice workshops with Pro-actions and the Business Speed Networking event held in March 2015. The Showcase event will look to work with these partners and others to provide a range of activities within one event.
- 4.6 The types of activities that will be considered as part of the event are a business to business exhibition and networking area, business breakfast or lunch, entrepreneurial speakers, business support workshops and speed networking opportunities. In working with partners and securing external support, we will consider other innovative ideas and approaches to organising the event that could add further value. The larger companies of the Borough as our Brentwood for Growth partners will be approached with the objective of securing their involvement and support for the event, during the discussions we are planning with them. Essex County Council's Business Team has offered support in ensuring various business funding and advice agencies are invited to exhibit. Brentwood Chamber of Commerce are interested in opening the event with a Business Breakfast and discussions are on-going with regards to also hosting a new Chamber Business Awards Ceremony at the event.
- 4.7 Having researched other similar events, the resource implications of organising a Business Showcase utilising the limited in-house resource of the ED team should not be under-estimated and would have considerable impact on the capacity to deliver the wider ED Plan for 2015/6. It is suggested therefore that the attached brief is issued with an invitation to

tender in early September 2015 to secure external support and expertise from a supplier with a good track record of organising these types of events. The ED team will commission this support and steer the overall direction of the event, managing the external support, supporting the marketing and promotion, facilitating partner liaison and engagement and hosting on the day.

- 4.8 There are various venues in the Borough that may be suitable for the event and the venue chosen will determine the final overall cost of the project and the date of the event. Venue and date suggestions will be finalised during the procurement of external support, but the aim will be to ensure value for money and cost minimisation to the Council. We will aim to hold the event in March 2016. Proposals that incorporate sponsorship and income generation will be scored favourably. It is estimated that the Showcase will require a budget in region of £6,000-£10,000 dependent on venue, external support chosen and the amount of sponsorship secured. The aim would be to minimise costs to the Council.
- 4.9 This would be the first Business Showcase Event for Brentwood and the target outcomes of numbers of businesses exhibiting and attending outlined below can only be roughly estimated. Experience has shown that these increase over time as events become more established year-on-year.

Options Outputs

Option	Output
1 Do Nothing	None
2 A Series of Smaller Business Workshops	3 small events 45 businesses supported Small PR potential
3 Brentwood Business Showcase	1 large event Up to 40 exhibitors Minimum target of 100 businesses supported Multi-partnership event and support Sponsorship opportunities Excellent PR potential

5. Reasons for Recommendation

- 5.1 To implement the first ever 2015/6 Brentwood Business Showcase Event to support the Business Support and development priority of the ED Strategy and Council Corporate Plan.

5.2 Option 3 is the preferred option as it provides a variety of approaches to support this agenda to a wider range number of target beneficiaries and works with a range of partners.

6. Consultation

6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted. This included support for the Skills and Employability priority.

6.2 Key partner organisations have been consulted and engaged to scope, develop and assist with the delivery of this project.

7. References to Corporate Plan

7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balanced night time economy. This includes:

- Facilitating the creation of new businesses
- Support for skills development
- Assisting in the provision of advice and guidance for local businesses
- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood Economy

8. Implications

Financial Implications

Name & Title: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

8.1 An allocation of up to £10,000 from the 2015/6 ED budget is requested to implement the Brentwood Business Showcase. This is the maximum proposed and it is likely that through sponsorship, minimising venue costs and procuring an effective delivery partner that the budget required will be reduced. The project will be approved under delegated authority of the Head of Service, Planning & Development. The Council's procurement

policy will be adhered to when required. The budget will be monitored on a monthly basis.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@brentwood.gov.uk

8.2 None

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

8.3 None

9. Background Papers (include their location and identify whether any are exempt or protected by copyright)

9.1 None

10. Appendices to this report

- Appendix 1 – Brief for Invitation to Tender for Brentwood Business Showcase

Report Author Contact Details:

Name: Anne Knight

Telephone: 01227 312607

E-mail: anne.knight@brentwood.gov.uk

Appendix 1

Invitation to Tender

Brentwood Business Showcase Event

Objective

Brentwood Borough Council wishes to commission an external provider to help develop, promote and organise a Brentwood Business Showcase Event in March 2016 for businesses in the Borough.

Background and rationale

Supporting Business is a key priority of the Brentwood Economic Development Strategy and the Borough Council is keen to run a range of initiatives and events to enable this.

Following a successful Business Speed Networking Event in March 2015; a Funding and Advice Road Show in October 2014 and a series of business workshops; we are now keen to support a high profile event which will focus on providing an effective arena for businesses networking to support local trade, the supply chain, business competitiveness and to showcase Brentwood's businesses.

Various discussions have been held with key partner organisations including the Brentwood Chamber of Commerce, Pro-actions Ltd, Essex County Council, Chelmsford City Council and Essex Chambers of Commerce to investigate the options available for Brentwood Borough Council to develop a Business Showcase Event. The Showcase event will look to work with these partners and others to provide a range of activities within one event.

In addition the Economic Development Team have visited several business events held across Essex and Kent to understand how these have been developed, organised and promoted including the Essex Chamber of Commerce Discover Essex event, Essex Means Business (County Council), Tendring Business Event, and the 2020 Event held in Kent.

Methodology

We are keen to understand your ideas with regards to the scoping and methodology for this event. Innovative proposals which add value to our ideas will be part of the assessment criteria of the tenders.

The types of activities that have been considered to date include a business to business exhibition and networking area, business breakfast or lunch, business awards ceremony, entrepreneurial speakers, business support workshops and speed networking opportunities.

It is important the event engages with both the larger and smaller businesses in the Borough across a range of sectors.

Tenders should outline the background to their company and highlight their evidence of a good track record in delivering similar events and the business and economic outcomes these produced.

Tenders should provide a clear action plan within their methodology of how they would deliver this event and address the key outputs and outcomes listed below.

Key outputs/outcomes

- Well planned, organized and promoted prestigious event with effective delivery.
- Minimum target of 100 businesses attending, preferably much higher
- Minimum target of 40 businesses exhibiting
- Range of partners engaged and supported
- Event sponsorship
- Effective PR and Communication undertaken
- Clear evaluation process of event and final report

Timescale

We would like the event to take place in March 2016 to take place at a suitable cost effective, professional local venue in Brentwood Borough. Your tender should propose suitable and costed venue recommendations.

Budget

An indicative budget in the region of £6,000 to £10,000 has been allocated for this event. Tenders will be assessed on quality and value for money. The Council is keen to minimize the budget allocated to this project and is interested in tenders which can organize the event using a methodology that will enable this. A draft costing for the event should be provided.

Deadline for tenders

Tenders to be submitted by email by 12 noon on Monday 14 September 2015. Provisional date for interviews is Tuesday 22 September 2015

Reply to:

Anne.Knight@brentwood.gov.uk

Telephone 01277 312607 if you wish to discuss this Invitation to Tender.

Attachments:

Terms and Conditions

2 September 2015

Economic Development Committee

“Opportunity Brentwood” Proposal Update

Report of: Anne Knight, Economic Development Manager

Wards Affected: All

This report is: Public

1. Executive Summary

1.1 This report updates on the project proposal for “Opportunity Brentwood”.

2. Recommendation(s)

2.1 That Option D be agreed, that the Economic Development Team hold further discussions with the Borough’s secondary schools in the Autumn 2015 to assess their desire to take part in “Opportunity Brentwood” in 2016/7, and if this is positive then this event be facilitated working in partnership with our large employers and Thurrock Council/“Opportunity Thurrock”.

2.2 That the implementation and necessary resourcing of this project be agreed and be undertaken with delegated authority to do so being granted to the Head of Planning and Development in consultation with the Chair of the Committee utilising the 2016/7 Economic Development Budget.

3. Introduction and Background

3.1 The 2014 Brentwood Economic Development Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits to the Borough to 2030.

3.2 One of the key priority objectives of the Strategy is skills and employability to ensure that local people have the necessary skills, ability and knowledge to gain employment and to encourage employers to recruit local people to support a sustainable community and borough.

- 3.3 In order to address this it is important to establish effective links between the education providers and the businesses so that the job and career opportunities available within these businesses and key industry sectors are clearly articulated to learners/job-seekers.
- 3.4 Over the last few years, Brentwood has been fortunate in having the Brentwood Learning Partnership to organise and hold a successful annual careers convention. However since the demise of the Learning Partnership during the last year, Brentwood's secondary schools now have to provide this careers advice individually and the level and type of provision varies. Individual school events are smaller and less likely to attract the larger employers as these employers need to engage with larger audiences and events in order to ensure cost-effectiveness of their time and involvement.
- 3.5 The ED Team visited the Thurrock Council skills team to find out about the successful annual careers event they run called "Opportunity Thurrock". This takes place annually with good take-up from secondary schools and large employers/SMEs. It is undertaken with workshops and interactive exhibits that the employers provide to wet the appetite of secondary school pupils regarding the opportunities within their businesses and career sectors.
- 3.6 During the visit to Thurrock, Brentwood received an offer to work in partnership with Thurrock Council to host a joint event, with the opportunity of branding our part of this "Opportunity Brentwood".
- 3.7 It was agreed at the 1 July Economic Development Committee that the Economic Development Team and colleagues from Thurrock Council would meet with the Careers Coordinators Group of the secondary schools within the Borough to assess their appetite for being involved in this event, and if this is positive then facilitate and implement the event working jointly with Thurrock Council.

4. Issue, Options and Analysis of Options

- 4.1 The issue is to address the skills and employability priority of Brentwood's Economic Development Strategy, Brentwood Borough Council should help facilitate education-business links and enable effective events/initiatives for doing this to ensure careers and employability advice and broker local people to local job opportunities.

4.2 Following a meeting with the Careers Coordinators and Thurrock Council on 9 July 2015 to present the project to the secondary schools in Brentwood, only 4 of the 8 schools were represented and only one, St Martins, expressed a tentative interest, but has since not responded despite the ED team's best efforts to take this further. Brentwood School did not wish to be involved given they already have their own careers day planned for the 7 October 2015. The Careers Coordinators for the schools that were not represented at the meeting have also been emailed and telephoned but to date there has been no response.

4.3 The schools are now closed for the summer and the timescales for involving any of the schools for the 2015/6 Opportunity Brentwood/Thurrock event is now limited. The options are:

4.4 Option A – Do nothing

This will not enable Brentwood Council to provide any support to facilitate education-business careers advice opportunities.

4.5 Option B – Individual Schools provide their own advice

Some of the schools are already providing careers advice through smaller individual events, but coverage is not comprehensive and varies in content and few larger employers are engaged.

4.6 Option C – Brentwood Borough Council organise its own stand-alone careers convention

This would allow Brentwood Borough Council exclusivity regarding the organisation and PR for the event. However it would be the most resource intensive option with budget costs (estimated at £5-6k) for venue, organisation, marketing and promotion and significant demands on ED Team time (resulting in fewer other ED projects being able to be progressed within the same time period)

4.7 Option D – Shared Event between Thurrock Council and Brentwood Borough Council but for 2016/7 rather than 2015/6.

This is the preferred recommended option, as it is the most resource efficient option for Brentwood Borough Council to produce the desired outcomes, building on an existing successfully run event by Thurrock Council (and utilising their expertise, skills and budget). It also enables a wider pool of employers and industries to come together to support students in exploring their career aspirations. The costs for Brentwood for

this option are the ED Team's time utilised mobilising the schools and businesses to take part; to help market and promote the event, and help host on the day. The funding model that Thurrock Council deploys is that each school contributes £500 towards the cost of the event and this includes transportation for the students to the event. In addition therefore the only consideration for Brentwood's ED budget would be to subsidise this cost for our secondary schools that want to take part but do not have their own funding. However, not all of the eight secondary schools are likely to take part so at worst it is estimated this would require £2-3k from the ED 2015/6 budget.

5. Reasons for Recommendation

- 5.1 To progress the project proposal for "Opportunity Brentwood" for 2016/7 in order to support the skills and employability priority of the Brentwood Economic Development Strategy.

6. Consultation

- 6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted.
- 6.2 Key partners and business groups for each priority area are consulted and engaged with project development, in this case the secondary schools and large employers in the Borough.

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balanced night time economy. This includes:

- Facilitating the creation of new businesses
- Assisting in the provision of advice and guidance for local businesses
- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood Economy

8. Implications

Financial Implications

Name & Title: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

- 8.1 The preferred option of implementing “Opportunity Brentwood” in 2016/7 is likely to require approximately £2-3k from the 2016/7 ED Budget if the cost of the schools involved are subsidised.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@brentwood.gov.uk

- 8.2 None

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.3 All Health & Safety issues relating to the event will be managed by Thurrock Council and the venue chosen.

- 9. Background Papers** (include their location and identify whether any are exempt or protected by copyright)

- 9.1 None

10. Appendices to this report

- None

Report Author Contact Details:

Name: Anne Knight

Telephone: 01227 312607

E-mail: anne.knight@brentwood.gov.uk

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Members Interests

Members of the Council must declare any pecuniary or non-pecuniary interests and the nature of the interest at the beginning of an agenda item and that, on declaring a pecuniary interest, they are required to leave the Chamber.

- **What are pecuniary interests?**

A person's pecuniary interests are their business interests (for example their employment trade, profession, contracts, or any company with which they are associated) and wider financial interests they might have (for example trust funds, investments, and asset including land and property).

- **Do I have any disclosable pecuniary interests?**

You have a disclosable pecuniary interest if you, your spouse or civil partner, or a person you are living with as a spouse or civil partner have a disclosable pecuniary interest set out in the Council's Members' Code of Conduct.

- **What does having a disclosable pecuniary interest stop me doing?**

If you are present at a meeting of your council or authority, of its executive or any committee of the executive, or any committee, sub-committee, joint committee, or joint sub-committee of your authority, and you have a disclosable pecuniary interest relating to any business that is or will be considered at the meeting, you must not :

- participate in any discussion of the business at the meeting, of if you become aware of your disclosable pecuniary interest during the meeting participate further in any discussion of the business or,
- participate in any vote or further vote taken on the matter at the meeting.

These prohibitions apply to any form of participation, including speaking as a member of the public.

- **Other Pecuniary Interests**

Other Pecuniary Interests are also set out in the Members' Code of Conduct and apply only to you as a Member.

If you have an Other Pecuniary Interest in an item of business on the agenda then you must disclose that interest and withdraw from the room while that business is being considered

- **Non-Pecuniary Interests**

Non –pecuniary interests are set out in the Council's Code of Conduct and apply to you as a Member and also to relevant persons where the decision might reasonably be regarded as affecting their wellbeing.

A 'relevant person' is your spouse or civil partner, or a person you are living with as a spouse or civil partner

If you have a non-pecuniary interest in any business of the Authority and you are present at a meeting of the Authority at which the business is considered, you must disclose to that meeting the existence and nature of that interest whether or not such interest is registered on your Register of Interests or for which you have made a pending notification.

Economic Development Committee

The functions within the remit of the Economic Development Committee are set out below:

1. To lead, consider and propose matters concerning the promotion of economic development throughout the Borough and the interface with countywide or regional economic development initiatives.
2. To promote and encourage enterprise and investment in the Borough in order to maintain and sustain the economic wellbeing and regeneration of the area.
3. To develop a climate where businesses and individuals can innovate, compete and contribute to the economic development and regeneration of the area; and excellence in local business.
4. To encourage the growth of existing businesses in the Borough and access to the skills and training necessary to support them.
5. To develop and deliver a Borough wide initiative on apprenticeships.
6. To consider and determine matters relating to the promotion, maintenance and enhancement of the vitality and viability of shopping centres within the Borough.
7. To consult with the Chamber of Commerce, Federation of Small Businesses, residents and other interested third parties.
8. To maintain a special interest in promoting employment in the Borough.
9. To promote and encourage tourism and heritage.
10. Parking (off Street parking provision in Council owned/leased off-street parking places).
11. Crossrail

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