

Economic and Skills Development Partnership
Tuesday 7 November 2017
8.30 - 10.30 am
Maxis I; 43 Western Rd, Bracknell RG12 1RF



AGENDA

| Item | Description | Page | By | Time |
|-------------|---|-------------|------------------------------------|-------------|
| 1. | Apologies for Absence | | Lizzie Rich | |
| 2. | Introduction of guest attendees | | Bob Collis | |
| 3. | Introduction of the Mayor of Bracknell Forest Borough Council | | Councillor Mrs Tina McKenzie-Boyle | |
| 4. | Action Points from Last Meeting | 1 - 6 | Bob Collis | |
| 5. | Feedback from the last Bracknell Chamber of Commerce council meeting | | Bob Collis | |
| 6. | 2 year plan update | 7 - 10 | Bob Collis | |
| 7. | Sub-group updates | 11 - 14 | Campbell Christie, Bob Collis | |
| 8. | BID update | | Bob Collis, Anneken Priesack | |
| 9. | LEP update | | Campbell Christie | |
| 10. | Any Other Business | | All | |
| 11. | Dates of Future Meetings 16 January 2017 | | All to note | |

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Economic and Skills Development Partnership

Tuesday, 5 September 2017

8:30am – 10:30am

Room 106, Fujitsu, Lovelace Road, Bracknell



Present: Bob Collis, Transport Research Laboratory
 Campbell Christie, Bracknell & Wokingham College
 Derrick Nirmalan
 Peter Smith, Thames Valley Chamber of Commerce
 Councillor Bob Wade, Small Business Champion
 : Anneken Priesack, Bracknell Forest Council
 Andrew Hunter, Chief Officer: Planning, Transport & Countryside
 Nancy Lalor, Learning to Work
 Julie Rowe, Key Group / WWP
 Adrian Crockett, Venture Life Group

Apologies: Tony Bellis, 3M
 James Sackley, Bracknell Forest Council

Action Points

| Minute | Item |
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| 72 | <p>Introduction to new members</p> <p>The chair introduced new members and welcomed them to the meeting:</p> <ul style="list-style-type: none"> • Adrian Crockett, Venture Life Group introduced himself and his company, which was an international healthcare provider. • Andrew Hunter, Chief Officer: Planning, Transport and Countryside had recently taken over the management of the Council's Economy and Regeneration function from Victor Nicholls and had therefore taken over the ESDP. • Julie Rowe joined the Partnership in place of Sheila Robbie who had left the Key Group. |
| 73 | <p>Action Points from Last Meeting</p> <p>The minutes of the meeting held on 4 July 2017 were approved as a correct record.</p> <p><u>Matters Arising</u></p> <p>Reviewing the minutes, the chairman indicated the action points which had been completed and updated the meeting on the results and matters which remained ongoing:</p> <ul style="list-style-type: none"> • It was noted that the Government's Industrial Strategy and Airports National Policy Statement had not progressed further, and no response to the ESDP's input had been received. The Partnership recognised that the Airports National Policy Statement was of particular importance to the ESDP due to proximity to Heathrow. • The Partnership noted the difficulty of finding representatives from larger |

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| | <p>companies due to the high turnover of staff and scale of organisations such as Dell and Vodafone. It was hoped that Fujitsu, who had been hosting the BID Steering Group, could get more involved in Partnership activity.</p> <ul style="list-style-type: none"> • The Partnership was reminded that the sub-groups were looking to boost their membership, and to suggest any individuals who may be suitable. • Marcus Cauchi had met with Campbell Christie to discuss Employment and Skills Sub-group membership. Marcus had provided contact details for a company called ISM who might be able to help the Partnership. • The BID launch was now planned for November (date and venue not yet known). This would be a key meeting for stakeholders, to secure sufficient interest. The Partnership suggested that this event would be a good opportunity to work together with the Chamber of Commerce. <p>The ESDP recorded their thanks to Fujitsu for hosting the meeting.</p> |
| 74 | <p>Lexicon Opening Update</p> <p>Anneken Priesack gave an update on the plans for the town centre opening on 7 September 2017. The majority of shops would open on time along with some staggered openings throughout the next month. The weekend's activities will include entertainers, stilt walkers and interactive screens. Where shops are not occupied yet, the empty shop windows would be filled with artwork by Bracknell and Wokingham college to support skills development.</p> <p>If partnership members have any feedback on the new town centre, comments were requested to be sent to the Lexicon/ Bracknell Regeneration Partnership directly through the website, or to Council representatives where relevant.</p> |
| 75 | <p>Thames Valley Chamber of Commerce Business Events Update</p> <p>Peter Smith updated the Partnership on the latest Thames Valley Chamber of Commerce business events.</p> <p>The 'Made in Bracknell' banner event was reported to have been very popular. In future events would ideally be held every other month in order to spread the message about the upcoming BIG (Bracknell Investment Group) BID. The local authority would share relevant contacts which could help with BID events. (Action: Andrew Hunter/ Peter Smith)</p> <p>With regard to 2018 events, Peter commented that the Chamber was waiting for ideas from businesses and that if any partner had a suggestion for a future business event, they should pass this to Peter and the Chamber. (Action: all)</p> <p>It was agreed the Bob Collis would also attend a Thames Valley Chamber of Commerce meeting in September/November to talk about the ESDP and the BID (Action: Peter Smith)</p> |
| 76 | <p>2 Year Plan Update and Progress</p> |

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| | <p>The chairman gave an update on the 2 year action plan and noted that the majority of actions had green status.</p> <p>With regards to enhancing ESDP membership, it was noted that a current membership drive would continue, with suggestions of representation from Frimley Health Foundation Trust and the West London Mental Health Trust, both of which Campbell Christie had contacts with, and the CBI who Bob was due to meet with. (Action: Campbell Christie / Bob Collis)</p> <p>With regards to identifying funding opportunities, the ESDP was reminded of their letter of support to the Local Authority funding bid to fund the A322 improvements. There were no Local Authority current funding bids which would benefit from ESDP endorsement, however Campbell noted that the College may have some upcoming bids which the ESDP could support for Employment and Skills. The partnership discussed the objective to communicate with ESDP members. An informal blog called 'Bob's Blog' had been drafted and would be circulated to ESDP members. (Action: Anneken/Bob)</p> <p>A celebration seminar style event for members was supported, however it was noted that the key messages must be clear for the event to avoid confusion. Campbell Christie offered Bracknell and Wokingham College as a potential venue for up to 50 people for 1.30/2 hours. The seminar would not be formal but have some items and opportunity for networking.</p> <p>Another suggestion was for a marketing campaign, however this would come at a cost and need organising. It was noted that the BID would take priority for marketing resources.</p> <p>The suggested photography competition had multiple benefits including tie ins with the local schools and colleges and the opportunity to get some good photographs for marketing purposes. Nancy Lalor suggested that Paul Thomas at News Quest would be a good contact to explore supporting the competition. (Action: Nancy Lalor). The partnership was keen to explore the arrangements for the Local Authority's existing Parks and Countryside photography competition. (Action: Andrew Hunter) Campbell Christie tentatively agreed to support the competition through the college, with help from Nancy and Learning to Work. (Action: Campbell Christie)</p> <p>It was recognised that the objectives for the 2 year plan were generally on target, although the Partnership noted that the plan had only existed for a matter of months.</p> |
| 77 | <p>Sub-group Updates</p> <p>Campbell Christie gave an update from the Employment and Skills sub group. Apprenticeships were a current focus due to the government apprenticeship levy for large organisations including Bracknell Forest Council.</p> <p>Campbell also reported that the Elevate programme had been funded by the EU money, and the future of the programme was uncertain following the end of funding in 2019.</p> <p>At Bracknell and Wokingham College, health and social care courses were being</p> |

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| | <p>promoted. A cyber security apprenticeship was being investigated, but evidence of local demand was needed before the course was deliverable.</p> <p>Bob Collis gave an update on the Infrastructure sub group which had been focussing on the following areas of work:</p> <ul style="list-style-type: none"> • Direction and input had been given to the Local Authority's Local Plan. Andrew Hunter agreed to circulate the current Local Plan documents to the ESDP for comment, and to include the ESDP in future consultation in December/January 2017/18. (Action: Andrew Hunter) • Rail infrastructure had improved to Waterloo after promotion and input from the Local Authority transport team and the influence of the Infrastructure Sub-group. • Full Fibre Broadband had become a national news item, and Rob Lamden of BTLC had agreed to advise the Sub-group on Broadband delivery in Bracknell Forest. Bracknell Forest had not been included in a recent government pilot, but it was noted that existing broadband speeds were comparatively good. • Promotion of sustainable transport and flexible working had been discussed with Stuart Jefferies, as the Local Authority had seen little improvement in traffic at peak hours despite businesses claiming to endorse and recommend flexible working patterns. |
| 78 | <p>BID Update</p> <p>Bob Collis gave an update on the BID. It was reported that nearly 300 districts have currently been set up throughout the country so far. The initiative is led by local businesses who pay a levy above their corporation tax and business rates to fund improvement initiatives in the district. In Bracknell, the Western and Southern industrial areas would be brought together to form a BID , and would vote on what they would like to support from a list of costed projects. A business plan would be created and required approval by government and Bracknell Forest Council . A seminar was due to take place in November 2017 (venue TBC) which would be open to all organisations to outline the key points of the project plan before the ballot.</p> <p>A question was raised regarding the future governance of the BID, and it was explained that although the partnership would guide the company into fruition, the ESDP would not be directly involved in governance once the BID was established. It was hoped that the organisation would stay connected and benefit from the same membership.</p> |
| 79 | <p>LEP Update</p> <p>The partnership was updated on the current bids for funding towards infrastructure. Of a total £150m potential funding for LEPs across the country, Thames Valley LEP had been awarded £35m which would fund transport improvements, broadband, Local Plan and skills development work. The main projects were:</p> <ul style="list-style-type: none"> • Transport subgroup of LEP promoting a third runway at Heathrow, and the western and southern rail links to Heathrow which would have major |

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| | <p>benefits for local supply chain businesses.</p> <ul style="list-style-type: none"> • Superfast broadband which would leave Bracknell with 99% superfast broadband coverage. Where Bracknell Forest's coverage had been consistently good, West Berkshire had improved from 65% coverage in 2013 to 99.7% with the help of LEP funding. • Local Plan Spatial Economic Narrative across Berkshire to establish the business needs of the 6 unitaries over the next 15 – 20 years. • Skills: Bracknell and Wokingham college were considering bidding for remaining £385k of LEP budget to possibly put towards a cyber security apprenticeship. • The LEP was investigating the issues arising and implications of Institutes of Technology which were being encouraged across the country. Support to the Careers Enterprise Company provided enterprise advisors to schools which is part funded by LEP. The Company currently had 27 volunteers but more advisers were being recruited. |
| 80 | <p>Article 4 and Local Plan Update</p> <p>Andrew Hunter gave an update on Article 4 and the Local Plan. Article 4 relates to government legislation which allows office buildings to be changed to flats without planning permission. Areas could only be protected from being converted if the Local Authority have Article 4 in place.</p> <p>For Bracknell, this will take effect from 27 February 2018. 1,000 units have already come forward with Western and Southern industrial areas being identified particularly as needing protection as any homes positioned in these areas would reduce office space available for the future. The Local Plan would identify a preferred plan for office space, residential areas, schools and roads until 2036. The ESDP would be consulted during the consultation period running from December 2017 – January 2018. Andrew Hunter agreed to send maps and notice of consultation for circulation. (Action: Andrew Hunter)</p> |
| 81 | <p>Any Other Business</p> <p>The chairman showed the group a new marketing booklet, a PDF version of which would be circulated. (Action: Anneken to send to Lizzie for circulation). Paper copies would also be available from Anneken.</p> <p>Nancy advised the partnership of a careers event on 12 October at Bracknell Leisure Centre which Bracknell schools will be attending. 4 October there would also be a STEM conference. (Action: Nancy to send details to Anneken)</p> <p>It was reported that James Sackley would be leaving Bracknell Forest Council at the end of September. The partnership wanted to extend their thanks to James and were appreciative of the work he had done whilst in his position especially in his support to the Partnerships Board and Infrastructure Sub group.</p> |
| 82 | <p>Dates of Future Meetings</p> |

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| | The next meeting would be held on 7 November 2017, venue TBC. |
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Bracknell Forest Economic & Skills Development Partnership (ESDP) 2-Year Action Plan: March 2017 to March 2019 'Building on Local Strengths'

Actions and Objectives Progress Update – 20 October 2017

| Action | Status | R/A/G |
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| 1. Build on Local Strengths: hold a business workshop to establish local strengths, business needs and expectations. | Meeting Held: 29 March 2017. | Action Complete |
| 2. Set Objectives: reflecting Bracknell's local strengths and the outcome of the workshop, establish a new set of high level objectives. | Objectives Agreed by Partnership Board: 2 May 2017. | Action Complete |
| 3. Deliver Work-streams: making a positive impact on the local business environment. | Employment and Skills Sub-Group: All 6 programmes progressing | Green |
| | Infrastructure Sub-Group: 5 of 7 programmes progressing (housing and broadband now starting) | Green |
| 4. Enhance Membership: ensuring the Partnership Board and Sub-Group memberships remains representative of local business needs, and that there is continuity of Chair/Vice Chair. | On-going: Five new members have now joined. An additional member of the Employment and Skills Sub-Group has been identified. | Green |
| | James Taylor of Bracknell and Wokingham College has agreed to become Vice-Chair | |
| 5. Identify Funding Opportunities: supporting the work of the ESDP and Bracknell's local businesses. | On-going: application supported by ESDP for funding A322 improvements under National Productivity Investment Fund has been successful. | Green |
| 6. Provide Support to the BID: programme managing to the early-stage development of the Western and Southern Areas BID. | On-going: BID programme delayed because of change to Project Management arrangements. Still well supported by business. | Amber |
| 7. Improve Engagement: identify the potential for collaboration with the Berkshire Thames Valley LEP, Thames Valley Chamber of Commerce and other business organisations. | TV Bracknell Chamber of Commerce meeting attended. Still to meet with the CBI. | Green |
| 8. Communicate: talking to ESDP members and outside organisations 7 | 1 st 'Bob's Blog' circulated in September. Next draft to be | Green |

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| <p>to build on Bracknell’s local strengths.</p> | <p>circulated in November. Ideas being carried forward/considered include:</p> <ul style="list-style-type: none"> • a Christmas time ESDP event • a ‘seminar’ style engagement event (possibly linked to the BID) • a joint event with the Thames Valley Chamber of Commerce • a marketing campaign based on Bracknell’s strengths • A photography competition | |
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Objectives

| Action | Status | R/A/G |
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| <p>Identify Bracknell Forest’s ‘local strengths’ as the basis for understanding Bracknell’s collective business needs and lobbying on their behalf.</p> | <p>See Action 1 above. Need to make more use of the local strengths in promoting and lobbying activities.</p> | <p>Green</p> |
| <p>Through the Partnership’s work-programmes provide a co-ordinated voice and support for the local business community, building on Bracknell Forest’s local strength.</p> | <p>See Action 2 above.</p> | <p>Green</p> |
| <p>Be the effective voice of local business in responding to government and local planning consultations. In collaboration with the local authority, aim to build on Bracknell Forest’s strengths as a provider of the right environment for businesses to thrive.</p> | <p>On-going. Need to understand where and when the ESDP can do more.</p> | <p>Green</p> |
| <p>Support Bracknell Forest businesses in seeking funding from government and private sector initiatives in areas such as technology development and cyber security.</p> | <p>See Action 5 above. More opportunities need to be identified.</p> | <p>Amber</p> |
| <p>Lobby on behalf of Bracknell Forest’s businesses to seek funding for first-class communications and transport infrastructure, such as telecoms, road, rail, cycle and walk access.</p> | <p>As above.</p> | <p>Amber</p> |

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| Steer and support the development of first-class programmes and initiatives (e.g. Elevate) for training, apprenticeships and skills development in Bracknell. | On-going. See Employment and Skills Sub-Group Workstream. | Green |
| Support plans for the provision of appropriate housing and leisure facilities for the business community's employees. | Infrastructure Sub-Group seeking expert advice. | Green |
| Establish Bracknell's first Business Improvement District (BID) covering the Western and Southern Business Areas. | See Action 6 above. | Amber |
| Help establish a vibrant town centre through the promotion of business interest and employment programmes. | No activity identified to date. Need to understand where and when the ESDP can support. | Green |
| Establish collaborative relationships with the LEP, Chamber of Commerce and other business organisations. | See Action 7 above. | Green |
| Increase the membership of the ESDP, ensuring that Bracknell's businesses are appropriately represented. | See Action 4 above. | Green |

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ECONOMIC & SKILLS DEVELOPMENT PARTNERSHIP

INFRASTRUCTURE SUB-GROUP

WORK STREAM – UPDATE OCTOBER 2017



Economic & Skills Development Partnership

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| Programme 1: | Lead: |
| Provide direction and input to the Local Plan and associated policy documents on the Bracknell Forest business community's infrastructure needs. | GH |
| Update: | Date: |
| Key dates for ESDP involvement will become clear when the local plan timetable for external consultations is produced around the new year. To date we have received no feedback on the ESDP's response to the government's Industrial Strategy Consultation, nor is there any feedback on its response to the Heathrow Expansion Consultation. | 26/10/17 |
| Programme 2: | Lead: |
| Explore the viability of creating a Business Improvement District (BID) within Bracknell Forest, forming a Steering Group to assess and report on potential options. | JS |
| Update: | Date: |
| A BID Steering Group meeting was held at Fujitsu on 10 October to discuss project management arrangements for taking the BID forward. Methods of raising contributions to fund a professional BID management company were explored, and the Group is now assessing the benefits of such an approach. | 26/10/17 |
| Programme 3: | |
| Working with the LEP, provide business-led advice to Train Operating Companies and Network Rail on delivering improved rail services to and from Bracknell. | SJ |
| Update: | Date: |
| BFC officers continue to update the Sub-Group on rail improvement issues. | 26/10/17 |
| Programme 4: | Lead |
| Provide business-led advice on future development needs for Superfast Broadband in Bracknell. | TB |
| Update: | Date: |
| At the last Sub-Group meeting BTLC set out the position with the development of broadband technology, including 'Full Fibre'. The ESDP's role could be to lobby the government and providers to accelerate delivery of Full Fibre, and also make local agents and landlords more aware of the benefits. | 26/10/17 |
| Programme 5: | Lead: |
| Provide support to the LEP and local authority in seeking funds to improve Bracknell's Strategic road corridors to increase capacity and provide reliable journey times | SJ |
| Update: | Date: |
| Bracknell has been the only Berkshire local authority to be successful in securing government funding from the National Productivity Investment fund. This was for the completion of the dualling of the A322 Downshire Way. The ESDP's letter of support, included in the bid, helped demonstrate the importance of the scheme. | 26/10/17 |

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| Programme 6 | Lead: |
| Continue to improve and promote the sustainable transport network that provides a high level of accessibility to key services including employment, education, healthcare, shopping and leisure. | SJ |

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| Update: | Date: |
| Together with BFC officers the Sub-Group will start to work-up ways of supporting initiatives such as flexi-working styles to reduce the pressure on the road network at peak hours, as well as improving the quality of cycling and walking links. | 26/10/17 |
| Programme 7 | Lead: |
| Provide advice and direction on improving the availability of rented and graduate accommodation to meet increasing demand from Bracknell's business employers. | JT ML |
| Update: | Date: |
| Bracknell Forest Homes briefed the Sub-Group on the local supply and demand for affordable homes and rented accommodation for graduates. BFH are to talk to HR managers of some of Bracknell Forest's larger employers about their graduate accommodation needs. The Sub-Group would continue to explore this topic. | 26/10/17 |

BC/26/10/17 (1)

ECONOMIC & SKILLS DEVELOPMENT PARTNERSHIP

EMPLOYMENT & SKILLS SUB-GROUP

WORK STREAM



Economic & Skills Development Partnership

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| Programme 1: | Lead: |
| Introduce a revised apprenticeship programme to the council with view to the new apprenticeship levy and public service organisation quota being introduced. | BFC HR / AP (monitoring) |
| Update: | Date: |
| Kim Stevens (Head of HR Organisational Development Environment, Culture & Communities)in post. BFC plan for 98 Apprentices spread over 2 years. | |
| Programme 2: | Lead: |
| Manage and sustain the Elevate Bracknell Forest initiative. | BFC / KN & BA |
| Update: Extension of the project to June 19. Impact of extension likely to be on reduction of local provision. KN to provide a summary of support available to local businesses from Elevate and shared with ESDP. | Date: 30 Jun 18 31 Nov 17 |
| Programme 3: | |
| Skills for the Lexicon – develop and deliver a recruitment and events programme for the Lexicon Bracknell | LtW / RB |
| Update: | Date: |
| Completed with launch of Lexicon on 7 Sep 17. Routine and ongoing work to follow on. Programme 3 to be removed | |
| Programme 4: | Lead |
| Promote information available around opportunities for businesses (especially SME's) to take on work experiences, trainees and / or apprentices | CW, PS & CC |
| Update: | Date: |
| KN to provide a summary of support available to local businesses from Elevate and shared with ESDP. | 31 Nov 17 |
| Higher Apprenticeships attracting much interest. BWC introducing a Degree Apprenticeship in Jan 18. CC writing to Head teachers to promote the Degree Apprenticeship route. | 31 Jan 18 31 Nov 17 |
| Adviza delivering Higher Apprenticeship workshops. | Ongoing |
| L2W chairing a sub group to explore what SMEs need. | TBC |
| LC requested a (very) simple guide. CC offered BWC assistance - BWC to meet with interested schools to go through what is involved in taking on an Apprentice. | 31 Dec 17 |
| Programme 5: | Lead: |
| Conduct one or more surveys with local businesses to establish current needs with regards to employment and skills | CW, PS |
| Update: | Date: |
| FSB (National) survey report nearly ready. CW to distil for Berkshire relevance but unlikely to be able to distil further down to Bracknell Forest specific relevance. | TBC |
| Programme 6 (monitoring programme): | Lead: |

ESDP Employment & Skills Sub-Group

Work Stream

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| Encourage education providers to develop and offer training in soft skills and employability skills as well as encourage education providers to use available labour market intelligence (LMI) to raise awareness of local skills needs which should inform careers advice and guidance and the curriculum. | LC, CCu, CC |
| Update: | Date: |
| Schools regularly and routinely informed by LC. TVBLEP refreshed Skills Priority Statement due by Christmas. TVBLEP initiative to develop Career Clusters drawing upon ESF funding. Schools to be invited to participate. <i>Study Higher</i> Initiative to report back in Jun 18 to seek endorsement by ESDP | <i>Ongoing</i> <i>31 Dec 17</i> <i>TBC</i> <i>30 Jun 18</i> |
| New Programme: | Lead: |
| Business Breakfast Forum to promote Apprenticeships | All |
| Update: | Date: |
| BFC Mayoral initiative at Southill Park to encourage businesses leaders, schools and colleges to collaborate to create more apprenticeships. Dr Philp Lee MP speaking + CC (+ Lord Digby Jones tbc) | <i>23 Feb 18</i> |