1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

1.1 The City Deal is focused on increasing the participation of 16-24 year olds in education, training and work, to develop work-related skills and to streamline the pathway to employment for young people. This is linked directly to a broader objective of delivering economic growth locally, and to address local concerns about the number of young people Not in Employment, Education or Training.

1.2 This report provides Joint Committee with a progress update on the spoke and hub projects of the Thames Valley Berkshire City Deal. These projects include:-

Spoke Projects
- Elevate Bracknell
- Elevate Reading
- Elevate Slough
- Elevate West Berkshire
- Elevate Windsor and Maidenhead

Hub Projects
- Labour Market Intelligence
- ElevateMe
- Business Growth Hub

2. RECOMMENDED ACTION:

That Joint Committee Members note the report and progress made during quarter 1
Spoke Projects Update

Elevate Bracknell

Business Engagement
- Recruitment for the Business Engagement Co-ordinator had been completed and a candidate had been selected, they will be starting on September 1st 2014.
- An event for colleagues engaging with Businesses was held on Thursday 8th May.

IAG Hub
- Neville House in Bracknell town centre had been secured as the location for the IAG hub.
- A workshop to engage with young people has been held.

Elevate Me - Bracknell
- A technical brief has been completed work on branding has started with a stag symbol preferred for the customisation of Elevate

Elevate Reading

Partnership Working
A project management team has been developed to coordinate partnership working across the Reading spoke. This project team has agreed to:

- Use of the connexions shop in Friar Street by young people facing teams of Adviza, DWP, NCS, New Directions
- To formulate a joint marketing plan of Elevate Reading and Elevateme Reading.
- Employer engagement staff from CIC, DP and Adviza to develop a joint plan of outreach.
- A process for providing access to mentoring pre and post-employment.
- All party input in updating and developing of the ElevateMe web site.
- To finalise a plan for supported employment to support young people from what the project calls ‘hard to reach’ groups’.

Co-location Hub
- There have been a number of meetings with partners looking at the detail of the look and feel and layout for an open market place and back office staff. The landlord and tenant draft terms have been discussed.
- Currently seeking endorsement to hub location and with an aim to open the hub by Christmas.

ElevateMe- Reading Website
- Elevate My Business micro site is being constructed and there would be a landing page on ElevateMe with the option of Elevate Reading or Elevate My Business. The Employer facing team would be skilled in giving people all the options available.
Activities:

- A construction Speed Dating event held in partnership with GallifordTry Construction, Muse Developments and DWP, *Routes into Construction* brought together young people interested in careers in construction and a range of sector professionals. The event was well attended and received positive feedback.
- Job Fair – held at Reading College in May, with 1200 attendees, included dedicated supported for CV writing, and over 60 exhibitors/providers offering a wide mix of job opportunities and training.
- Elevate Outreach events – including a breakfast event for training providers to discuss the Elevate project and website, and engagement sessions with community groups working with young people.

**Elevate Slough**

Slough City Deal Steering group has been established and are meeting regularly.

**Partnership Working**

- Processes, protocols and arrangements between partners to be fully operation from September 2014.
- Data sharing working arrangements are being developed between key partners.
- JCP Plus are actively involved in Slough resulting in key partners working from JCP offices.

**Recruitment**

- 19-24 NEET engagement worker is in place
- Data System and Analyst in place.
- Recruitment to Project Coordinator to take place in July/August- an interim Project Coordinator is in place.

**Outcomes and Activities**

- 60 young people shortlisted for 28 Apprenticeships- recruitment process July/August 2014
- 1 NEET young person moved to a Traineeship
- First Construction Pathway programme completed
- Agreement secured to develop an Apprenticeship Campaign
- Soft launch being scheduled

**Elevate Slough- Website**

- Elevate Website Operational Group is in place- key tasks are being identified and implemented.
Elevate West Berkshire

Adviza have been commissioned to conduct a scoping exercise for Elevate West Berkshire to identify the likely locations of young people in jobs without training. A final report will be presented back to the West Berks Steering Group on 17th July.

Employer Brokerage

- An event promoting the benefits of employing young people- entitled ‘Open Your Mind’ was run with 55 businesses attending.
- The technical specification for the Employer Brokerage service was published on the 16th June. The full invitation to tender will be issues in August with a supplier appointed in November.

Elevate West Berkshire Website

Work has begun on the personalisation of ‘Elevate West Berkshire’ website, where advice, information and support will be available for YP and their families.

Elevate Windsor and Maidenhead

Partnership Working

- RBWM will be working with partners to ensure that there is a collective approach to data collection and co-located working practices being discussed for implementation at soft launch.
- A joint approach to a Graduate Event with Slough across the two authorities.
- Discussions are taking place with partners in order to deliver job coaching.
- Both colleges in East Berkshire are working collaboratively.

IAG Hub

- A one year lease has been negotiated for the Maidenhead Hub in its current location; a new layout is being discussed by partners which involves IAG interview rooms being built.
- A rota for staff co-location to be worked out at the next implementation group.

Soft launch date: 18th August- in order to reach those receiving exam results.
Go-live date: RBWM are currently looking at the last two Fridays in September for a launch in both town centres.

Recruitment

- The role of Partnership Enrolment Officer is being advertised, interviews for the post will take place on 23rd and 24th July.
- The paid for member of staff will be running the Hub for Berkshire College of Agriculture is IAG qualified and has been collecting IAG on NEETs from the college that are dropping into the Hub since the City Deal Funding has been confirmed.
Elevate Windsor and Maidenhead:

- A functional requirement specification has been produced; there will be a final consultation with the implementation group on 16th July.

Elevate Wokingham

IAG Hub

- Refurbishment of the space Wokingham library for the Employment and Skills Hub has started.
- A focus group with young people has taken place to discuss how the hub would look.
- Wokingham Children’s services will be funding a gallery space in the hub and young people will be able to work together with artists.

**Soft launch**: 11th August 2014 with a dry run week before to align protocols.  
**Go-live**: 4th September 2014

Partnership Working

- A workshop and a training session will be held with staff who will be operating out of the hub, to make sure that procedures are the same.
- A Memorandum of Understanding for partnership staff is being piloted by Wokingham and establish common ways of working in the hub.

Recruitment

- An interim centre manager for the Employment and Skills Hub has been seconded from Adviza.
- Job Descriptions for the positions of Centre Manager for the Employment, Construction Skills Broker and an Apprentices Skills Co-ordinator are being evaluated.

Activities

- Wokingham’s Construction hub has gained accreditation for a National Skills Academy from the Construction Industry Training Board.
- Wokingham have established the hub as a council project.

Business Growth Hub

THAMES VALLEY BERKSHIRE BUSINESS GROWTH HUB

Background:

Thames Valley Berkshire Business Growth Hub has 4 main activities:
• A one stop shop web site as the single gateway for all Thames Valley Berkshire’s businesses; providing access to information, an overview of grants and available business support services www.berkshirebusinesshub.co.uk
• A programme of coaching, advice and training from an experienced team of business people to develop business strategies and plans for growth. The Hub is partnering with national programmes (MAS, UKTI, GrowthAccelerator, TSB), and with the LEP’s own Funding Escalator
• A competitive grants programme to fund businesses that need between £1k and £3k for specialist advice, and between £10k and £40k to develop new products, prove new technologies and get ideas to market.
• A business network delivering relevant events and topical activities across TVB, to provide knowledge and information exchange for growth businesses

Update:
• Key milestones and targets exceeded as at start July:
  o 52 businesses engaged (18 in pipeline): target 44
  o 42 businesses assisted (17 in pipeline): target 33
  o 9 pre start assists (1 in pipeline): target 3
  o 16 prospective clients prepared for intensive support and/or grants
  o 16 business leaders have or are attending Henley Accelerator programme
  o 1 open innovation project underway with Jaguar Land Rover
  o 9 Growth Accelerator common clients
  o 5 MAS referrals
  o 2 TSB applications in hand
• Links have been forged with local Touch Points and national partners
• A ‘Rural Spoke’ is to be established using EU SIFS EAFRD funds
• A Steering Group and Grants Panel have been established (diagram below)
• Inaugural Grants Panel 20 June. Four businesses applied for grants. Three companies due to receive a total of approx. £40k
• Successes being written up as case studies – in one example, a client business reported back to Growth Hub team that after receiving 1.5 hours of coaching they changed their sales methodology. The resultant sales activity produced £45,000 of new orders for the client
• 10 clients part way through the first Berkshire Business Accelerator
• Growth Hub supporting or delivering events in partnership with partners and local touch points on an on-going basis:
  o Presentations have been made at a number of events to over 250 business people and professionals to introduce them to the Growth Hub.
  o 60 attendees at the Growth Hub / University of Reading joint event – Supporting SMEs to Grow Forum. A series of five more events are scheduled with the Growth Hub as the main supporting organisation.
  o 30 attendees at the Thames Valley Life Sciences food safety and authenticity event
• Open innovation project underway with Jaguar Land Rover who are seeking leading edge software businesses to work with to add value to their core businesses. SMEs in the Growth Hub network will be introduced as potential partners to this corporate in due course. Collaboration with the University of Reading is part of this project.
• The LEP has been awarded £250,000 for 2015/16 to allow a Business Growth Hub to continue as part of the Local Growth Deal.
The management of ElevateMe has transferred to Reading UK CIC. The website is monitored for traffic analytics in order to assess its performance.

Spokes were asked to complete a Functional Requirement Specification (Appendix 1) for the customisation of local websites. Local authorities provided realistic customisation and consistency for their local websites.

Following this the Steering Group has agreed to take forward the Berkshire roll-out proposals from the local authorities' functional requirements.
LMI and Business Intelligence Update

LMI and Business Intelligence Outputs

TVB LEP will be producing the following LMI and Business Intelligence Reports to inform the City Deal project.

<table>
<thead>
<tr>
<th>Output</th>
<th>Target audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly job market information (real-time job vacancies by occupation and local authority area)</td>
<td>Spokes</td>
</tr>
<tr>
<td>Monthly local business intelligence (lists of newly incorporated businesses and business dissolutions / liquidations by local authority area plus businesses moving into or within Thames Valley Berkshire)</td>
<td>Spokes</td>
</tr>
<tr>
<td>Quarterly business intelligence report (headline figures from monthly reports)</td>
<td>Joint Committee, Steering Group</td>
</tr>
<tr>
<td>Quarterly Labour Market Intelligence reports (employment and unemployment data for the working age population and 16-24 year olds)</td>
<td>Joint Committee, Steering Group, Spokes</td>
</tr>
<tr>
<td>Subject specific briefing reports on the following areas (to be produced over next 6 months):</td>
<td>Joint Committee, Steering Group, Spokes</td>
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<td>- Employer skill needs</td>
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<td>- The TVB economy</td>
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<td>- TVB employers</td>
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<td>- Labour market experiences of young people</td>
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<td>- Movement of people for work, education and training</td>
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<td>- Labour market experiences of groups of special interest</td>
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<td>- Skills acquisition</td>
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The flowchart in Appendix 1 shows how it is envisaged that the above intelligence will be used.

Caroline Perkins, Economic Research Analyst at Thames Valley Berkshire LEP will present the findings from the first quarterly Labour Market and Business Intelligence reports at the City Deal Joint Committee meeting on 18th July.

LMI and Business Intelligence activities May to July 2014

- Delivered a workshop to the six Spokes to discuss their LMI and Business Intelligence requirements.
- Purchased the MINT Business Database and provided associated training to Spokes
- Purchasing Labour Insight (a real-time job vacancy analytics tool) and SPSS (a statistical software package that will enable detailed analysis of government run skills and population surveys)
- The LEP and JCP have begun conversations to ensure a joined up approach to the provision of some elements of LMI to avoid duplication
- Planning for a central deposit for intelligence
APPENDIX 1

City Deal LMI – value / use Flow chart

Example: Hotel industry

- Hospitality is a growth sector
- Hotels employ a lot of young people
- There are a large number of vacancies within TVB in hotels (particularly in F&B/WM)
- Hotel employers are looking for people with these skills... X, Y, Z and those qualifications... AA, BB, CC

- List of hotels in TVB
- List of new hotels moving into TVB
- List of hotels currently recruiting
- List of hotels recruiting apprentices and interns

- Visits to hotels
- Training in skills required

- Young people take up sustainable work in hotels