

## Economic Recovery

**Outcome Sponsor – John Hazelwood**

**Outcome Lead – David Owen**

**Priority Outcome: Economic Recovery – Gloucestershire’s recovery from recession is accelerated and the impact of recession is reduced**

### Why is this a priority?

Addressing the current recession is a local, regional, national and international priority. The effects on the Gloucestershire economy have seen a 132% rise in unemployment over the previous 12 months to 12,620 total claimants (June 2008 to June 2009), which equates to 3.6% of the population of Gloucestershire, with widespread impacts on almost all sections of the economy. Gloucestershire First, as the Economic Development Partnership for Gloucestershire, carries the mandate for supporting local business and driving the recovery.

### Where do we want to be in 18 months time?

- To have delivered successfully a Taskforce Workplan and have mainstreamed the objectives into core activities
- To have stabilised unemployment and kept the claimant rate at 1% below the national average
- To have prompted a decline in numbers of recession related benefit claimants
- To have fostered a positive outlook within the County among the key sectors when surveyed.

### What we will do this year

Improvement Activity	Planned Benefits	Key Resources	Dates	Lead	Partners
<b>Back into Employment</b> – Intensive work focused training for individuals aged 19 + and unemployed 6 months plus.	Long term unemployment kept to a minimum. Support provided to individuals, minimum 900 supported 200 individuals supported into employment	£1.1m SFA	Review April 2011 Completion Sept 2011	SFA – Linda Osment	Training providers, Businesses
<b>Clearing Desk</b> – Co-ordination of Area Action Force activities and dissemination of intelligence to partners; support directed at employers experiencing difficulties.	Co-ordination of County’s recession response Signposting to the wide range of public sector support available Sharing intelligence	£30k Recession GFirst staff time	Review April 2011	GFirst Angela Presdee	Economic Taskforce
<b>Domestic Holidays Campaign</b> – New campaign for the promotion of the County as an activity holiday destination	Maximise domestic (i.e. UK) holiday opportunities through adding value and extending support for existing and successful ‘Culture’ campaign and specifically by increasing awareness of activities and sports tourism choices in Gloucestershire Private Sector involvement/engagement and financial support Complement District based tourism/marketing plans	DMO, GFirst staff, District Staff, £20k	Review April 2011	Cots. & FoD Tourism – Paula Burrows/ Dominic Stevens	District Councils, GCC

<p><b>Environmental Technology –</b> Develop opportunities for growth and new business development in emerging sector. (Low Carbon card activity links)</p>	<p>Audit range/status of existing environmental technology assets in County in order to understand market – definition of the sector Awareness of best practice particularly in the advanced engineering sector Production of ‘expert’ directories, case studies for potential inward investors to aid possible relocation and or retention of businesses</p>	<p>GFirst staff, £15k from recession pot, Bus. Link staff</p>	<p>Review April 2011</p>	<p>GFirst – Angela Presdee</p>	<p>Business Link</p>
<p><b>Finance and Business Sector Support –</b> Business Banking Event to improve access to finance by encouraging dialogue between the businesses, and finance providers</p>	<p>To understand the ‘facts and fiction’ for businesses accessing funding. Look at any joint outcomes such as awareness raising activities/campaigns with banks – in order to improve access to finance</p>	<p>GFirst staff with BL, local bank contacts, £1k from recession pot</p>	<p>Review April 2011</p>	<p>GFirst – Angela Presdee</p>	<p>Business Link, local bank contacts</p>
<p><b>‘Getting Fit’ For Business –</b> Local Procurement Policy and Practice – Raise awareness of how local authorities procure contracts and how small and micro businesses could compete and win such contracts.</p>	<p>Series of <b>linked</b> awareness briefings/training events Increase in Gloucestershire businesses listed on local sourcing pools, registered on ‘supply2gov’ and engaging with the ‘Compete For’ Olympic business brokerage initiative ‘Compete 4’ awareness event at UWE (Team SW)</p>	<p>BL staff, GFirst staff, GCC staff, £30k from recession pot</p>	<p>Review April 2011</p>	<p>BL – Grant Cozens</p>	<p>GFirst, FSB, GCC, BL</p>
<p><b>Gloucestershire Portal –</b> Further development of the existing Glos Enterprise Network Web portal, to provide a central gateway and information hub.</p>	<p>Source of vital information, tools and support services Single resource enabling the development of new business/trading relationships Business to business trading, networking and procurement</p>	<p>£40k from recession pot, University Leverage £30k</p>	<p>Complete by December 2011</p>	<p>UoG Laura Crabb</p>	<p>GFirst, Business Link, GEN</p>
<p><b>Innovation Support Programme –</b> Focus on adding value to key sectors through how businesses can develop new areas of work or how businesses can remain competitive, through the Solutions for Business programme.</p>	<p>Enabling opportunities for new business and product/service development, To develop a network that supports those interested in developing new products and business.</p>	<p>£30k from recession pot, GFirst staff</p>	<p>Review September 2011</p>	<p>GFirst– Angela Presdee</p>	<p>GFirst, BL, SW RDA</p>
<p><b>Parklife –</b> Focus on a number of skills and people support activities including Business development Programme; Graduate Challenge and collaborations with HE/FE providers</p>	<p>Increase in employers improving workforce skills Improved knowledge and understanding of existing future skills needs</p>	<p>£100k ESF £95k HEFCE £70k recession</p>	<p>Review April 2011</p>	<p>GFirst – Ahmed Goga</p>	<p>All Local Councils</p>

<b>Redundancy Support</b> – Rapid response support provided to organisations facing significant redundancies	Support provided for individuals On-site advice surgeries, links and referrals to other agencies Information and advice about jobsearch, vacancies and training opportunities	Unlimited funding from JCP	Review April 2011 Completion Sept 2011	JCP – Martin James	Businesses, GFirst
<b>Redundancy and Worklessness</b> – Response 2 Redundancy aims to assist employers making redundancies; employees on notice of redundancy; and those recently made redundant (under six months) to: retrain; gain qualifications for skills/ to start a business.	Provide flexible skills and training support to individuals at risk or under notice of redundancy  Supported a minimum of 600 individuals	£1.7m ESF & £825k SFA	Review April 2011 Completion September 2011	GFirst – Ahmed Goga	SFA, Businesses
<b>Retail Sector Support</b> – Support for key strategic retail locations in the County. Enabling the retail sector to strengthen and flourish through a variety of potential schemes.	Improved retailer confidence Improved communication between retailers and with representative organisations Improved shopping offer Greater take up of business support opportunities	GFirst staff, District staff, £52k from recession pot	Review April 2011	GFirst – Dan Judges	District & Town Councils, FSB, CoC Town Centre Management staff
<b>Sector Employability</b> – Sector employability routeway training linked to JCP vacancies for 18-24yr olds unemployed for 6 months plus into employment	Young people trained and supported into work	£250k SFA	Review April 2011 Completion September 2011	SFA – Linda Osment	Training providers, Businesses
<b>Trade Local Campaign</b> – Provide financial support to increase footfall/ awareness of local services and retail offer through supporting activities across the County. - Develop proactive PR campaign and capture best practice as case studies.	- Increased awareness of what local retailers have to offer; - Increases patronage of local businesses; - Develop new events and festivals and to expand existing programmes - Highlighted Best Practice through case study preparation and capture	GFirst Staff, £45k from Recession pot, PR consultant	February 2010 launch Completion by December 2010	GFirst – Dan Judges	GFirst, GMTF, FSB, Chamber of commerce
<b>Workready Workforce</b> – Roll out of successful Stroud pilot, to Cotswolds and Cheltenham to develop the work ready skills of young people across the County.	Raised awareness of ease/affordability of encouraging young people in to business.  Focus on business efficiency and the relevance of skill issues in relation to business survival strategies – in order to increase numbers of young people in training/employment (NEET) <i>Cf Skilled/Working Economy card</i>	SDC staff, GFirst staff, £10k from Recession pot	Review April 2011	GFirst Jenny Pitcher	Stroud College, FSB, Cotswold District Council

## How will we know what difference we have made?

Indicator	Baseline	Targets 2010/11	Lead	Links
NI 151 – Overall employment rate (working age)	77.6% (July 2008 to June 2009)	4.3% above GB average as at March 2011 (refreshed)	GFirst	
N153 – Working age people claiming out of work benefits in the worst performing neighbourhoods	29.2% (Quarter 2 2009)	1.3% below England average as at Q4 2010/11 (Jan to March 2011 refreshed)	GFirst	

**Resources:** Gloucestershire First staff time to monitor and implement various projects/initiatives is underpinned by an annual operational budget from GCC totalling £1.4m. Other significant sources of funding supporting activity featured in this card include:

GCC – £178k to help support the economic recovery effort

ESF – £1.8m to minimise the threat and effects of redundancy

HEFC – £95k to support Parklife

SFA – £2.1m to help people retrain and get back into work

Partners identified are contributing directly to the delivery of the activity, either financially and/or in terms of staff time

*Note: funding streams may span more than one financial year*

### Key risks:

The Partnership's full risk register can be viewed at [www.glosfirst.co.uk](http://www.glosfirst.co.uk) however headline issues, relating to the delivery of the range of Improvement Activity within this card, are considered to be as follows:

**Not able to deliver the projects on time** – all projects have been asked to develop a project initiation document, detailing activity, timings and staffing implications to contribute to efficient programme management.

**Unemployment levels increase** – unemployment levels are monitored continually by the Research Team at GCC who plan and forecast future trends

**Recession deepens** – work with partners to plan ahead should risk happen and mitigate the potential impact on the County

### Related Documents and References

**Local:** Tewkesbury Borough Council – Tewkesbury Food and Drink Festival, Cycling Festival and Winchcombe Walking Festival (**Trade Local**), Tewkesbury Chamber of Commerce new branding/marketing project (**Retail Sector Support**)

Cheltenham Borough Council – Cheltenham Business Pride Shopfront Improvement initiatives, Retail Window Campaign, plus funding to support fringe events and activities around the Literature Festival and Christmas period (**Retail Sector Support**), Hester's Way Working Links Officer (**Work Ready Workforce**)

**Regional/National:** Regional Economic Task Force activity, Business Link – 'Compete For' and 'Supply 2gov' initiatives, FSB – 'Keep Trade Local' Campaign, Skills Funding Agency – delivery of the [National Skills Strategy 2009](#), HEFCE Strategic Plan 2006-11 [Workforce Development Programme and Employer Engagement Projects](#), ESF Regional Framework and South West Regional Skills Action Plan, ESF 2007 -13 Programme Co-financing Plan for South West Region