

**BRIGHTON & HOVE CITY COUNCIL**

**ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

**5.00pm 5 MAY 2009**

**COMMITTEE ROOM 3, HOVE TOWN HALL**

**MINUTES**

**Present:** Councillor Kemble (Cabinet Member)

**Also in attendance:** Councillor Turton (Opposition Spokesperson)

**PART ONE**

**56. PROCEDURAL BUSINESS**

**56a Declarations of Interests**

56.1 There were none

**56b Exclusion of Press and Public**

56.2 In accordance with section 100A of the Local Government Act 1972 ("the Act), the Cabinet Member for Enterprise, Employment and Major Projects considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press and public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A (3) of the Act) or exempt information (as defined in section 100I(1) of the Act).

56.3 **RESOLVED** – that the press and public be not excluded from the meeting.

**57. MINUTES OF THE PREVIOUS MEETING**

57.1 **RESOLVED** – That the minutes held on 23 March 2009 be agreed and signed by the Cabinet Member.

**58. CABINET MEMBER'S COMMUNICATIONS**

**Open Market**

58.1 The Cabinet Member reported that the Open Market project continued to make good progress through partnership working between the Open Market Traders

Association, The Hyde Group and the council and had taken another step towards the realisation of a new covered market for London Road.

- 58.2 Triodos Bank had confirmed by letter to the Market Traders Association that it would provide a conditional loan of £1,000,000 to assist the redevelopment of the Open Market. This loan would be taken on by the Community Interest Company to be formed to take on the management and operation of the new market. Hyde would now look to complete the work required for a full planning application, which would hopefully be submitted in the Summer. Subject to the planning decision, works could start on site early in 2010.

### **Be Local, Buy Local**

- 58.3 The Cabinet Member reported that the Buy Local project started in December 2008 to promote the benefits of shopping locally to residents and to offer retailers free promotional opportunities.
- 58.4 There was a successful PR campaign at the time of the launch, including coverage in The Argus, [idea.gov.uk](http://idea.gov.uk) and New Start magazine. A second campaign to mark 100 traders signing up to the scheme occurred in March.
- 58.5 Approximately 180 traders were now signed up, nearly double the target of 100. Visibility of window stickers was strong in the North Laine, parts of Hove and increasingly Kemp Town, providing continued awareness to residents and visitors as well as positive publicity to the council. An additional campaign to deliver window stickers to traders was due to commence in May 2009.

### **Business Lifebelt**

- 58.6 The Cabinet Member reported that Business Lifebelt sessions started in February 2009, involving one-to-one clinics, workshops and two large events. 160 businesses had already received direct support through Business Lifebelt, with over 90% of feedback being either 'good' or 'excellent'.
- 58.7 The main business lifebelt event was taking place on Wednesday 13<sup>th</sup> May at Hove Town Hall as part of The Brighton & Hove Business Show. 20 business support partners would be present to offer advice to attendees.

### **59. ITEMS RESERVED FOR DISCUSSION**

- 59.1 Item 66 was reserved for discussion.

### **60. PETITIONS**

- 60.1 There were none.

### **61. PUBLIC QUESTIONS**

- 61.1 There were none.

**62. DEPUTATIONS**

62.1 There were none.

**63. LETTERS FROM COUNCILLORS**

63.1 There were none.

**64. WRITTEN QUESTIONS FROM COUNCILLORS**

64.1 There were none.

**65. NOTICES OF MOTIONS**

65.1 There were none.

**66. UPDATE ON THE CITY EMPLOYMENT & SKILLS PLAN - MID YEAR EVALUATION**

- 66.1 The Cabinet Member considered an update report of the Director of Culture & Enterprise on the mid-term evaluation of the City Employment & Skills Group (CESSG), and the progress underway for agreeing the priorities for 2009/10 (for copy see minute book).
- 66.2 The City Employment and Skills Plan Mid-Term Evaluation Interim Report was attached as appendix 1. The Future Priorities and Evaluation Framework was attached as Appendix 2 to the report.
- 66.3 The Cabinet Member received a presentation from the Economic Development Manager and David Howells from Rubicon Regeneration. Presentation slides are attached to the minutes.
- 66.4 The Economic Development Manager reported that the situation had changed since the evaluation report and thematic action plan had been produced. The Job Seekers Allowance count had gone up this year by 55%. 25,000 people were claiming benefit. The recession was affecting businesses locally including retail, construction, financial services and hospitality. Meanwhile, 23,000 residents had no qualifications. This posed a challenge which required cross sector working. Meanwhile, partners were being asked to sign up to the CESSG Accord. Consultation was underway and a meeting on 14 May would finalise the Action Plan and Accord.
- 66.6 The Cabinet Member asked about governance arrangements. It was explained that the performance team had agreed to help in setting up new systems to track performance against the new priorities. A new structure for tracking should be in place by September 2009.
- 66.7 Councillor Turton referred to Section 2.3 of the City Employment and Skills Plan Mid Term Evaluation. He asked for examples of lobbying and collaboration. The Economic Development Manager replied that CESP were lobbying the DWP to try to make things easier for local providers.

66.8 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation.

- (1) That the City Employment & Skills Plan mid-term evaluation report be noted and that the Thematic Action Plan for 2009/10 be agreed.

The meeting concluded at 5.34pm

Signed

Chair

Dated this

day of

# City Employment and Skills Plan: Mid-term Evaluation

**David Howells,**  
Rubicon Regeneration

Cheryl Finella  
Brighton & Hove City Council

5<sup>th</sup> May 2009



# Our Brief: Outputs

- Mid term evaluation to review performance and impact of the CESP
- Establish robust framework for monitoring and on-going evaluation to 2010
- Assess the infrastructure to support delivery of the CESP

# What we did...

- Programme of engagement and consultation
  - One-to-one meetings with CESSG partners
  - Workshop @ Stanmer House
  - Meetings with CESSG and CESWG
- Review continued relevance
- Review progress made on priority activities (2008/09 priorities)
- Review areas / extent of collaboration
- Assess responsibilities and performance of CESSG
- Make recommendations regarding future priorities

# CESP vision

“The creation of a coherent and coordinated approach to employment and skills, which will benefit the residents of Brighton and Hove to strengthen the city’s economy.”

Brighton & Hove 2020 Community Partnership  
Brighton & Hove City Council  
Jobcentre Plus  
Learning and Skills Council  
Brighton & Hove Economic Partnership





# Review: Continued Relevance (1)

- CESP considered central to improved coordination of employment and skills services and interventions
- Identified by SEEDA as a regional “model of good practice”
- Provides robust analysis of context, rationale and future challenges and priorities
- All partners feel they have made a positive contribution to driving forward the Plan
- Projects have helped build capacity among front-line delivery staff

# Review: Continued Relevance (2)

- Comprehensive Action Plan, however...
  - Actions considered disparate and too numerous
  - Action Plan needs to be refreshed and up-dated in line with changing circumstances
  - Seen as offering only limited additionality
  - A case for revisiting targets & indicators

# CESP: Performance against priorities (2)

- Good progress and examples of good practice (e.g. Tourism Futures)
- Emphasis on 'Welfare to Work' / worklessness agenda and geographical focus
- Limited additionality – adding to core offer
- Need for smart interventions to maximise (limited) discretionary programmes/funding...but focus on improving mainstream delivery
- Immediate emphasis on addressing economic challenges

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# Future Priorities

- Addressing current economic priorities (SP1 and SP2)
- Maximising impact
- Improving coordination and integration of programmes
  - communication
  - intelligence and information sharing
  - business and investment planning
- Responding to reform

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# Action Plan (1)

- Business support
- Entrepreneurship
- Inward investment and retention
  
- IAG
- Volunteering
- In-work / employer training
- Pre-employment training
  
- Partnership working

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# Action Plan (2)

- Adding value
  - programmes over and above core business
  - enhancing core business to meet the city's priorities
  - addressing gaps in provision
- Thematic approach
  - lead partner / supporters, responsible for scoping activities and projects
  - agreeing delivery route(s)
  - monitoring and evaluating performance

# Evaluation Framework: 3 tiered approach

- Contribution to specific headline targets (building on 'Enterprise & Learning' targets within the LAA)
- Targets and indicators set out within the Action Plan
- Partnership targets (to evaluate the effectiveness of partnership working)

# Headline Performance Targets

- New business registration
- Increase GVA per head
- Increase number of people in employment
- Achievement of Level 2 qualification by the age of 19
- 16-18 year olds who are not in education, training or employment (NEET)
- Working age people on out of work benefits
- *Working age people claiming out of work benefits in the worst performing neighbourhoods*
- Proportion of men aged 19-64 and women aged between 19-59 qualified to at least Level 2 or higher



# Concluding remarks

- Good start has been made in co-ordinating activities to address the skills and employment challenges facing the city: regional “model of good practice”
- Good progress in taking forward priority projects
- Over-riding objective is to bring together the key strategic partners across the city to better coordinate the design and delivery of employment and skills interventions
- Partners need to be committed to making a step change in the way they collaborate and work in partnership
- Practical recommendations to secure effective partnership working

# Changing economic circumstances

- Tougher economic conditions is impacting on the ability to deliver against the CESP headline targets
  - Slow-down (or postponement) in delivery of major regeneration schemes
  - Significant increase in business failures and job losses
  - Increase in JSA (which is likely to increase further)

# Integrated Employment and Skills through the CESSG

- Joint commissioning between DWT and DIUS
- Devolving responsibility to local collaborative partnerships
- Focus on business need
- Link activity to the work of the LSP
- 'Adding value' to local areas

# The CESSG Accord

- Work collaboratively with each other to address the four strategic targets identified in the CESP
- Deliver a co-ordinated annual plan of priority actions for the focus of CESP activity;
- Share information and intelligence to better understand employment and skill needs and opportunities;
- Collaborate in developing funding bids in line with the strategic priorities identified in the CESP.

# Next Steps

- Member consultation now underway
- Action Plan and Accord to be finalised at the CESSG meeting on 14<sup>th</sup> May
- Economic Development working with the Performance team to establish the monitoring framework and links to the LAA
- CESSG to be formally linked to the LSP

