

REPORT OF THE CITY DEAL AND GROWTH DEAL ADVISORY BOARD**TO****BLACK COUNTRY EXECUTIVE JOINT COMMITTEE****ON****18 FEBRUARY 2015****BLACK COUNTRY CITY DEAL – HIGH VALUE MANUFACTURING (HVM)
APPRENTICESHIPS – APPOINTMENT OF MANAGING AGENT**

Key Decision:	Yes
Forward Plan:	Yes

1. PURPOSE OF REPORT

- 1.1 To request approval from the Black Country Joint Committee for Black Country Consortium to act in the role of: Managing Agent for the City Deal High Value Manufacturing (HVM) Apprenticeships.

2. RECOMMENDATIONS

- 2.1 That the Joint Committee approves the appointment of the Black Country Consortium to act as the Managing Agent for the delivery of the High Value Manufacturing Apprenticeships element of the City Deal programme.

3. REPORT DETAIL

- 3.1 The Government has now entered into a City Deal with the Black Country, as reported to the Joint Committee in June 2014. Over its lifetime the Black Country Local Enterprise Partnership predict the City Deal will deliver:

- 80 hectares of brownfield land brought into manufacturing use within 4 years, with a further thirty sites for future development over ten years;
- The creation of 5,800 new manufacturing jobs within the first four years of the City Deal;
- An estimated £120m of private sector investment in high value manufacturing sites in the Black Country;
- At least 1,500 additional high value manufacturing apprenticeships and an investment of £18m from HVM employers in apprenticeships;
- The realisation of up to £13m of private sector investment in business support in the Black Country, creating or safeguarding up to 700 jobs;

- Intensive working with 2,800 long term unemployed social housing tenants, aiming to move at least 900 into employment, reducing welfare benefit costs by £1.1m and increasing wages by £19m.
- 3.2 At the heart of the **Black Country City Deal** is an ambitious proposal to maximise the growth of high value manufacturing by opening up key supply chain manufacturing sites across the Black Country, through the following:
- 3.2.1 Creation of the **Black Country Investment Fund** to stimulate the local commercial land market through the provision of finance to developers of key industrial sites. This fund will be created through the agreement of a **£20m Public Works Loan Board (PWLB)** project rate loan facility, with agreed flexibilities, and an investment of £10m from the four Black Country Local Authorities.
- 3.2.2 Delivery of at least **1,500 additional high value manufacturing apprenticeships** over five years. Local partners will work to increase the number of young people taking up apprenticeships in key engineering skills and support businesses to employ apprentices.
- 3.2.3 Creation of a **Black Country Business Support programme (Growth Hub)** that will: improve co-ordination of business support services across the Black Country; increase access and take up of national business support programmes; provide bespoke support to local businesses and act as a focal point for inward investment.
- 3.2.4 A **Housing, Jobs and Prosperity ('Working Together') pilot** project to reduce welfare dependency and increase employment in two areas of high unemployment. This project learns from successful programmes in the USA and aligns with the Troubled Families and Help to Work programmes. It contains three core areas of work: providing intensive employment support services and repayable financial incentives to overcome costs associated with starting work.
- 3.3 The Joint Committee previously approved the following in relation to the City Deal:
- 3.3.1 In June 2014, that **Walsall Council** act as Accountable Body for the **Housing, Jobs and Prosperity Pilot** programme.
- 3.4 This report asks the Joint Committee to approve **Black Country Consortium** as the Managing Agent for the **High Value Manufacturing (HVM) Apprenticeships** element of the City Deal.
- 3.5 The aim of the **HVM Apprenticeships** element of the Black Country City Deal is to increase the demand for apprenticeship places for young people aged 19+, working with local businesses and University Technical Colleges (UTCs) to encourage young people to take up careers in engineering and STEM sectors.
- 3.6 It is expected that there will be an associated increase in demand for apprenticeships and training opportunities for amongst 16-19 year olds as awareness of the career opportunities in HVM increases.

3.7 The anticipated outcomes of the HVM Apprenticeship element of City Deal are:

- HVM companies in the Black Country have access to a larger pool of skilled labour
- Provision of at least 1500 new HVM apprenticeships by 2019
- Engagement of at least 500 businesses with the programme
- Increased demand for higher level apprenticeships in engineering and STEM sectors
- 1000 apprentices to remain employed in the HVM sector after finishing their apprenticeships.

3. FINANCIAL IMPLICATIONS

4.1 The HVM Apprenticeships element of City Deal does not attract any funding, thus there are no financial implications for consideration as part of this report.

4. LEGAL IMPLICATIONS

5.1 None at the point of drafting this report.

5. RISK MANAGEMENT

6.1 A risk register will be developed and monitored by the Managing Authority of the Black Country City Deal.

6. EQUALITY IMPLICATIONS

7.1 The BC City Deal, in conjunction with the Growth Deal and EU Strategic Investment Framework proposals, will deliver an economic growth agenda which is pro-actively inclusive of disadvantaged communities. Equality Monitoring will form part of routine monitoring procedures and will be undertaken on a project by project basis overseen by the Managing Authority.



Black Country Executive Joint Committee
Dudley, Sandwell, Walsall and Wolverhampton

ITEM 9

Back Ground papers

Black Country City Deal Agreement – Published June 2014

City Deal – Report to Joint Committee 20th June 2014

Contact Officers

Sarah Middleton

Chief Executive

Black Country Consortium Ltd

The Deckhouse, Waterfront West, Dudley Road, Brierley Hill DY5 1LW

Email: sarah_middleton@blackcountryconsortium.co.uk

Telephone: 01384 471102

Colin Parker

Skills Factory Director

Black Country Consortium Ltd

The Deckhouse, Waterfront West, Dudley Road, Brierley Hill DY5 1LW

Email: colin_parker@blackcountryconsortium.co.uk

Telephone: 07944 268709

And

Mark Lavender

Joint Committee Programme Manager

Walsall Council

Civic Centre, Darwall Street, Walsall.

WS1 1TP

Email: lavenderm@walsall.gov.uk

Telephone 01922 654772