

Wednesday, 23 June 2021

To: Members of the Local Enterprise Partnership and Appropriate Officers

NOTICE OF MEETING

You are hereby invited to a meeting of the Sheffield City Regional Local Enterprise Partnership to be held **virtually** on: **Thursday, 1 July 2021** at **11.00 am** for the purpose of transacting the business set out in the agenda.



Dr Dave Smith
Chief Executive



You can view the agenda and papers at www.sheffieldcityregion.org.uk or use a smart phone camera and scan the QR code:

Member Distribution

James Muir (Chair)	Private Sector LEP Board Member
Nigel Brewster (Vice-Chair)	Private Sector LEP Board Member
Lucy Nickson (Vice-Chair)	Private Sector LEP Board Member
Alexa Greaves	Private Sector LEP Board Member
Professor Chris Husbands	Representative for Higher Education
Gemma Smith	Private Sector LEP Board Member
Neil MacDonald	Private Sector LEP Board Member
Karen Beardsley	Private Sector LEP Board Member
Angela Foulkes	Private Sector LEP Board Member
Peter Kennan	Private Sector LEP Board Member
Cathy Travers	Private Sector LEP Board Member
Richard Stubbs	Private Sector LEP Board Member
Joe Chetcuti	Private Sector LEP Board Member
Tanwer Khan	Private Sector LEP Board Member
Bill Adams	TUC Representative
Professor Dave Petley	University of Sheffield
Michael Faulks	Co-opted Private Sector LEP Board Member
Dan Fell	Doncaster Chamber of Commerce
Councillor Chris Read	Rotherham MBC
Mayor Dan Jarvis MBE	Mayoral Combined Authority
Mayor Ros Jones CBE	Doncaster MBC
Councillor Sir Steve Houghton CBE	Barnsley MBC
Councillor Terry Fox	Sheffield City Council

MCA - Local Enterprise Partnership

Thursday, 1 July 2021 at 11.00 am

Venue: Virtually



Agenda

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LOCAL ENTERPRISE PARTNERSHIP
MINUTES OF THE MEETING HELD ON:
THURSDAY, 13 MAY 2021 AT 11.00 AM
HELD VIRTUALLY



Present:

James Muir (Chair)	Private Sector LEP Board Member
Lucy Nickson (Vice-Chair)	Private Sector LEP Board Member
Alexa Greaves	Private Sector LEP Board Member
Gemma Smith	Private Sector LEP Board Member
Karen Beardsley	Private Sector LEP Board Member
Peter Kennan	Private Sector LEP Board Member
Cathy Travers	Private Sector LEP Board Member
Richard Stubbs	Private Sector LEP Board Member
Joe Chetcuti	Private Sector LEP Board Member
Tanwer Khan	Private Sector LEP Board Member
Michael Faulks	Co-opted Private Sector LEP Board Member
Paul Leedham	Co-opted LEP Board Member
Dan Fell	Doncaster Chamber
Councillor Chris Read	Rotherham MBC
Mayor Dan Jarvis MBE	Mayoral Combined Authority
Mayor Ros Jones CBE	Doncaster MBC
Councillor Sir Steve Houghton CBE	Barnsley MBC

Officers in Attendance:

Dr Dave Smith	Chief Executive	MCA Executive Team
Dr Ruth Adams	Deputy Chief Executive	MCA Executive Team
Helen Kemp	Director of Business & Skills	MCA Executive Team
Martin Swales	Interim Director of Transport, Housing, Infrastructure and Planning	MCA Executive Team
Gareth Sutton	Chief Finance Officer/S73 Officer	MCA Executive Team
Kate Josephs	Chief Executive of Sheffield CC	Sheffield CC
Felix Kumi-Ampofo	Assistant Director Policy and Assurance	MCA Executive Team
Sue Sykes	Assistant Director - Programme and Performance Unit	MCA Executive Team
Pete Zanzottera	Active Travel Project Director	MCA Executive Team

Guests in Attendance

Dame Sarah Storey

Active Travel Commissioner

Apologies:

Nigel Brewster

Private Sector LEP Board Member

Professor Chris Husbands

Representative for Higher Education

Neil MacDonald

Private Sector LEP Board Member

Angela Foulkes

Private Sector LEP Board Member

Bill Adams

TUC Representative

Councillor Bob Johnson

Sheffield City Council

1 Welcome and Apologies

The Chair welcomed everyone to the meeting. He congratulated Mayor Jones CBE, Councillor Sir Houghton CBE and Councillor Read on their re-appointment following the recent local elections.

2 Declarations of Interest

None.

3 Notes of Last Meeting

The notes of the previous meeting were agreed to be an accurate record.

4 Active Travel Plan - Progress Report

A report was submitted which provided Members with an update on the progress in the first two years of the Active Travel programme and outlined the priorities for the coming year.

In April 2019, Dame Sarah Storey had been appointed as the Active Travel Commissioner. Following which the work area had developed apace, and the Active Travel Implementation Plan (ATIP) had been adopted by the MCA in June 2020.

The following pledges had been made by Dame Storey:-

- To be led by our communities.
- To enable Active Travel, not just encourage it.
- All our infrastructure will meet or exceed minimum standards.
- All our infrastructure will be fully accessible.

Members noted the need to improve public transport across the region and the country. It was hoped that active travel would be seen as a crucial part of building the public transport system i.e. walking to a bus stop, cycling to a train station or undertaking the whole journey by foot or bike.

The active travel role within the MCA was to help guide and support local

authorities with the strategic plan of active travel and how this linked with other parts of the transport system. This included ascertaining the funding, strategy, advising on best practice, how to implement the key changes from the Government and to build active travel back into the daily life of everyone.

During the first COVID-19 lockdown period in March and April 2020, the traffic levels had significantly reduced to levels which had last been observed in the 1950's. This had enabled individuals to feel safer to go out on their bikes. The number of cyclists that had been observed during that period had been very similar to the level of individuals that would otherwise have travelled by vehicle. During the early part of the pandemic, Dame Storey and P Zanzottera had continued to engage with the communities and had maximised the opportunity for the online platforms. In April 2020, Dame Storey, P Zanzottera and Mayor Jarvis MBE had written to the Prime Minister to lobby for the Active Travel Fund and to prioritise for active travel beyond the pandemic.

In 2020, the interactive map had been created which added to the support of local people and local authorities to provide a comprehensive network. Individuals had registered onto the interactive map which had generated a total of 4,729 comments from 1,637 users. All of those comments together with the comments received from the local authorities, had enabled mapping work to be undertaken on the region to identify where it was hoped to deliver a comprehensive network, which would be delivered over the next 20 year period. It was envisaged that by the time children had left full time education and entered into the workplace, that they would have the experience of all different modes of travel. Significant standard changes and raising of standards had been adopted within the Active Travel Plan when the Government had produced the Year 2 document and when the LTN120 had been released in July 2020.

Research had indicated a downward trend in car ownership. A total of 15% of individuals had sighted the COVID-19 pandemic as a reason to reduce their number of vehicles i.e. due to home working/agile working etc. Case studies had indicated that individuals had replaced their second/third vehicle with an e-bike, cargo bike or had ceased to use a vehicle altogether and would instead make their journeys by foot or by public transport. One third of the households within South Yorkshire did not have access to a vehicle. A key talking point from an active travel perspective was the importance of leisure travel, which could increase the volume of traffic. A total of 66% of short journeys which were 5 miles or less were undertaken by vehicles which could otherwise have been undertaken on foot. Nationally, a key issue of concern for active travel was safety. Research from cities and countries across Europe and other parts of the world had indicated that those cities with the least car parking outperformed others. The high density, mixed use developments performed better in towns and cities.

Members noted that the most attractive companies to work were those which enabled individuals to live a more active lifestyle, with a better work life balance and provided a variety of benefits including health and wellbeing i.e. to promote walking, running and cycling.

Within the Active Travel Implementation Plan, work would be undertaken to

revise the network to include active travel lanes for individuals on mobility scooters, cargo bikes, e-bikes, standard cycles and non-standard cycles to access a safe segregated space from vehicular traffic. A key part of the active travel lanes was the active neighbourhoods, with filtered streets to enable individuals to feel safe on a short journey. Change would be embraced whilst recognising the improvement of air quality, life expectancy of the population and productivity of workforces, and to ensure that children had a safe place to grow up where they could be fitter and healthier.

J Muir was surprised to observe that in the overall travel, cycling on a 0 – 500 metre scale only equated to 2%. In relation to the 20 year plan, he queried whether any targets had been set for cycling within the proportion of active travel in the future.

P Zanzottera referred to the targets that had been set within various plans with a 350% increase in cycling and 10% increase in walking. The Monitoring and Evaluation Plan would be published shortly.

R Stubbs queried how the LEP could assist to make active travel available for everyone and to inject active travel lanes for an all policy approach. He considered that thought should be given as to what could be undertaken to influence active travel.

Dame Storey considered that all strands of economy and lives had an opportunity to design active travel back in through a variety of means i.e. creating active travel friendly workplaces and to enable individuals to park their bikes safely and securely. The vast majority of individuals were supportive of active travel.

Professor Husbands was keenly aware of the cycling safety issues arising from the infrastructure. He had observed that the volume of road traffic had recently returned to pre-pandemic levels, and he queried how much change was required to make a difference.

Dame Storey commented that support was required to those individuals that made the decisions as to when and where the infrastructure was situated. She was a huge advocate of behaviour change. Engagement had been made with South Yorkshire Police who was rolling out Operation Close Pass, which would tackle the issues which prevented individuals from feeling safe whilst on their bikes. Challenges would be made to the way in which the roads were designed, to ensure that pedestrian islands were not situated in the middle of busy roads or off of roundabouts. Members noted that to turn all vehicles into electric vehicles from 2030 would not be a solution to the overall problem to reduce the number of vehicles on the road network.

C Travers suggested the development of an app to engage with the community and enable them to plan safely their active travel route.

K Josephs commented that SCC strongly supported all of the ongoing active travel work. She reiterated and endorsed that whilst infrastructure was very important, the continued and secure revenue support for wrap around was also very important as it related to behaviour changes and the significant changes to

the expectations and aspirations which would differ between different parts of the communities. In relation to the idea of an app, she made a plea that consideration should be given to learning from other areas i.e. TfL which used City Mapper, which utilised open data.

Councillor Sir Houghton CBE commented that infrastructure was required to be in place. However, in order to achieve behavioural change, there was a requirement to consider the matters through the perspective of some of the poorest communities within the country.

Members endorsed the comments made by Councillor Sir Houghton CBE.

J Muir highlighted the need to bring jobs into the closer proximities of communities. This would promote active travel and alleviate the need to travel by vehicles to work.

Dame Storey agreed with the comments made by Councillor Sir Houghton CBE. There was a need to engage with all of the communities in order to emphasise the benefits that active travel could make to their lives.

L Nickson referred to the communication that was required to be made with communities in relation to active travel. She suggested that a campaign could be formulated around the health agenda, commuter and environmental issues.

In relation to behaviour change, J Chetcuti suggested that there should be clear rewards for individuals i.e. free cinema tickets and discount offers for restaurants etc. Focus should be given to the small issues which helped individuals to decide whether to walk to work rather than drive.

Members noted a bike to study initiative which was regularly undertaken at a Manchester based university, which provided breakfast on arrival as an incentive to travel to the university by bike. Such initiatives could be utilised within the workplace.

P Kennan considered that there were two aspects to active travel i.e. the delivery of the capital infrastructure and how to attract cyclists through behaviour change etc. From the LEP Board perspective, he required a list to be compiled which could be conveyed onto employers to enable their whole workforce to become active; he was keen to compile a list for all of the groups. He considered that cycle to work schemes and tax incentives were very important. Stronger, greener and fairer inclusive growth was extremely important to assist those individuals that could not afford a bike to be able to purchase one i.e. through credit unions, finance providers and employers, together with bikes for schools to assist children.

A Greaves referred to the large businesses which were situated on industrial sites that did not provide a facility to store bikes or were not on a bus route, which resulted in individuals having no option other than to drive work. She wished to actively encourage her staff to travel to work by bike, although this would be challenging as there was only a very small proportion of employees that lived close to the premises. She would liaise with Dame Storey on the matter.

Mayor Jones CBE referred to several large depots that were situated in Doncaster. A footbridge and cycle ways would be developed to enable employees to travel from Rossington to the depots.

J Muir queried where active travel would fit within an integrated public transport strategy for South Yorkshire.

M Swales stated that the discussion had begun, which had recently included conversations on the wider integrated transport plan. He welcomed the invitation for further engagement and how this could be achieved with the LEP.

In relation to the transport system, Dame Storey highlighted the desire for people to have the opportunity to walk or cycle on short journeys or as part of longer journeys on public transport.

J Muir expressed his thanks for the presentation. He invited Dame Storey and P Zanzottera to attend a future LEP Board meeting.

RESOLVED – That Members:-

- i) Noted the contents of the presentation.
- ii) Discussed the issues.

5 **Supporting the Development of Employee Ownership - SCR Ownership Hub**

A report was presented which outlined the successful bid that was made to the Cooperatives UK and Employee Ownership Association to become a partner in the pilot Ownership Hub.

The Ownership Hub would provide an additional element of business support that could ensure new businesses received the required support to help them flourish, facilitate and proactively support growth amongst existing firms, to develop the SCR skills base, labour mobility and education performance.

Members noted that the biggest challenge in driving the Ownership Hub forward would involve mapping it into all of the other benefits and business support. There would be no real value in undertaking the Ownership Hub in isolation.

The employee ownership within the programme related to a large set of businesses that it could be applied to. It was an inclusive and supportive business model, which focused on the welfare and integration of the business within its local area. The Ownership Hub was seen as a pilot which was hoped to be rolled out nationally, with a view to be taken onto international partnerships.

Dr Smith commented that employee ownership was a generic term. The means by which employees owned and controlled the business varied according to the model that was adopted. The principle that had been applied by the Employee Ownership Association related to those businesses where the

employees of an organisation had a significant direct and relevant say in the strategic direction, together with the deployment of the organisation's resources.

J Muir and Dr Smith were engaged in discussions to identify a private sector Board Member for the development of a business reference group. Details of which would be published in due course.

RESOLVED – That Members:-

- i) Were invited to discuss the content and approach to the proposals for the Sheffield City Region Ownership Hub.
- ii) Were asked to consider the appointment of a private sector Board Member to lead the development of a business reference group.

6 Inclusion and Social Value in South Yorkshire

A report was provided which outlined the importance of inclusivity and achieving greater societal value as an integral element of the growth programme. Inclusion was one of the three pillars of the economic plan, seeking to grow the economy of South Yorkshire, but in a more inclusive and sustainable way. Work was commencing on the inclusivity pillar following the publication of the Strategic Economic Plan and the Renewal Action Plan. The report sought the engagement of LEP Board Members to discuss and consider elements of the Inclusion Plan and social value outcomes which could be the focus for this work.

Members noted the comments received from N Brewster. Whilst he welcomed the paper, he considered that the report appeared to be centred around improving social value for private businesses when receiving public funding. He highlighted the need to progress the work on social value to provide the same challenge to improve social value and thinking across public sector organisations within South Yorkshire. He welcomed the work being extended across all of the local authorities in South Yorkshire.

F Kumi-Ampofo agreed with the comments received from N Brewster, and he referred to the steer required from the Board. He suggested that focus could be given to the actions that could be taken by the constitutions and partners both in tandem and together for consistency.

K Josephs referred to the work undertaken within SCC and Sheffield institutions which included the Ethical Procurement Policy and the approach taken over recent years to the foundation wage employer. She considered that SCC could work more openly with the MCA around the planned work and the work that had been undertaken. She considered that this was a good opportunity to make a connection with the work on safer value businesses.

J Muir welcomed the points raised by K Josephs. He considered that South Yorkshire had a high level of incidents from an employer perspective i.e. zero hours contracts from both the private and public sector. There was a need to consider the matter from a cross sectoral approach.

C Travers was encouraged to observe the direction of travel outlined within the report. She considered that focus should be given to the social outcomes rather than the social values, which had very defined legislative depths and issues. She considered that accessibility was a key driver behind disadvantages i.e. accessibility to amenities, jobs, education, health care and recreation etc. In relation to charters and contracts with employers, she considered that focus should be given to the legacy.

Professor Husbands was very supportive of the report. He highlighted the importance to measure together the inclusion and growth.

J Muir endorsed Professor Husbands' comments. He considered that it was necessary to end up with a set of metrics which delivered on inclusive growth rather than individual pieces whilst being pragmatic and implementable. He made an appeal to Members to pay attention to the consultative process across the Board, to ensure that there was input in the shaping of the document.

RESOLVED – That Members reviewed the content of the report and shared their priorities for the scope of the Inclusion Plan and Social Value outcomes, to aid the next phase of detailed development.

7 Government National Review of LEPs

A report was submitted which set out the key elements of the Government's review of Local Enterprise Partnerships. The report also highlighted the key elements which were likely to impact on the work of the LEP and updated the Board on how the LEP actively engaged in informing the review.

At the March 2021 Budget, the Government had set out a commitment to work with the local businesses and LEPs on the evolution of LEPs. This would ensure that local businesses had clear representation and support within their area, in order to drive the recovery.

Members were referred to the following key issues in driving the Review:-

- Governance and geography.
- Renewed focus on levelling up.
- Ability to operate.
- Ability for LEPs to influence (rather than directly invest).
- Government Department sponsorship.

D Fell commented that the LEP Board would provide input into a LEP review. He queried how matters could be mobilised to become a regional response rather than just a LEP response.

J Muir referred to his role on the NP11, which was co-ordinated across the 11 LEP Chairs, and working through the LEP network which reviewed the terms of reference that both Dr Smith and himself had reviewed. The LEP network had not voiced any differing opinions. He queried the Government's position on the matter.

Dr Smith commented that the Government had determined the framework but,

it had not determined how this would be implemented. There was a clear desire of the sponsoring department that they wished to retain the business led advice which informed and advised on the development of the local economic policy, in particularly around growth. The Government did not consider LEPs as a vehicle for the distribution for the use of resources.

It was noted that Transport for the North was also an important body with LEP representation in the North, which was Chaired by John Cridland who was an advocate for the LEP. A Gates would liaise with J Cridland and report back to P Kennan.

RESOLVED – That the Board:-

- i) Considered the approach set out to engage with the Review.
- ii) Undertook to consult the business community to inform its response to the Review.

8 **Build Back Better - Plan for Growth**

A report was submitted which provided a summary of the Government's strategy for growth Build Back Better. The report also assessed how the document fit with the MCA and LEP priorities and considered the implications.

The Government's publication of Build Back Better: Our plan for growth, replaced the Industrial Strategy publication and highlighted the Government's plan for the post-Brexit, post-pandemic world with technology, net zero and innovation.

Members were referred to the following six thematic chapters of the Build Back Better publication:-

- Infrastructure.
- Skills.
- Innovation.
- Levelling Up.
- Net Zero.
- Global Britain.

F Kumi-Ampofo commented that the plan did not refer to health and wellbeing. It was anticipated that this would be rectified within the levelling up White Paper which would replace the Devolution White Paper.

J Muir queried which elements of the plan had been covered by the Build Back Better grants and various other grants, together with the remaining gaps. He also queried whether this was a precursor to the next stage of considering the devolved power that was required by the MCA, and whether the LEP Board had a role to feed into this evaluation of the priority asks for those additional powers.

Dr Smith commented that this would be addressed through the pivot. The MCA and the LEP Board would collectively seek to model an approach that planned over the medium-long term whilst attending to the shorter-term immediate

territories. The challenge related to the Government's policy initiatives which were very ad hoc and short term for various initiatives, and to not miss the opportunity to access the funding from the Government however short term and non-strategic it may be, and to lock the funding into the investment strategy over the next 12 month period.

J Muir referred to the second recommendation within the report which requested Members to consider what representations and other engagement may be needed with Government to persuade and influence policy and secure funding, powers and other resources required to achieve the agreed objectives. It was important to ensure that the planning process was correct in order to achieve consistency.

In relation to whether the LEP Board could influence the policy, J Muir suggested that Dr Smith and himself should discuss the matter outside of the meeting, with a view to providing a direction to how the LEP Board could provide help and support to the medium-long term agenda. J Muir, Dr Smith and F Kumi-Ampofo would discuss outside of the meeting whether any shape and direction could be provided to support the agenda.

RESOLVED – That Members:-

- i) Reviewed how the Government's approach linked to the Strategic Economic Plan and Renewal Action Plan.
- ii) Considered what representations and other engagement may be needed with Government to persuade and influence policy and secure funding, powers and other resources required to achieve agreed objectives.

9 **Improving Business Productivity - Regional Made Smarter programme**

A report was presented which outlined the proposed approach to the delivery of the Yorkshire and Humber Made Smarter programme which was being led by the Sheffield City Region Mayoral Combined Authority (SCR MCA). The programme would facilitate and proactively support growth amongst the existing firms within the Sheffield City Region.

In relation to the regional Yorkshire and Humber programme, the SCR MCA would act as the lead organisation and accountable body with formal governance oversight.

K Josephs highlighted the importance not to lose sight of the delivery of the wrap digital adoption priorities, which had stalled.

H Kemp referred to the work underway to prevent matters from being undertaken in isolation. In relation to the wrap digital adoption priorities, delays had been encountered with the some of the procurement elements, however matters were being progressed.

RESOLVED – That Members discussed the content and approach to the proposals for the Yorkshire and Humber Made Smarter Programme.

10 **Action for Bids to the Community Renewal Fund**

A report was submitted which provided an update on the Government's Community Renewal Fund programme and the work underway by the MCA Executive and local council partners to develop a response for submission to the Government.

A total of £220m investment had been announced by the UK Government in the UK Community Renewal Fund (UKCRF) in its budget on 3 March 2021. A maximum of £3m of UKCRF was available per local authority area. The UK Government had designated the Sheffield City Region Mayoral Combined Authority as a lead authority, and it was expected to make a submission of a programme of schemes to the Government on 18 June 2021.

In relation to a process item, J Muir requested A Gates to seek a pragmatic and practical way to respond. In order to fully utilise the expertise of the Board, he considered that it would be necessary that the ideas which were generated within the suite of options should emanate from the relevant Members of the Board.

RESOLVED – That the Board noted the objectives of the Government's Community Renewal Fund, the timescales associated with the Fund and the approach taken by the MCA to deliver a successful set of bids.

11 **Local Growth Fund Update (Year end 2020/21 and 2021/22 Programme Activity)**

A report was provided which informed Members of the Local Growth Fund (LGF) year end 2020/21 position and the wind down of activity in 2021/22. The financial year 2020/21 was the final funded year of the LGF programme, which was a 6-year Government funded investment programme.

Members' attention was drawn to the following points:-

- LGF Final Position 2020/21 - £43.2m had been set for the total LGF spend target. The region had met the annual target through the close working with delivery partners.
- LGF programme position 2021/22 – Some funding had been recycled into further investment following the repayment of investment loans that had been made in previous years. As a result, the MCA had been able to run to an over-programming position and the residual activity accounts would wind down during the current year.
- LGF programme position 2021/22 – There was the prospect of funded activity falling outside of the funding window throughout the year. Appendix A to the report contained a list of the projects with spend in 2021/22.

Members would continue to be provided with any risks to the programme via the MCA Executive.

RESOLVED – That Members:-

- i) Noted the 2020/21 Year End position.
- ii) Noted the forecast 2021/22 activity.

12 **Mayoral Update**

A report was submitted which provided Members with an update on key Mayoral activity relating to the economic agenda.

Updates were provided on:-

- The COVID-19 pandemic and our recovery efforts.
- The National Bus Strategy.
- Net Zero.

On behalf of Mayor Jarvis MBE, Dr Smith informed Members that he was acutely conscious of the impact that the pandemic had on both the economy and young people. Focus had been given to developing an investment strategy which in the short term would provide investment into stimulating the opportunity for young people and for the overall recovery. This would enable South Yorkshire to be in the best possible position to impact upon the recovery of the economy during 2021/22, whilst leading onto a much larger investment programme known as the South Yorkshire Renewal Fund from 2022 onwards. This would utilise the deployed funds that had been awarded to the MCA as part of the devolution deal.

Dr Smith highlighted the approach to the National Bus Strategy. In 2020, an investment had been made by the MCA to review the bus services within South Yorkshire. The outcome of the review had formed the basis of the plan which had now been implemented, in order to address the shortfalls in the services and the ambition to modernise bus services and the quality of those services for the benefit of the people in South Yorkshire. The National Bus Strategy had since been published, which added to the direction of travel that the MCA wished to pursue. The MCA sought to take that opportunity to further provide an ability to meet the significant ambitions.

RESOLVED – That Members noted the update.

13 **Chief Executive's Update**

A report was presented which provided Members with a general update on the activity being undertaken by the LEP outside of the agenda items under discussion.

Updates were provided on:-

- Quarterly Economic Survey and The Skills for Recovery in South Yorkshire Report.
- Chambers of Commerce Policy Director.
- DfE Flexi-apprenticeships Consultation.
- Response to the Northern Culture APPG.
- Business Advisory Group.

Members were informed that the next LEP Board meeting that was scheduled to be held on 1 July 2021 would be the Annual Meeting, which was required to take place within the public domain. Further information and guidance would be provided to Members in due course.

RESOLVED – That Members noted the update.

I, the undersigned, confirm that this is a true and accurate record of the meeting.

Signed

Name

Position

Date

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Local Enterprise Partnership

01 July 2021

State of the Economy

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

Ruth Adams, Deputy Chief Executive

Report Author(s):

Felix Kumi-Ampofo

Felix.kumi-ampofo@sheffieldcityregion.org.uk

Executive Summary:

The South Yorkshire economy has continued to bounce back from the turbulence brought on by the Covid pandemic, but the full impact and enduring effects are still not yet well understood. Many of those who were disadvantaged prior to the pandemic have been even more impacted. However, other sectors have seen opportunities to innovate and grow, particularly those engaged in digital services.

What does this mean for businesses, people and places in South Yorkshire?

The full economic and social effects of the pandemic are still unfolding. The Board presentation and discussion should enable the LEP and MCA refine its focus and target interventions as these continue to be developed.

Recommendations:

That the board discusses the key issues raised by the presentation and considers what actions may be necessary to grow an economy that works for everyone.

Consideration by any other Board, Committee, Assurance or Advisory Panel

1. Background

- 1.1 The Board has played a critical role throughout the pandemic. The Renewal Action Plan completed last summer, has shaped interventions, and provided a focus for how the South Yorkshire economy recovers and flourishes.
- 1.2 The Covid 19 pandemic has ushered in a restructuring of the UK and global economy in a way and at a pace not seen for several decades. In many respects, several trends that were already underway have been accelerated. Many new behavioural and service delivery patterns people have become used to over the last fifteen months, may evolve further to shape the way residents, businesses and places interact for decades to come.
- 1.3 At the meeting, a presentation will be provided which will set out the state of the South Yorkshire economy. This will be set within the UK and global context and will show how the component parts of the region have performed, and what view of what may lie ahead. This cover paper provides the context for the presentation and discussion during the meeting.

2. Key Issues

- 2.1 The Covid pandemic precipitated an economic downturn unlike any seen in living memory. The sectors that have borne the brunt of this crash have been the ones that rely on “people-facing” activities like high street retail, hospitality, leisure, and entertainment. This is unlike the last recession which focused, at least initially, on financial and related services.
- 2.2 In South Yorkshire the impact has been varied. The nature of the economy is such that the area has fewer jobs can be done remotely. The most heavily impacted sectors listed above make up a smaller share of the economy, compared to many other areas. Fewer people have been furloughed, as a result.
- 2.3 And yet the impact has been deeply felt across the region. Sadly, groups in society who were previously disadvantaged for one reason or another, have been even more severely hit. These include, ethnic minority groups, women, young people in education or training or transitioning into work and those with additional/special needs.
- 2.4 Some trends that were underway prior to the pandemic have been hastened, chief amongst which is online retail and service delivery. It is too early to know what the eventual impact of this will be. But there have been many opportunities too, as there always is during an economic restructuring. The region’s strengths and leadership in EdTech is one example of where growth is coming from as remote learning has had to be rolled out universally.
- 2.5 Commuting patterns have changed and even though there is some movement back towards pre-pandemic trends and levels, initial evidence suggests a more profound and enduring shift is likely.

Similarly, the importance of principal towns and villages, as more people spend more time in residential areas, has come to the fore. This makes it even more imperative for South Yorkshire to have an integrated, effective, and cost-efficient transport system which moves people when they need to do so, safely, and quickly.

The natural environment has assumed even greater importance as people have sought leisure opportunities closer to home.

- 2.6 The fundamental challenges identified as part of the SEP process and which formed the basis of the agreed strategy remain and the approaches and interventions set out retain their validity. For example, the need to focus on and invest to build a stronger eco system for businesses to start, flourish and scale-up has not gone away or diminished. Likewise, the need to proactively nurture talent and equip people with the skills needed to contribute to and benefit from prosperity.

Finally, there is an even greater urgency now to invest in the digital and physical infrastructure which will facilitate and accelerate growth and help reduce inequality.

3. Options Considered and Recommended Proposal

- 3.1 An options assessment is not applicable to this paper. The conclusions from the discussion that ensues, and the actions that arise, if there are any, will be considered in greater detail. An options assessment may then be worthwhile at that stage.

3.2 Option 1 Risks and Mitigations

Not applicable at this stage

3.3 Recommended Option

Not applicable

4. Consultation on Proposal

- 4.1 Not applicable

5. Timetable and Accountability for Implementing this Decision:

- 5.1 Not applicable

6. Financial and Procurement Implications and Advice

- 6.1 Not applicable

7. Legal Implications and Advice

- 7.1 Not applicable

8. Human Resources Implications and Advice

- 8.1 Not applicable

9. Equality and Diversity Implications and Advice

9.1 Not applicable

10. Climate Change Implications and Advice

10.1 Not applicable

11. Information and Communication Technology Implications and Advice

11.1 Not applicable

12. Communications and Marketing Implications and Advice.

12.1 Not applicable

List of Appendices Included

None

Background Papers:

None

Local Enterprise Partnership

01 July 2021

Public Transport in South Yorkshire – Policy, Investment and Opportunity

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	No

Director Approving Submission of the Report:

Martin Swales, Interim Director of Transport, Housing and Infrastructure

Report Author(s):

Jenny Holmes
 Jenny.Holmes@sheffieldcityregion.org.uk

Executive Summary:

This report provides an overview of the key opportunities and challenges facing public transport in South Yorkshire together with the government's public transport policies and funding streams to deliver improvements.

What does this mean for businesses, people and places in South Yorkshire?

Public transport enables people to access employment, education and community facilities and supports businesses to access labour and move goods and services to market. Public transport can contribute to achieving wider goals of economic growth, social inclusion and decarbonisation.

Recommendations:

To discuss the current context for public transport planning and how public transport investment can contribute to the delivery of the Strategic Economic Plan.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None

1. Background

- 1.1 Public transport connects our residents and communities to employment, education, leisure and community facilities. In facilitating movement within and outside South Yorkshire public transport contributes to a wide range of our common objectives such as economic development, social inclusion and net zero ambitions. This report provides short updates on key public transport headline issues, with a particular emphasis on bus, to enable discussion with LEP Board members.
- 1.2 The SCR Transport Strategy sets out that around 9% of journeys to work in the city region are by bus, 1% by tram and 2% by rail. 71% of people travel to work by car and 12% cycle or walk. The Transport Strategy commits to increasing trips by sustainable modes. The MCA's Net Zero Plan recognises the need for a 25% reduction in total travel demand by 2030, a reduction in the number of car miles by 25% by 2040 freight mile reduction of 30% by 2040 and all vehicles using our roads to be 100% zero emissions by 2035. To achieve this modal shift our public transport system needs to be reliable, affordable and connected.
- 1.3 **Connecting Communities by Bus**
In 2020 the Mayor Commissioned an independent review into the bus system in South Yorkshire. The Review painted a picture of a bus system in decline with passenger journeys declining by 23million in the past ten years and funding falling by 48% in the same timeframe. The report concluded that there needed to be long term vision and strategy to improve frequency, reliability and connectivity as well as addressing investment, leadership and accountability issues.
- 1.4 **A Modern Tram System**
In 2019 tram punctuality was at over 90% and reliability at over 99% with high levels of customer satisfaction, however, the tram system does not achieve the highs of passenger numbers of a decade ago (in 08/09 15m passenger journeys compared to 10.5 in 19/20). Built in the early 1990s, the tram system also needs to be renewed as significant elements of the system have reached the end of their working life.
- 1.5 Both bus and tram systems have required significant subsidy during the pandemic due to the effect on patronage of restrictions on movement and social distancing and are likely to have reduced patronage for a significant period of time. The commercial sustainability of both bus and tram networks is critical to the region, particularly as the current tram concession comes to an end in 2024 and the MCA likely becomes exposed to the commercial revenue risk of the operations.
- 1.6 **National Bus Strategy and Enhanced Partnership**
The government has set out a new policy framework for bus, the National Bus Strategy, which will require the SCR MCA to develop an ambitious Bus Service Improvement Plan (BSIP) by October 2021. Underpinning this will be a requirement to enter into, as a minimum, an Enhanced Partnership with the operators in order to continue to receive Government funding. The MCA agreed this on the 7th June 2021.
- 1.7 An Enhanced Partnership is a statutory arrangement under the 2017 Bus Services Act between a local transport authority and local bus operators to work together to improve local bus services tailored to local needs. It includes a clear vision of the

improvements that the Enhanced Partnership is aiming for and accompanying actions to achieve them.

1.8 **Bus Service Improvement Plan**

The Government has set out what it expects to see in a Bus Service Improvement Plan. The BSIP will need to set out plans for bus lanes (full time, continuous) on any roads where there is a frequent bus service, congestion, and physical space to install one with other measures such as traffic signal priority, bus gates, clear and consistent signage. These ambitious schemes will require political commitment and significant capital investment. Government funding will only be available to those places entering into Enhanced Partnerships and allocations will be awarded from the Government's £3bn for buses.

Government has not set out a similar route map for tram systems but our investment plans need to focus on the recovery of tram and future investment as well as bus with tram presenting a greater financial risk to the region in terms of potential levels of long term subsidy.

1.9 **Improving the Rail System**

We await the publication of the Integrated Rail Plan for the Midlands and North which will set out the Government's policy approach to the integration of HS2 Phase 2b and wider transport plans in the North. Work continues on plans to maximise the benefits of Northern Powerhouse Rail, for example, through new stations in Rotherham and Barnsley Dearne Valley. The Williams-Shapps Review of Rail will see new partnerships between Great British Railways and local and regional government to allow places to have a greater say in how the railways are run in their area and support initiatives such as integrated ticketing and additional services or infrastructure.

1.10 **Our Road Network**

The Government's 'Gear Change' **active travel** policy published last year set out a presumption that all new highways schemes will deliver or improve cycling infrastructure unless it can be shown there is no need for this. In the coming months in concert with the development of the BSIP we will set out how we intend to use our roads to deliver growth, inclusion and environmental sustainability.

1.11 **Funding Opportunities**

The MCA has submitted a Levelling Up Fund bid for £50m in June 2021 focused on improving the public transport passenger experience. The focus over the coming weeks is to put together the South Yorkshire proposal for the Intra-City Transport Settlement, a £4.2bn five year transport fund available to MCAs delivering on the ambitions set out in the SCR Strategic Economic Plan and Transport Strategy. The Government has committed £3bn to improve bus services in England and £2bn for active travel investment.

2. **Key Issues for discussion**

2.1 **The availability of significant capital funding for transport** over longer time frames requires a multi-year multi fund approach to investment planning. This work has started with the creation of a single repository for transport schemes populated with submissions from across South Yorkshire. This provides an overview of the pipeline and enables the matching of schemes to particular funding opportunities.

This work is of immediate importance given the ICTS submission. A rapid increase in the funding available has highlighted the need for more early stage investment in the development of schemes.

- 2.2 There are significant issues ahead for the MCA particularly related to maximising public transport **patronage recovery post Covid19**. The opportunity lies in responding to Covid19 with transport systems that reflect the new patterns of work and travel. Board members might want to discuss how to maximise growth potential.
- 2.3 Public transport investment will support and **drive recovery and growth** by way of example the MCA Board agreed to extend the existing 11-18 year old young persons' concession on a time-limited basis to include all those age 21 and under, entitling them to pay an 80 pence single fare. This will support younger people who have been particularly hard hit by the pandemic.
- 2.4 Underpinning the government's policies is a commitment to **behaviour change** through enabling choice. Covid19 stimulated an increase in the popularity of cycling and walking. Government wants to embed these changes and lock in permanently increased levels of active travel particularly in our towns and cities through schemes such as Active Travel Neighbourhoods.
- 2.5 **Government capital investment in transport will provide commercial opportunities for businesses through the supply chain.** The use of new technologies and business models will likely come to the fore as city regions examine innovative opportunities to design more responsive and flexible services. This might range from demand responsive transport models in bus to flexible information provision and integrated ticketing options that reflect changed work patterns. This investment will also stimulate skills upgrading and new employment opportunities.
- 2.6 **A commercially sustainable transport network is critical.** Government's commitment to ongoing subsidy is uncertain, with a differentiation in the level of support shown for bus over tram. From 2024 the MCA will likely be exposed for the first time in over a decade to the commercial performance of the tram system as the current concessionary arrangement comes to an end. The MCA's ability to support the network through locally raised funding will likely remain constrained.

3. Options Considered and Recommended Proposal

- 3.1 **This report is for discussion only**

4. Consultation on Proposal

- 4.1 This report is for discussion only.

5. Timetable and Accountability for Implementing this Decision

- 5.1 This report is for discussion only.

6. Financial and Procurement Implications and Advice

6.1 This report is for discussion only.

7. Legal Implications and Advice

7.1 This report is for discussion only.

8. Human Resources Implications and Advice

8.1 This report is for discussion only.

9. Equality and Diversity Implications and Advice

9.1 This report is for discussion only.

10. Climate Change Implications and Advice

10.1 This report is for discussion only.

11. Information and Communication Technology Implications and Advice

11.1 This report is for discussion only.

12. Communications and Marketing Implications and Advice.

12.1 This report is for discussion only.

List of Appendices Included

None

Background Papers:

None

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Local Enterprise Partnership

01 July 2021

Education, Skills and Employability Update

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Yes

Director Approving Submission of the Report:

Helen Kemp, Director of Business and Skills

Report Author(s):

Helen George
Helen.George@sheffieldcityregion.org.uk

Executive Summary:

This paper provides an update for the Local Enterprise Partnership (LEP) Board across the range of the Mayoral Combined Authority's (MCA) skills and employment activity. It reflects discussion at the Education, Skills and Employability Board (ESEB) meeting on 15th June and so includes a number of decisions and actions agreed at that meeting. There is also an overview of previous decisions and work that is already in train. The paper includes updates on two LEP programmes – Skills Bank and the South Yorkshire Careers and Enterprise Company Hub (formally Enterprise Advisor Network).

What does this mean for businesses, people and places in South Yorkshire?

Investment in education, skills and employability will be used to drive a change in the ambitions of our South Yorkshire residents, put employers at the heart of our skills and employability system, contributing to inclusion, prosperity, and growth.

Recommendations:

It is recommended that LEP Board members:

- Note the update on devolved Adult Education Budget commissioning;

- Note proposals for development of a South Yorkshire Skills Strategy;
- Note the update on Careers Advice and Guidance;
- Approve the development of a full specification for the next iteration of Skills Bank based on the recommendations of the ESEB covering the principles, economic and social value outcomes and the operating model and set out at Appendices C and D to this paper;
- Note the proposal for a Task and Finish Group to consider skills support for redundancy;
- Note the update on the proposed South Yorkshire Jobs Fund programme for those unemployed for 6 months.

Consideration by any other Board, Committee, Assurance or Advisory Panel

Education Skills and Employability Board

15 June 2021

1. Background

1.1 Under direction from the Education, Skills and Employability Thematic Board significant work is underway on a range of skills and employability activity including:

- Preparation by the Authority for the devolution of the Adult Education Budget;
- The development of a Skills Strategy for South Yorkshire;
- The development and design of an all-age careers offer;
- Development of the next phase of Skills Bank;
- A task force approach to support with redundancy;
- Development of the South Yorkshire Jobs Fund, a work placement programme for residents who have been out of work for 6 months.

2. Key Issues

2.1 Devolved Adult Education Budget (AEB) commissioning

2.1.1 The Adult Education Budget (AEB) will be devolved to the Authority to support delivery from 1st August 2021. The total value of AEB for South Yorkshire residents is £39.3m. The Authority will receive an additional £2.8m from the Department for Education ringfenced for Level 3 provision for adults aged 24+. The total value of provision is therefore just over £42m in 2021/22 and will be commissioned through two strands: grant funded provision and procured provision.

2.1.2 Grant funded providers

Under the terms of the devolution deal, the Authority committed to ensuring that the transition from national ESFA funding to CA funding would not destabilise the FE sector. The Education, Skills and Employability Board took the decision to restrict devolved grants to the 9 South Yorkshire based providers who currently receive grants. These include Barnsley MBC, Doncaster MBC and Sheffield City Council, Barnsley College, Doncaster Colleges, Northern College, RNN and Sheffield Colleges plus Longley Park Sixth Form Colleges.

2.1.3 Grants were approved by the MCA on 22nd March and providers now have their indicative funding letters. They will be held to account for delivery

against plans agreed with the Authority which target delivery on South Yorkshire's priorities.

2.1.4 Procured provision

To fill gaps in provision, the MCA ran a £10.2m procurement round which was open to independent, grant, voluntary and third sector organisations. The procurement round was split into four lots:

- Lot 1 - Supporting residents into employment (£3,550,000) - provision aimed at residents who need support to enter/re-enter the workforce including Sector Work Academy Programmes.
- Lot 2 - Provision for adults in employment, self-employed or at risk of redundancy (£3,550,000 – to support residents in work looking to reskill or upskill by gaining qualifications at higher levels.
- Lot 3 – No young person left behind (£1,550,000) - targeting support at young people aged 19-24 who are Not in Employment Education or Training (NEET) or hidden NEETs.
- Lot 4 – Test and Learn Adult Key Worker Model (£1,550,000) - grass roots integrated delivery models focused on those adults 25+ that would benefit from significant personalised support.

2.1.5 The Authority wrote to all providers who had met the standard for inclusion on the framework contract on 26th May. Not all providers on the framework will receive a contract in this initial procurement round, however, the intention is to procure from others on the framework should further funds become available. Confirmation will be sent imminently to those providers who have secured an initial contract.

2.1.6 Providers with a contract for services were assessed on the quality of 3-year delivery plans submitted with their bids for funding. Bidders were asked to provide details of the programmes they proposed to run in the Authority's priority areas including growth and recovery sectors. Delivery plans will be used to hold providers to account for their contribution to South Yorkshire's economic ambitions.

2.2 **Skills Strategy**

2.2.1 Members of the Education, Skills and Employability Board (ESEB) have commissioned development of a strategy for skills that would allow the Authority to set short and longer term priorities in the context of the wider ambitions for economic growth and our commitment to a stronger, greener and fairer future.

2.2.2 The skills strategy will support the LEP's Strategic Economic Plan (SEP) and the Authority's Renewal Action Plan (RAP). It will also link with and support the emerging Inclusion Plan which is in development.

2.2.3 At the Education, Skills and Employability Thematic Board meeting of 15th June 2021, Board members agreed the following proposals:

- The overall approach to the work and skills strategy structure and the timeline;
- The proposed scope of the skills and employability strategy based on emerging priority themes;

- The process to enable the commissioning of Labour Market Intelligence (LMI) research and consultant analysis of evidence base.

- 2.2.4 Members have agreed that the skills strategy should comprise three key components:
- a. A solid evidence base which sets out the current skills position in South Yorkshire;
 - b. A robust Labour Market Overview providing the backdrop to current LMI and signalling direction of travel for skills demand for the future;
 - c. A skills strategy document which sets out how the mechanisms and levers of strategic influence, partnership working and funding will be used to help residents improve their skills for greater inclusion and social mobility and to ensure they increasingly provide the supply of skills employers need.
- 2.2.5 Board members emphasised the need to take account of multiple sources of existing data research that evidence the current position and challenges. This includes working with the Skills Advisory Network, consideration of the developing local authority skills strategies and ensuring a good fit with the work that will be led by the Chambers of Commerce if the Local Skills Improvement Plan bid is successful.
- 2.2.6 The support of the LEP in putting together the Labour Market Overview will be critical.
- 2.2.7 More detail and an initial timeline are set out in Appendix A and B.

2.3 **Careers Advice and Guidance**

- 2.3.1 The Strategic Economic Plan sets out a commitment to design and deliver an all-age careers service. As a starting point for that work, the ESEB considered a paper setting out the existing building blocks that are already in place in terms of careers provision. Key priorities are to:
- Improve effectiveness of existing provision and secure better alignment with MCA priorities
 - Identify the gaps and prioritise work to fill them.
- 2.3.2 ESEB were provided with an update on workstreams already underway including the bringing together of Careers and Enterprise Company (CEC) activity within a South Yorkshire Hub and the work started in Doncaster as part of the Opportunity Area legacy work to provide all age careers advice through the START platform. Local authorities have committed to fund START in the current proposal.
- 2.3.3 The Board gave support for additional work that will assess and fill the gaps in provision, including establishing an MCA wide Operation Group for careers, mapping current stakeholders and provision, running a South Yorkshire careers / apprenticeships event and approval to submit an application for a CEC Incubation funded project aimed at pupils, parents and carers.

2.3.4 ESEB commented that while the focus on CEC funded activity serves a particular client group and can be made to work more effectively, it is not an offer that works for all residents. Solutions are needed for people whose needs are not served through the CEC hub, including more disadvantaged pupils, people whose jobs are at risk and older adults who need support to progress.

2.4 **Skills Bank**

2.4.1 Since 2015 the Skills Bank has been a key part of the Sheffield City Region LEP offer to businesses. The second iteration of the programme, Skills Bank 2, completed delivery at the end of March 2021. The Education, Skills and Employability (ESE) Board previously approved the use of the Skills Bank reserve funds to support a future regional Skills Bank offer.

2.4.2 Details of the development work and recommendations made so far for the future programme can be found in Appendices C and D.

2.5 **Skills Support for Redundancy**

2.5.1 There is a potential risk of redundancy when the furlough scheme comes to an end; South Yorkshire residents are particularly vulnerable because 1 in 3 people work in low paid jobs which have been disproportionately impacted either directly through business closures or indirectly because the pandemic has accelerated changes to the nature of businesses. Those with low skills levels are likely to be particularly vulnerable to change and to redundancy.

2.5.2 The ESEB considered a paper setting out the current provision that is available when businesses declare a potential redundancy situation. Principally, this is the DWP's Rapid Response service which is delivered in South Yorkshire in partnership with Prospects, on behalf of the National Careers Service and The Growth Company and is funded through ESF to deliver skills support.

2.5.3 The Board noted that this leaves significant gaps in provision:

- Organisations with fewer than 15 members of staff do not have access to this service, so there is a real risk that large numbers of people are made redundant from smaller businesses and do not receive the timely and comprehensive support that others receive, increasing the risk that they do actually become unemployed.
- There is a risk that current support is too transactional and generic in nature and doesn't allow people faced with redundancy to use it as an opportunity to upskill / reskill and pivot into more resilient and valuable jobs.
- With the end of ESF provision in 2023 and final recruitment to programmes sometime in 2022, there is a gap in the funding model for the current offer which we need to prepare for.

2.5.4 On the back of learning from other areas, the ESEB want to progress options to put in place a Task and Finish Group to work with partners across the region to improve intelligence about potential redundancies, create simplified messaging and support a more joined up approach,

using provision better to respond to needs. The engagement of Trade Unions is also likely to be beneficial.

2.5.5 The ESEB considered that this is a key piece of work that needs to be taken forward with immediate effect.

2.6 **South Yorkshire Jobs Fund**

2.6.1 Under the Recovery Action Plan, the Authority committed £4m Gainshare funding to support a back-to-work programme for people aged 25+, based on the government's Kickstart approach. The March ESEB considered a proposal for the programme under the title 'South Yorkshire Jobs Fund'.

2.6.2 The purpose of the programme is to give participants who have been out of work for 6 months the confidence, skills, and sector-based work experience necessary to help them secure sustainable employment, either with the placement employer or another in a growth employment sector. The proposal fills a gap in DWP provision between offers for claimants at 13 weeks and Restart which will support those who have been unemployed or 12 months+.

2.6.3 The ESEB agreed with a recommendation to use Gainshare funding to pay wages at the level of the National Living Wage, which is expected to give the majority of participants a financial incentive over their normal Universal Credit rates.

2.6.4 There is an opportunity to draw together support provided through several programmes so that it coalesces around the needs of individuals participating in the programme. This includes AEB funded essential skills and a pre-placement skills development offer as well as DWP funded support and coaching.

2.6.5 The key principles for SYJF roles will be that they offer:

- paid employment – with the intention is that opportunities will come from both public and private sector organisations;
- real jobs – providing dignity of employment taking on roles with real responsibilities and subject to normal employment conditions;
- training to support development of employability skills relevant to the labour market (and this is planned into the role);
- employer support for staff who are undertaking the training;
- employer engagement because there is clear value for them in being able to provide staff with the opportunity to develop their own skills by training others.

2.6.6 The Board agreed to set up a Steering Group to take forward development work on the SYJF model, with clear Terms of Reference (ToR), setting out the Roles, Responsibilities and Accountability arrangements. Expected membership of the Steering Group will be:

- the Authority
- local authorities
- DWP local team
- Employer representation, including Chambers of Commerce
- Training provider representative

3. Options Considered and Recommended Proposal

- 3.1 This is an update paper which covers a range of skills and employment activity. Details of the options considered by the ESEB are set out in the relevant background papers listed.
- 3.2 Specifically in relation to the Skills Bank as a LEP programme, Board members are asked to consider the approach recommended by the ESE Board including the shape of the proposed operating model and funding of the future regional Skills Bank programme as set out in Appendix C.
- 3.3 LEP Board members are asked to approve the move to development of a full specification based on the recommendations of the ESEB covering the principles, economic and social value outcomes, and the operating model.

4. Consultation on Proposal

- 4.1 LEP Board members are asked to note the key points of consultation relevant to the updates and proposal in this paper:
- The Skills Strategy will have an important line of sight back into the work that each of the local authorities has been doing to develop their own skills and employment strategies. The Authority will consult with each of the local authorities a) to make use of the research and evidence they have already developed through their own work and b) to ensure that the MCA strategy adds value overall and does not duplicate or contradict more local place based strategies.
 - Development of Skills Bank proposals was done through consultation with a group of interested stakeholders including LEP members, the Chambers of Commerce and an employer.
 - The Task and Finish group for Skills Support for Redundancy will include representatives of the main service providers including DWP, the National Careers Service (Prospects) and the Growth Company. Engagement with local authorities as part of this work will be critical to success.

5. Timetable and Accountability for Implementing this Decision:

- 5.1 Relevant timescales are presented within each separate activity and outlined in more detail within respective papers listed under background papers.

6. Financial and Procurement Implications and Advice

- 6.1 Financial and Procurement Implications have been obtained for each element of activity and included in the respective papers which are listed under background papers

7. Legal Implications and Advice

- 7.1 Legal Implications and Advice have been obtained for each element of activity and included in the respective papers which are listed under background papers

8. Human Resources Implications and Advice

8.1 HR Implications and Advice have been obtained for each element of activity and included in the respective papers which are listed under background papers

9. Equality and Diversity Implications and Advice

9.1 Equality and Diversity implications and advice have been obtained for each element of activity and included in the respective papers which are listed under background papers

10. Climate Change Implications and Advice

10.1 Climate Change implications and advice have been considered for each element of activity and included in the respective papers which are listed under background papers

11. Information and Communication Technology Implications and Advice

11.1 ICT implications have been obtained for each element of activity and included in the respective papers which are listed under background papers

12. Communications and Marketing Implications and Advice. Please also refer to consultation undertaken as per Section 4

12.1 Communication and Marketing implications and advice have been obtained for each element of activity and included in the respective papers which are listed under background papers

List of Appendices Included

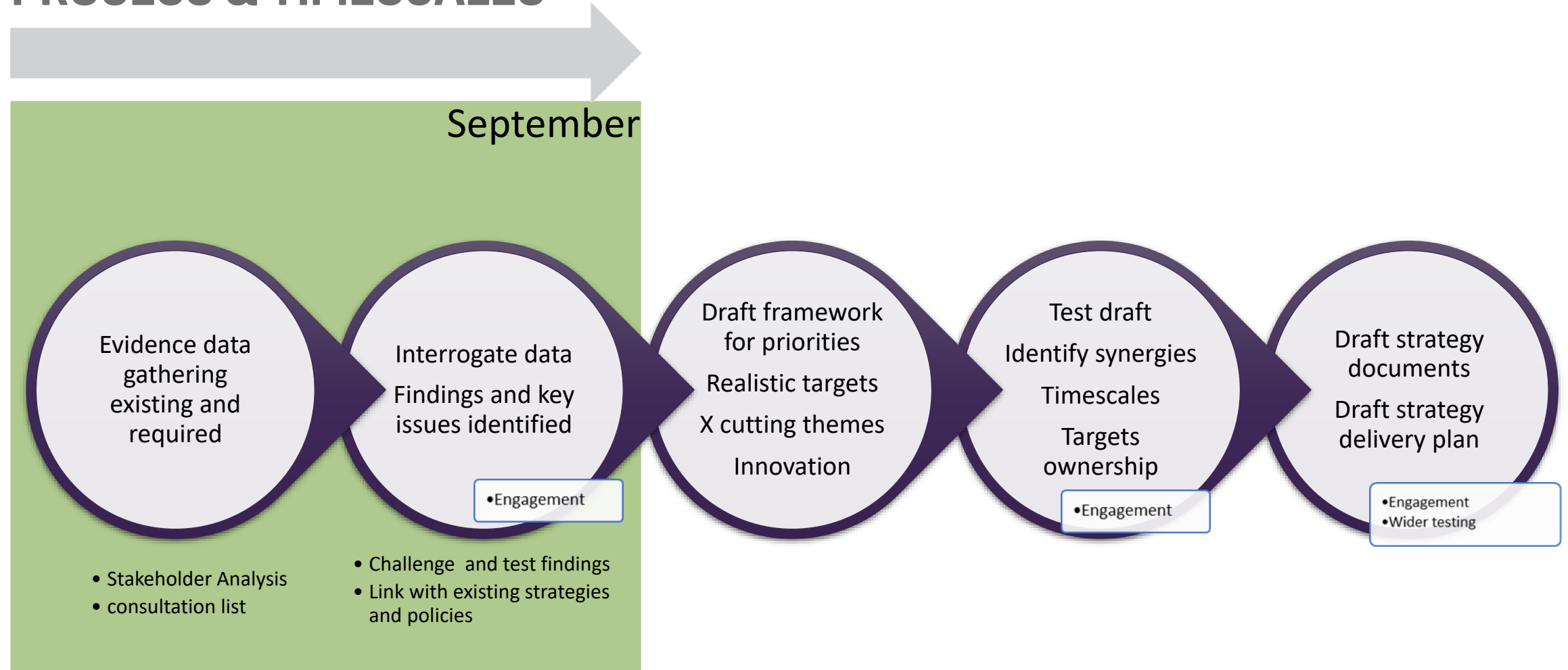
- A Skills Strategy Process and Timescales
- B Skills Strategy Priority Themes
- C Skills Bank 3 Development
- D Skills Bank 3 Operating Model

Background Papers:

Minutes of the March 21 Education, Skills and Employability Board.
Minutes of the January 21 Education, Skills and Employability Board.
Draft Minutes of the June 21 Education, Skills and Employability Board.
AEB Paper from the June 21 Education, Skills and Employability Board.
Skills Strategy paper from the June 21 Education, Skills and Employability Board.
Careers Board paper from the June 21 Education, Skills and Employability Board.
Skills Bank Operating Model paper from the June 21 Education, Skills and Employability Board.

SOUTH YORKSHIRE SKILLS STRATEGY

PROCESS & TIMESCALES



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SOUTH YORKSHIRE SKILLS STRATEGY

Priority themes

- 1. **More jobs, better jobs – beyond Covid**
 - LEP and Labour Market Overview - growth sectors
 - Strategic Economic Plan and Recovery Action Plan
 - Local Skills Improvement Plan trailblazers
 - Marginalised communities
 - Aspirations/destinations

- 2. **Releasing Talent and Raising Aspiration**
 - All age IAG for careers, effectiveness of careers support
 - Celebrating success – good news stories, case studies
 - A step change for young people – a Youth Offer?
 - Traineeships and Apprenticeships – higher level and entry level
 - Supporting womens' aspiration (Mayoral commitment)

SOUTH YORKSHIRE SKILLS STRATEGY

Priority themes

→ 3. Opportunity and progression

- Adult education - review of the approach and delivery in South Yorkshire
- Skills for Life – basic English, maths and digital skills
- Achievement at Level 2 / 3 (inc Full Level 2 funding, T Levels)
- Local pathways for progression – plotting a course within SY
- Creating opportunities

→ 4. Inclusion and skills retention

- Importance of place and accessibility of opportunity
- Youth employment / NEETs – especially hidden NEETs and post Covid
- Opportunities for people facing barriers inc people with LLDD (Mayoral commitment)
- Older people facing unemployment – skills ‘pivot’; mentoring
- Working Win / health led trials

SOUTH YORKSHIRE SKILLS STRATEGY

Priority themes

- 5. Skills for employment at the heart – high-level skills and economic transformation
 - STEM, Digital etc
 - Staff development
 - Graduate retention
 - Aspirations/destinations
 - Working with DWP programmes – Kickstart, Restart
 - South Yorkshire Jobs Fund
 - Leadership and management skills

- 6. A strong and collaborative skills landscape
 - Collaborative provider base – FE, HEI and ITP Role of the SAN
 - Role of 3rd sector
 - Post Eighteen Education Partnership
 - Strengthening the North
 - Working with government

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Appendix C: Skills Bank 3 Development

1. Introduction

1.1 The Skills Bank programme directly supports business growth through investment in the skills of its workforce, in turn contributing to job creation and raising income levels, both of which are outlined within the Strategic Economic Plan (SEP) as crucial for the region's economic development.

1.2 The second iteration of the programme, Skills Bank 2, completed delivery at the end of March 2021 and development work for the new programme commenced earlier this year.

1.3 So far the ESE Board have considered and agreed the following aspects of the programme:

- Skills Bank principles
- Programme outcomes
- Marketing and Comms
- The Operating Model linked to the key Skills Bank principles
- Procurement

1.4 This paper provides a summary of the work undertaken and the recommendations made by the ESE Board and seeks agreement to this approach from the Local Enterprise Partnership Board (LEP).

2. Background

2.1 Skills Bank 2 ceased delivery in March 2021 and a short interim Skills Bank programme, approved by the January ESE Board, has been launched to ensure skills support to employers can continue without a gap in provision.

2.2 At the time of writing latest figures show that Skills Bank 2 approved 692 separate skills deals which represented 3893 learners. £2.2M has been invested in training and upskilling employees which has attracted £1.7M in employer contributions, a total investment in skills support of £3.9M. Since its launch in April a further 112 learners have been approved for support from the interim programme and we are aware of at least 25 further applications in development.

2.3 At present the Interim Skills Bank programme is scheduled to conclude at the end of December 2021 and in order to avoid any gaps in provision the new programme needs to be live from January 2022. The recruitment of a Managing Agent for any future programme will require the development of a detailed specification and a full procurement exercise, anticipated to take around 6 months.

2.4 The specification would need to be complete and ready for commencement of Invitation to Tender activity in September to allow time for receipt and consideration of

bids. Contract award would need to be secured in November to secure the start of programme activity from January. This is a very tight timescale although could be flexed if the interim programme was extended to March 2022

3. Funding

3.1 The total Skills Bank Reserve held by the MCA on behalf of the LEP is £6.6M with a further £2.2M already held by the Skills bank Operator and potentially a further £3.0M forecast to be generated by June 2021 although this figure will change as final activity is reconciled. This could provide a total fund of £11.8M. After funding the 12 month extension of £1.1m, this will give a Skills Bank 3 fund of £10.7m. Based on the current spend profiles and as this is a finite reserve it is envisaged that this could sustain the Skills Bank for three additional years.

3.2 The fund of £10.7 million would be used to fund £3m of learning activity (1375 learners per annum across the 3 year programme), plus delivery costs of £900k, which includes both external management fees as well as internal costs of managing the fund. This amount specifically includes amounts to fund the external procurement process prior to the beginning of the programme as well as the formal evaluation at the end of 3 years.

3.3 Plans for usage of the surplus, to fund additional learners or additional activity for example, will form the basis of future proposals.

4. Development of Skills Bank 3

4.1 The following section provides a summary of the work undertaken so far in the development of the future Skills Bank programme.

4.2 *Skills Bank Principles* - The original Skills Bank model was based on a defined set of principles aimed at stimulating private sector growth through supporting business diversification and increased levels of investment.

4.2.1 As part of the development process for Skills Bank 3, these principles were presented to the ESE Board for review in January and Board members agreed that the original founding principles for the Skills Bank programme were still valid and well-focused and should continue to form the basis for the next Skills Bank programme.

4.2.2 These principles form the foundation of the new programme and the basis on which to build the Operating Model

4.3 *Outcome focussed* - Whilst reviewing the Skills Bank principles the ESE Board expressed the need for the programme to increase its focus on outcomes. A piece of work was subsequently carried out and presented at the March ESE Board to identify and incorporate a more robust set of economic and social value outcomes which aligned to 'good' employer behaviour. As a result, an additional principle of Social

Value Outcomes has now been included in the list of principles. The Board agreed that development of the specification should include a focus on these agreed economic and social value outcomes

4.4 *Growth* - The Skills Bank programme was designed as part of the region's business support offer seeking to stimulate growth and not as an offer to remediate deficits in education or training amongst the working aged population nor to focus on supply-led skills development. The Board agreed this should not be changed.

4.5 *Marketing and Comms* - As one of the key principles Marketing and Comms was discussed further at the March ESE Board meeting where it was agreed it should not be outsourced to the Skills Bank operator.

4.6 *Operating Model* - Some elements of the Operating Model had been discussed and approved by the Board at earlier meetings. In May the remaining elements were considered and reviewed by a group of key stakeholders and officers including representatives from Local Authorities, Chambers of Commerce, Private sector employers, Previous Skills Bank recipients, LEP Board members, ESE Board members and MCA Officers. The recommendations made were approved by the ESE Board at the June meeting, a summary of which is outlined below:

- An Independent Managing Agent should be appointed as the Skills Bank Operator and the operator should not form part of training delivery
- Brokerage and business support should remain independent from the Managing Agents role
- Skills Advisors should be directly employed by the MCA and linked to Growth Hub
- Retain the principle of Co-investment in deals so that recipients will need to contribute to the cost of training
- Levels of investment should be linked to both growth and the social return on investment (differential deals)
- Training should be delivered through a training supply chain model managed by the appointed Managing Agent
- Marketing and Communications to be retained within the MCA Executive team
- A range of application routes should be developed/adopted offering businesses more options to access the programme
- The programme should adopt a more outcomes-based focus

4.7 A more detailed outline of the options and recommendations is outlined in Appendix D.

5. Action Required

5.1 LEP Board members are asked to consider the approach recommended by the ESE Board including the shape of the Operating model and funding of the future regional Skills Bank programme.

5.2 Members' are asked to approve the move to development of a full specification based on the recommendations of the ESE Board covering the principles, economic and social value outcomes and the operating model.

Appendix D

Skills Bank Operating Model – Recommendations agreed by ESE Board

Skills Bank Principle	Skills Bank 2 model (current)	Other options/Additional information	Comments/notes from consultation	Recommended proposal /Agreement reached
Skills Bank Operator	Independent of the training delivery infrastructure Contractually prohibited from training delivery thus maintaining an independent overview.	<p>External</p> <ul style="list-style-type: none"> • Procurement exercise required to secure an independent managing agent. Much reduced resource required at MCA for programme and contract management. Maintains independence and increased transparency <p>Internal</p> <ul style="list-style-type: none"> • Closer management of activity/control of spend/retention of stronger links to SEP/RAP strategy and removes the need for a procurement exercise but has already been ruled out by ESE Board. Resource issue. <p>Models of delivery where the management of a programme is integrated alongside a delivery function could lead to an increased likelihood of a business being sold the training offer of the Managing agent rather than the offer that might best meet the business' needs.</p>	Should remain independent of training delivery infrastructure Less visibility of Managing Agent Important to retain independent brokerage into other elements of support	Independent Managing Agent Operator should not be part of training delivery

Skills Bank Principle	Skills Bank 2 model (current)	Other options/Additional information	Comments/notes from consultation	Recommended proposal /Agreement reached
<p>Independent Brokerage</p>	<p>Skills Advisors are currently employed on a consultancy basis rather than as direct employees but are an integral part of the business support offer through the Growth Hub, their role is as much about supporting a business access other national and regional offers including apprenticeships, AEB and Kickstart for example as it is about accessing the Skills Bank funding.</p> <p>This was a change from the original programme where Brokers were employed by the Managing Agent and brokerage integrated into delivery model.</p>	<p>Other options could include:</p> <ul style="list-style-type: none"> • Direct employment by Managing Agent as in Skills Bank 1. • Direct Employment by MCA. Possibly a cheaper option than current but would require more control over hours worked and workloads. • Link Skills Advisors to LA's similar to current RAP Advisor model. Would assist collaboration/links with RAP Advisor teams. Risk of operating in silo's and becoming disjointed. Less control from Managing Authority to direct focus/work when changes are required. <p>The first phase model was perceived to perversely skew the operator to delivery of Skills Bank first deals as opposed to exploring other options including AEB and apprenticeships</p>	<p>One of the strengths of SB is that the Advisors are not associated with the Managing Agent Maintain clear separation between Managing Agent and Skills Advisors</p> <p>Impartial and working together as a team seen as a real positive The interface between the Growth Hub and Skills Advisors is key as it is linked to growth – need to retain the cross working/referrals between them</p> <p>Businesses value an impartial service that could have a wider discussion on other options including apprenticeship provision or mainstream AEB</p>	<p>Brokerage and support should not form part of Managing Agent role and is kept fully independent.</p> <p>Skills Advisors to become direct employees of MCA and linked to Growth Hub</p>

Skills Bank Principle	Skills Bank 2 model (current)	Other options/Additional information	Comments/notes from consultation	Recommended proposal /Agreement reached
Co-investment in deals linked to business growth	<p>Recipients make a contribution to their training costs. The extent of the co-investment is determined by the perceived return to the economy and made where there is a credible and demonstrable business growth story and a requirement for training to realise this growth. In response to the current issues facing businesses a limited number of training offers have been made at a higher rate, some fully funded to support business recovery.</p>	<p>Other options to consider:</p> <ul style="list-style-type: none"> Remove co-investment need and offer fully funded training. Reduces value placed on training. Creates confusion with other programmes e.g. SSW which is fully funded. Would reduce impact in terms of number of businesses/learners supported. Funding would run out earlier. Match with funding from other sources (SPF?). Little match available at present. Would bring additional rules/parameters which might not fit with Skills Bank. May make programme more complex. Could reduce co-investment amounts required. May delay programme if other funding not available in time. 	<p>This was a mandatory design principle and should not be changed.</p> <p>All deals should be growth centric</p> <p>Value of training higher when contribution is made by employer</p>	<p>Co-investment is a mandatory design principle, so should remain through to the next programme.</p> <p>Not 100% funded</p>
Differential Deals	<p>Varying intervention rates awarded to applicants with businesses rewarded for growth potential and elements of social value, limited to recognition of activity which supports local supply chain and raising ambition amongst local residents (Up to 5% max awarded for each)</p>	<p>Other options to consider:</p> <ul style="list-style-type: none"> Operate with set intervention rates - remove varied intervention rates and the link to growth story/social value. Easier message for PR/Comms. Perceived to be fairer as all applicants would receive same proportion of funding. Could reduce funding/funding could run out earlier. Does not support investment in region by businesses. Does not encourage social value activity/environmental focus. Little reward for those businesses supporting local economy/environment. Removes incentive 	<p>Economic and Social Outcomes table presented to ESE Board in March.</p> <p>Link this to the RAP and connect to the Fairer/Greener/Stronger agenda</p>	<p>Retain the differential deals approach but link further to social return on investment/rewarding desirable employer behaviours.</p> <p>Link outcomes to Fairer/Greener/Stronger principle of SEP</p>

Skills Bank Principle	Skills Bank 2 model (current)	Other options/Additional information	Comments/notes from consultation	Recommended proposal /Agreement reached
		<p>for businesses to look at social value. Does not support principles and key aspects of SEP.</p> <ul style="list-style-type: none"> • Lower base intervention rate but increase amount placed on social value elements. Increased rewards for those committed to social value, encourages ‘good employer behaviour’. 		
Locally Based training delivery supply chain	<p>The Managing Agent recruits and manages a (primarily) locally based training supply chain, made up of our colleges and Independent Training Providers complemented by regional or national providers where local provision does not exist, e.g. where specialist training is required.</p>	<p>Other options to consider:</p> <ul style="list-style-type: none"> • Removal of provider network linked to Skills Bank. Quality and efficiency of provision may be an issue. Inconsistencies in provision would be difficult to manage. Communication of offer complicated. • Procuring a smaller list of training providers. Easier to manage delivery/consistency/quality of training. Capacity of individual providers may be an issue. May not be able to offer full range of training required by employers 	<p>Recruitment of training providers should not be restricted to those on ROTO – but need to secure quality Due diligence process for training providers needs to be simplified and made easier for smaller training providers.</p>	<p>Operate a training supply chain model to ensure variety of training offer to employers but inclusion on framework should not be linked to ROTO.</p>
Marketing and Communication of the Skills Bank service	<p>Brought in house for Skills Bank 2 within the MCA Executive function and is developed in conjunction with the Managing Agent.</p>	<p>Other options to consider:</p> <ul style="list-style-type: none"> • Outsource all marketing and Comms activity (procurement exercise would be needed). Removes resource requirement from contract. Responsiveness to changes may be compromised. Less control over key messages/parameters and way of working. 	<p>Branding impartiality is key. Need to be clear on our customer base – who are we targeting Identify gaps and operate a more targeted approach, e.g. sector/geographic/size of business Scope for closer work with LA’s</p>	<p>Retain Marketing and Comms activity within MCA.</p>

Skills Bank Principle	Skills Bank 2 model (current)	Other options/Additional information	Comments/notes from consultation	Recommended proposal /Agreement reached
	<p>Dedicated Comms resource (part of Comms team) allocated to Skills Bank, working alongside Growth hub Comms.</p> <p>SB 1 Comms were managed directly by the Managing Agent with little input or influence from MCA</p>	<p>Costs could be higher. Would still need an approval route for all Comms.</p> <ul style="list-style-type: none"> Retain as part of MCA function <p>Stronger link and closely aligned to Growth Hub Gives greater control of the key messages, greater alignment with LEP, MCA and Growth Hub communications and campaigns. Opportunity to flex communications to respond to specific business priorities as and when required</p>	<p>Consider use of existing training providers to target those employers we haven't yet reached.</p>	
Three application routes to access a Skills Bank deal	<p>The application process was overhauled by the second Skills bank operator to make full use of the three application routes rather than the single business application that had been most heavily used:</p> <ol style="list-style-type: none"> A direct single business application An aggregated application made on behalf of a group of businesses (usually for very small businesses who do not have the capacity to apply individually) A training provider application where there is shared demand 	<p>Options to consider:</p> <ul style="list-style-type: none"> Retain the three existing routes to application. Possibly need to promote wider. Remove the aggregated route Focus on direct single applications only. Increases the potential for lots of smaller applications, administration and resource implications. 	<p>Recognition that for some smaller companies/applications the admin task of application becomes a deterrent.</p>	<p>Retain the existing three routes</p>
Outcomes based focus	<p>Current programme not outcomes based</p>			<p>Focus on outcomes based programme to include both economic and social outcomes.</p>

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Local Enterprise Partnership

01 July 2021

Name Change and Branding

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

Dave Smith, Chief Executive/Head of Paid Service

Report Author(s):

Daniel Wright
daniel.wright@sheffieldcityregion.org.uk

Executive Summary:

The decision by the Mayoral Combined Authority to rebrand as the South Yorkshire Mayoral Combined Authority provides an opportunity for the MCA, LEP and MCA Executive to review its ambition and strategy for promoting South Yorkshire to potential investors, talent and visitors. The purpose of this paper is to highlight the challenges in developing its strategy, including the need to develop an approach based on insights and a clear understanding of how to reach and influence desired target audiences. The paper also seeks to ascertain the LEP board's preferences for its own role taking the brand forward.

What does this mean for businesses, people and places in South Yorkshire?

The name change to reflect the MCA and LEP's decision-making geography focused on South Yorkshire arguably better reflects the identification people, places and businesses have with South Yorkshire as a region, providing an opportunity to ensure its work and impact is better understood. However, the decision poses the question as to how the region will be promoted to national and international audiences. A strong place brand may be regarded as critical to catalyse the ambitions of the Renewal Action Plan (RAP) and Strategic Economic Plan (SEP), for both economic growth and inclusion. A strong, unified, ambitious strategy can catalyse new investment, attract talent and visitors and grow the South Yorkshire economy.

Recommendations:

LEP Board provide feedback on a possible approach to developing a place brand to promote the region's interests.

LEP Board nominate a Member(s) to support the brand development work with the MCA Executive.

LEP Board provides views on the scope of audience insight and research to develop the strategy.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None

1. Background

- 1.1 At January's MCA Board, Members agreed the principle of rebranding the MCA to reflect the organisation's core business, decision making that primarily affects South Yorkshire.
- 1.2 It was recognised that the existing Sheffield City Region brand was developed to represent a wider economic footprint taking in the geography of the non-constituent Council areas. As this no longer applies to the LEP, and as described above no longer relates to the core business of the MCA, it was considered appropriate to change the name and rebrand.
- 1.3 At a meeting of the MCA Board in June, Members agreed to rename the organisation the 'South Yorkshire Mayoral Combined Authority', with the office of Mayor's title changing to 'Mayor of South Yorkshire'.

2. Key Issues

- 2.1 Due to the COVID pandemic, national and international marketing activity has reduced significantly, with greater emphasis placed on the immediate relief and recovery of people and businesses in the region.
- 2.2 The rebrand of the MCA, the gradual easing of COVID restrictions and the MCA's focus on the region's long-term recovery and renewal through the Renewal Action Plan, South Yorkshire Renewal Fund and approval of the Strategic Economic Plan provide an opportunity to look again at the approach and ambition for promoting South Yorkshire. The region faces rising and strong competition from other Northern areas, including smaller places who are building their place brands. This has been prompted by changes to work and travel patterns arising from the COVID pandemic, including a growing appreciation and pride in local places.
- 2.3 Following the MCA's decision to rebrand, the LEP and its sub brands require review, including Skills Bank, Growth Hub and SCR Invest. However, changes to the MCA and LEP's brand have significant implications beyond names and logos, and a footprint beyond the immediate region – across the North, nationally and internationally.

- 2.4 Accordingly, a more fundamental discussion about the ambition, scope and approach to promoting South Yorkshire is potentially desirable. A strong place brand can catalyse recovery and renewal for South Yorkshire's people, businesses and places, and can play a critical role in unlocking the ambitions of the SEP.
- 2.5 The region's proposition has hitherto focussed heavily on marketing the region's innovation assets to attract investment and businesses to locate in the Sheffield City Region, and not fully encompassed tourism, arts, culture and heritage and quality of life. Evidence suggests there is a direct link between destination marketing and long-term economic growth, and that skilled workers and investors will sacrifice higher earnings to locate in areas with a higher quality of life.
- 2.6 Investment by the MCA and LEP is helping transform the region, supporting a higher quality of life and revitalising places. Coupled with the rich arts, culture and heritage offer, and the ambitions to drive prosperity and opportunity, provide the basis for a powerful strategy and story to promote the region.
- 2.7 To make progress in developing a strategy, the MCA, LEP and MCA Exec need a strong understanding of the target audiences who need to be engaged and influenced. By understanding their perceptions and preoccupations, a strategy to market the region and its sectors outlined in the SEP can be tailored and land with a greater chance of success. This would be the starting point before a strategy is developed in detail.
- 2.8 The LEP Board can play a powerful role in advising and developing the strategy, as well as convening and galvanising stakeholders from a broad range of sectors to promote the region and amplify its success stories, from its civic, private, universities, anchors, arts, culture and heritage sectors and places, allowing their respective specialisms and identity to breathe.

3. Options Considered and Recommended Proposal

3.1 Option 1

Begin preparatory work to develop South Yorkshire's place brand and strategy

- 3.2 LEP Board are asked to provide initial thoughts and/or a steer on their ambition for developing a place brand and an approach to promoting the region.

- 3.3 LEP Board support and advise on the scope of an insight research exercise to begin developing the strategy, ensuring any work undertaken is informed by the perceptions and preoccupations of stakeholders we are trying to reach and engage outside the region.

- 3.4 LEP Board nominate Members to sponsor and support the strategy development with the MCA Executive Communications and Marketing and External Affairs teams.

3.5 Option 1 Risks and Mitigations

The time involved to commission, interpret and operationalise insights into a strategy is likely to be significant, however this is preferred to ensure any strategy has the strongest chance of success and buy-in. If LEP Board are supportive, it is advised to pursue the strategy development at the earliest opportunity to mitigate

any further unnecessary delays and provide expertise through a Board Sponsor to inform the strategy development.

3.6 Option 2
Do nothing.

3.7 LEP Board may decide not to pursue work to promote the region.

3.8 Option 2 Risks and Mitigations
Doing nothing risks leaving the region's proposition incomplete and out of date, leading to a vacuum where South Yorkshire's reputation is defined for us, rather by the MCA and LEP and stakeholders within the region. Pursuing a strategy without insights risks undermining efforts to promote the region successfully and missing out on investment. As a minimum, work should be undertaken to establish an alliance of ambassadors willing to promote the region.

3.9 Recommended Option
Option 1

4. Consultation on Proposal

4.1 Ensuring there is broad stakeholder support in the region for developing and driving a place brand is vital to its success, and significant mapping and engagement will be undertaken.

5. Timetable and Accountability for Implementing this Decision:

5.1 A timeline for the strategy will be developed by Daniel Wright, in consultation with the LEP Board.

6. Financial and Procurement Implications and Advice

6.1 The adopted Business Plan and Budget for 2021/22 provides for resource to enable the rebranding activity described in this report.

7. Legal Implications and Advice

7.1 Not applicable

8. Human Resources Implications and Advice

8.1 Not applicable

9. Equality and Diversity Implications and Advice

9.1 Not applicable

10. Climate Change Implications and Advice

10.1 Not applicable

11. Information and Communication Technology Implications and Advice

11.1 Not applicable

12. Communications and Marketing Implications and Advice.

12.1 Developing a place brand for South Yorkshire will require significant communications and marketing activity, with an effective strategy helping to underpin and accelerate the success of the MCA's business growth and inclusion ambitions arising from the SEP. The MCA Executive team would undertake the work, in close concert with partners.

List of Appendices Included

A Branding and Marketing South Yorkshire

Background Papers:

None

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Appendix A

BRANDING AND MARKETING SOUTH YORKSHIRE

DANIEL WRIGHT

HEAD OF COMMUNICATIONS &
MARKETING

LEP BOARD AGM

1 JULY 2021

Sheffield
City Region

TODAY'S DISCUSSION

- Focus on how we develop an approach to promote the region.
- Outline the challenges, opportunities and next steps to take the agenda forward.
- Ascertain the LEP's ambition and role for promoting the region.



STOCKTAKE AND CHALLENGES

- Significant and strong work underway locally to promote individual places.
- A long-standing reputation *defined for* South Yorkshire, not by it – underpinned by a lack of a joined up, region-wide narrative and approach to promote this.
- We lack a true understanding of how our region and the specialisms we promote are perceived by our target audiences *outside* the region.



BRAND DEVELOPMENT

- A place brand needs to reach a broad range of **audiences**, including:
 - People in South Yorkshire
 - The business community and investors
 - Students and skilled workers
 - Government ministers and policy makers
- A single brand will not meet all their requirements in one go. We need to develop a strategy which answers two questions:
 - 1) Why **live** in our region? Demonstrating the quality of life of our individual places, amplifying their respective personalities, assets and successes.
 - 2) Why **invest** in our region? Demonstrating the specialisms and strengths in the Strategic Economic Plan (SEP) to help unlock prosperity and opportunity for people, businesses and places across South Yorkshire.
- We need strong, compelling answers to **both questions** which reinforce each other to ensure the best possible chance of success.

DEVELOPING THE STRATEGY

1. Gather audience insights, to understand how to reach and influence them, and inform the strategy and narrative.
2. Develop a complete and compelling narrative, which can be adapted to different audiences and allow individual brands and identities to breathe.
3. Establish clear roles and responsibilities, based on existing expertise.
4. Build leadership and legitimacy, with South Yorkshire's story carried and amplified by a powerful alliance of ambassadors.
5. Amplify and support local identities, specialisms and success stories from across the region, its institutions and sectors.



THE LEP'S ROLE

- Draw on the expertise and networks to inform the strategy development so we have the strongest chance of success.
- Convene expertise and galvanise a coalition to promote South Yorkshire's specialisms and success stories – bringing together a broad range of actors, covering civic, private sector, arts, culture, heritage, universities.
- Support the storytelling and amplification of our region, acting as ambassadors – ensure we land attention on the region and direct people where they need to be, at the right local level.



DISCUSSION AND STEER REQUIRED

- Do LEP Board agree with the premise and suggested approach?
- What insights do the LEP Board believe we need to understand to develop a successful place brand?
- What role does the LEP Board play in developing the strategy?



THANK YOU



Local Enterprise Partnership

01 July 2021

Welcome to Yorkshire Campaign

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

Stephen Batey, Director of Mayoral Office

Report Author(s):

Molly Axelby

molly.axelby@sheffieldcityregion.org.uk

Andrew Gates

Andrew.Gates@sheffieldcityregion.org.uk

Executive Summary:

To deliver the Mayor's manifesto commitment to promote South Yorkshire's visitor economy and in support of a sector hit hard by the Covid-19 pandemic the MCA Executive is working with Welcome to Yorkshire and the four South Yorkshire councils on a re-opening of the visitor economy campaign which will help to promote the region's urban centres, major attractions and cultural and heritage offer to domestic and regional visitors.

This paper and presentation updates the LEP Board on this work.

What does this mean for businesses, people and places in South Yorkshire?

South Yorkshire has a growing but underexploited visitor economy offer. This campaign will attract visitors to the region under a wider overarching narrative that promotes the strengths of South Yorkshire's individual and collective offer. This is intended to boost the economic gains from the visitor economy.

Recommendations:

That Board members note the content of the report and indicate their interest in supporting and engaging on programmes such as this in future meetings.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None

1. Background

- 1.1 Welcome to Yorkshire (WTY) is the Destination Marketing Organisation for Yorkshire and the official tourism agency, with a strong existing offer at a Yorkshire level and a good reputation in delivering campaigns with real impact. Individual councils in South Yorkshire are Destination Management Organisations for the visitor economy; working to support the marketing and sector offer locally.
- 1.2 In late summer 2020 the MCA/LEP engaged with Welcome to Yorkshire to develop a campaign to support the re-opening of the economy, and in particular the visitor destinations around the region. This work has been developed in full partnership with each local council area. The launch of the campaign has been delayed as a result of the national lockdown – but as the visitor economy opens up the campaign is set to go live in July.
- 1.3 Although three of the four councils in South Yorkshire are already member organisations and many South Yorkshire businesses are also members through a corporate membership programme, we have not previously worked with WTY at a LEP or MCA level.

2. Key Issues

2.1 Rationale for action:

- South Yorkshire has a **growing but underexploited visitor economy offer**. This offer includes large visitor experiences, attractions in our urban centres and heritage assets as well as a busy events schedule.
- There is a lack of a wider overarching narrative that promotes the strengths of South Yorkshire's individual and collective offer to either a domestic, national or international audience.
- The arts, culture, heritage and visitor economy in South Yorkshire has and continues to be impacted severely by Covid-19.

2.2 Approach being taken

- **Focus on the domestic audience:** to increase awareness of the offer, increase frequency of visits per person to local attractions across the region and to increase spend.
- **Amplifying and aligning assets and opportunities:** The approach draws together the strengths of our four distinct places and tie them together under **four key themes:** Outdoors, Heritage, Art & Culture and Food and Drink to make a more compelling wider case.
- **Story telling:** the campaign is called South Yorkshire Stories, designed to engage the audience and get them to tell their own 'story' about places they

love in South Yorkshire – ‘paid for influencers’ are part of the campaign approach.

- **Production of new content:** WtY are developing new video, imagery and marketing collateral set around these themes

3. Options Considered and Recommended Proposal

3.1 Option 1

Subject to a full evaluation of the campaign the LEP may wish to be more actively engaged in the promotion of South Yorkshire’s visitor economy. Upon completion of the campaign and the production of an evaluation report the LEP **may** wish to review this evaluation and contribute to the development of future visitor economy work.

3.2 Option 1 Risks and Mitigations

Full detailed evaluation of the campaign will be carried out. This will provide insight and a detailed platform for any future WTY and LEP / MCA collaboration.

3.3 Recommended Option

Option 1

4. Consultation on Proposal

- 4.1 The Executive Team have worked with the Destination Management / Marketing teams in the four South Yorkshire local authorities on the development of this campaign.

5. Timetable and Accountability for Implementing this Decision:

- 5.1 Not applicable.

6. Financial and Procurement Implications and Advice *(to be written by the relevant Finance Officer and the Head of Procurement on behalf of s73 Officer)*

- 6.1 Not applicable.

7. Legal Implications and Advice *(to be written by Legal Officer on behalf of the Monitoring Officer)*

- 7.1 Not applicable.

8. Human Resources Implications and Advice

- 8.1 Not applicable.

9. Equality and Diversity Implications and Advice

- 9.1 Not applicable.

10. Climate Change Implications and Advice

10.1 Not applicable.

11. Information and Communication Technology Implications and Advice

11.1 Not applicable.

12. Communications and Marketing Implications and Advice. Please also refer to consultation undertaken as per Section 4

12.2 There are no direct communications or marketing implications relating directly to the recommendations in this paper. More broadly the campaign is being developed in line with the wider work of the MCA and LEP communications and activity programme.

Background Papers:

Not applicable.



Local Enterprise Partnership

01 July 2021

Business Development Pipeline

Is the paper exempt from the press and public?	No
Purpose of this report:	Policy Decision
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

Gareth Sutton, Chief Finance Officer/s73 Officer

Report Author(s):

Sue Sykes

Sue.sykes@sheffieldcityregion.org.uk

Executive Summary:

The report recommends selection of 3 identified schemes onto the pipeline in order that Business Cases may be developed

What does this mean for businesses, people and places in South Yorkshire?

The Business Development Pipeline has been created to afford the LEP and the MCA the opportunity to assess and appraise potential opportunities to use public funding to support private business investment.

Where opportunities are in alignment with the SEP and RAP, provide value-for-money and are affordable, there is the potential to use public money to leverage private sector investment into South Yorkshire supporting the creation of good, well paid jobs and priming business growth.

Recommendations:

The Board accepts the schemes detailed in Appendix A of this report to the programme pipeline, noting that projects will only be supported if future funding is received and assurance requirements are met

Consideration by any other Board, Committee, Assurance or Advisory Panel

1. Background

- 1.1 Since its inception the LEP has recognised the potential to use public funding to create more and better paid jobs whilst supporting the advancement of the Strategic Economic Plan through investment into business.
- 1.2 Using its Local Growth Fund monies the LEP, through the MCA, has to-date invested c. £47m into businesses across South Yorkshire and the wider city region, creating or safeguarding close to three thousand jobs and leveraging private sector investment of over £92m into the region.
- 1.3 Whilst the pandemic continues to impact upon the local economy, investment opportunities continue to emerge. Building upon its initial success whilst recognising the step-change required to meet the pandemic challenge, the LEP has previously approved the adoption of a more targeted approach to its business investment activity.
- 1.4 Led by the LEP Chair, a programme of engagement with businesses (both indigenous companies and potential inward investors) has taken place, engaging with the highest levels of leadership in these businesses to identify and develop opportunities.
- 1.5 To-date this activity has led to the development of a pipeline of propositions worth £132m from 27 businesses. Work has been undertaken to develop business cases for a number of proposals, with projects progressing through the MCA's assurance processes.
- 1.6 This report seeks approval from the LEP for the addition of a further three schemes onto the pipeline. Adoption onto the pipeline will allow for business cases to be developed and assurance processes to be undertaken but does not guarantee future funding.

2. Key Issues

- 2.1 This report seeks the adoption of three new investment propositions onto the Business Development Pipeline.
- 2.2 All three schemes relate to existing South Yorkshire companies that are seeking to grow and are cumulatively offering the potential for 200 new jobs, leveraging private sector investment of over £100m.
- 2.3 Two proposals are within the cultural and digital industry sector with the third being an advanced manufacturing proposition and at the pre-business case stage all proposals appear well aligned to the desire to support the creation of well-paid jobs.
- 2.4 To achieve this growth the businesses are seeking cumulative investment of £11.6m, at an average cost per job of £67k. Further information on the proposals are presented as an appendix.

2.5 Adoption of these schemes onto the pipeline will allow for the development of business cases and for associated assurance processes to be undertaken. Whilst business cases will be developed by businesses with support from MCA officers, the costs of the assurance process will be met by the MCA from existing resource.

2.6 Adoption of the schemes onto the pipeline does represent a guarantee of funding. To secure funding proposals will need pass through the MCA's assurance processes and a funding source be identified.

3. Options Considered and Recommended Proposal

3.1 Option 1

Adopt the three proposed schemes onto the Business Development Pipeline.

3.2 Option 1 Risks and Mitigations

Adoption of the proposals onto the pipeline does not present any additional risks. The costs to the MCA/LEP of appraising schemes can be met from existing resource.

3.3 Option 2

The proposed adoption of the three schemes could be rejected.

3.4 Option 2 Risks and Mitigations

Rejection of the proposed schemes could mean that the proposed investment is either not undertaken, or not undertaken within the region. Rejecting the adoption of the schemes onto the pipeline would preclude financial support from the MCA, but the MCA could explore whether there were other means by which the MCA could support the businesses.

3.5 Option 3

Adopt one or more of the schemes onto the Business Development Pipeline.

3.6 Option 3 Risks and Mitigations

Adoption of the proposals onto the pipeline does not present any additional risks. The costs to the MCA/LEP of appraising schemes can be met from existing resource.

Rejection of the proposed schemes could mean that the proposed investment is either not undertaken, or not undertaken within the region. Rejecting the adoption of the schemes onto the pipeline would preclude financial support from the MCA, but the MCA could explore whether there were other means by which the MCA could support the businesses.

3.7 Recommended Option

Option 1.

4. Consultation on Proposal

4.1 Work is being undertaken in close dialogue with these businesses to develop strategic business cases required to fulfil the requirements of submitting a funding application, enabling these growth projects to be "oven-ready" for consideration for

public funding. Most of these have confidentiality requirements due to non-disclosure agreements being in place to protect commercial sensitivities

5. Timetable and Accountability for Implementing this Decision:

- 5.1 If the businesses are accepted onto the pipeline Full Business cases would be submitted within this financial year.

6. Financial and Procurement Implications and Advice

- 6.1 Adoption of the proposals onto the pipeline does not represent a commitment from the MCA/LEP for funding. Costs may be incurred in the delivery of assurance processes and where incurred will be funded from existing resource.

7. Legal Implications and Advice

- 7.1 These projects have confidentiality requirements due to non-disclosure agreements being in place to protect commercial sensitivities. Some of the potential investment may require detailed due diligence and legal work before any recommendation to support could be considered.

8. Human Resources Implications and Advice

- 8.1 None

9. Equality and Diversity Implications and Advice

- 9.1 The premise of the engagement is based upon a deal where greater social value is negotiated and the business commits to supporting local supply chains, local labour market, training and taking on apprenticeships, for example. These indicators are being defined as part of the work on the economic plan.

10. Climate Change Implications and Advice

- 10.1 None at this stage

11. Information and Communication Technology Implications and Advice

- 11.1 None at this stage

12. Communications and Marketing Implications and Advice.

- 12.1 Currently all developments are at the exploratory stage and covered by Non-disclosure agreements. Communications will be jointly progressed in the future with the businesses and government if there is the potential for a significant investment deal to be realised.

List of Appendices Included

- A Business Development Pipeline Summary

Background Papers:

None

Project	New or indige nous	Sector	Location	Jobs	MCA Investment request (m)	Private Sector Investment (m)	Cost per Job (k)	Brief description
A1	Indig.	AME	Rotherham	60	£10	£100	£167	Establishment an additional facility to design, develop and manufacture the next generation of energy solutions for the automotive sector.
A2	Indig.	CDI	Sheffield	40	£0.7	£1.55	£17	<p>The Project is to create a Research Centre of Excellence that will be the Global base for developing e software products of the future and the talent pools that helps the business become the leading media localisation company in the world.</p> <p>The proposal will include research into machine learning for automating the adaptation of scripts for both subtitling and dubbing and research into replacing human speech in dubbing using synthetic language software and machine learning algorithms.</p> <p>The Centre of Excellence will create a learning centre to train and develop skills in script adaptation, audio mixing and conforming.</p>
A3	Indig.	CDI	Sheffield	100	£1	£4.6	£10	The project is to relocate all three of the company's current centres onto one site surrounding a brand new three cell/line manufacturing facility to take into consideration speed of growth of the order potential and client base. A large 50,000sq ft plus site has been found and earmarked in the city centre.

						<p>The current R&D facility will be expanded with one manufacturing line supporting prototyping and bespoke product design as well as tie ups within Sheffield's digital cluster to incorporate development in data analysis to support Industry 4.0 requirements of the digital sensors.</p> <p>The site is big enough for them to offer bays/space to small supply chain to bring in house as part of a longer-term wider expansion plan.</p> <p>Communal design and development meeting space and workshop space will be provided for think tank and industry/university supported development projects within their sphere of industrial sensors.</p>
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Local Enterprise Partnership

01 July 2021

LEP Annual Report 2020/21 & Delivery Plan 2021/22

Is the paper exempt from the press and public?	No
Purpose of this report:	Governance
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

Stephen Batey, Director of Mayoral Office

Report Author(s):

Molly Axelby
molly.axelby@sheffieldcityregion.org.uk

Executive Summary:

A requirement of the LEP Review 2018, is that all LEPs are required to publish an end of year report to outline the activities, outputs and achievements that have been delivered in the preceding financial year, and an annual delivery plan of activities for the coming year. This paper presents, for approval, the LEP Annual Report (2020-21) and Delivery Plan (2021-22).

What does this mean for businesses, people and places in South Yorkshire?

This Annual Report outlines what the LEP has delivered in the past year for businesses, people and places in South Yorkshire, and a summary of what it aims to deliver in the coming year.

Recommendations:

LEP Board members are asked to endorse the content of the LEP Annual Report (2020-21) and Delivery Plan (2021-22) and provide feedback where required.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None

1. Background

- 1.1 In line with national government guidance and good practice the LEP produces an annual report and delivery plan. This paper presents the LEP Annual Report for 2020-21 and LEP Delivery Plan for 2021-22 combined into a single publication at Appendix A.

2. Key Issues

- 2.1 The LEP Annual Report 2020-21 and Delivery Plan 2021-22 provides a review of activities undertaken by the LEP during the previous financial year including highlights from Thematic Board areas and notable achievements. It also summarises the LEP's plans and celebrates the achievements of the LGF programme that concluded in 20/21 after six-years.
- 2.2 2020/21 marked the final funded year of the Local Growth Fund (LGF). The mid-term evaluation revealed that for every £1 of LGF investment in the economy, a further £2.35 of match funding was generated for the economy, and that to date the LGF programme has returned £24 for every £1 invested, with this predicted to rise to return £67 for every £1 of LGF invested once all outputs have been achieved

2.3 Achievements and Successes from 2020-21

Notable achievements and successes that are highlighted in the report include

- Establishing the South Yorkshire Careers and Enterprise Company Hub and growing the number of schools engaged
- Continuing to build an ambitious investment pipeline of indigenous and inward investment growth businesses
- Supporting the development and delivery of the £33m Getting Building Fund programme, including supporting Project Sponsors in securing £20.5m infrastructure and investment during the year.
- Establishing the Skills Advisory Network and supporting the development of an evidence base to inform a new Skills Strategy
- Incorporating the views of over 250 business leaders and partner organisations from the public, private and voluntary sectors into the revised and approved Strategic Economic Plan.
- Recruiting a number of new LEP Board Members from diverse backgrounds and experiences, broadening our mix of skills and expertise.

2.4 Activities for 2021/22

The report includes a table of the outputs that LEP funded projects will deliver in the 2021/22 financial year. Other key activities that are highlighted for delivery this year include:

- Offering strategic insight and direction to establish a delivery plan for Gainshare Investment
- In 2021/22 the SCR Digital Infrastructure Strategy will be completed to provide a framework for the roll-out of gigabit capable broadband infrastructure and 5G across South Yorkshire.
- Supporting the continuing Growth Hub and Skills Bank programmes, as well as the first-year delivery of the Adult Education Budget

- The recent agreement to re-name the MCA will need strategic place-making and brand development input to maximise our reputational impact
- To achieve a fairer region, we have work to do to inform the development of the Inclusion Strategy that incorporates the views of diverse stakeholders across the geographic footprint
- Continuing to develop the business investment pipeline and identify opportunities to champion and advocate for South Yorkshire as a place that is open for business
- Advising on Mayoral priority areas such as Active Travel and Arts, Culture and Heritage, and supporting these programmes of work.

A more detailed programme of MCA and LEP activity is set out in the MCA/LEP Corporate Plan.

- 2.5 LEP Board members are asked to consider the draft LEP Annual Report and Delivery Plan at Appendix A and advise of any required changes. The finalised document will be submitted to Government and published on the SCR website.

3. Options Considered and Recommended Proposal

3.1 Option 1

The LEP is expected to prepare an annual report and delivery plan. Doing nothing and not producing the required documentation is not a viable option as it would adversely affect our Annual Performance Review grading.

3.2 Option 1 Risks and Mitigations

Should SCR fail to produce these reports / combined report, SCR could be subject to Government intervention. This ranges from regular performance meetings and remedial action plans to risk-based deep dive reviews.

3.3 Recommended Option

Option 1

4. Consultation on Proposal

- 4.1 Non-applicable.

5. Timetable and Accountability for Implementing this Decision:

- 5.1 The report will be published within 10 working days of the LEP decision.

6. Financial and Procurement Implications and Advice

- 6.1 Not applicable.

7. Legal Implications and Advice

- 7.1 Not applicable.

8. Human Resources Implications and Advice

- 8.1 Not applicable.

9. Equality and Diversity Implications and Advice

9.1 Not applicable.

10. Climate Change Implications and Advice

10.1 Not applicable.

11. Information and Communication Technology Implications and Advice

11.1 Not applicable.

12. Communications and Marketing Implications and Advice. Please also refer to consultation undertaken as per Section 4

12.1 The Annual Report and Delivery Plan will be published on the MCA/LEP website.

List of Appendices Included

A LEP Annual Report 2020-21 and Delivery Plan 2021-2022

Background Papers:

Not applicable.



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Version Control

V1	1 st Draft	MA
V2	All forewords updated	MA
V3	Most accessibility edited and tables updated	MA
V4	Edits to forewords and checks	AG
V5	Final checks	MA
V6	Governance confirmations	MA
V7	Some comments and highlights of things that need to change	RA
V8	Further edits	AG/SB
V9	Final clarifications	MA

Introduction from the LEP Chair

James Muir, Sheffield City Region LEP Chair



I am pleased to present the 2020/21 LEP Annual Report and Delivery Plan for 2021/22. This report and plan come at an opportune time to take stock following what has been a truly unprecedented year. It is also the time to look forward, to reassess our ambitions for our businesses and our communities as well as to identify new opportunities.

The LEP has played a central role in supporting the economy throughout this crisis and supporting and engaging with our region's businesses. We have ensured that the final publications of both the Strategic Economic Plan and the Recovery Action Plan incorporate the voice of all stakeholders to promote and enable not only a stronger regional economy, but a greener, fairer and therefore more resilient regional economy to emerge in the aftermath.

Targets set in the 2015-2025 SEP for GVA, job growth, and business start-ups have all been exceeded. These fresh plans have set new, ambitious targets for the region, with a focus on inclusive growth, including measures for health and the environment. The LEP has important work to do to enable the region to meet these goals and this will guide our direction in the coming year.

2020/21 marked the final funded year of the Local Growth Fund (LGF). The mid-term evaluation revealed that for every £1 of LGF investment in the economy, a further £2.35 of match funding was generated for the economy, and that to date the LGF programme has returned £24 for every £1 invested, with this predicted to rise to return £67 for every £1 of LGF invested once all outputs have been achieved. This represents excellent value for money and is testament to our ability to deliver successful programmes and projects.

Our governance model, embedded in the work of the Mayoral Combined Authority, stands us in excellent stead in the face of the Government LEP review. We have welcomed a number of new members to the LEP in the past year, improving the diversity of contributions and voices on the Board, and broadening our mix of expertise and skills.

Although as a region we have confronted an immensely challenging year, with perhaps further tests to come, we are entering a year of opportunity. We can and should be positive, confident, and persistent in our focus on delivery.

I look forward to working with the private and public sector to make this happen.

James

Message from the Mayor

Dan Jarvis, Mayor of Sheffield City Region



The past year has seen communities and businesses in South Yorkshire suffer from the terrible impacts of COVID-19; loss, economic hardship, poor mental health to name a few.

We are not out of the woods yet, and we must be prepared to pursue the vision outlined in our Strategic Economic Plan and Renewal Action Plan to ‘build back better’ and ensure ‘an economy that works for all’ in our renewal from COVID-19.

We must grasp the opportunity to not just build a stronger region, but one that is also greener and fairer, that creates opportunity and prosperity for all.

The Local Enterprise Partnership has a vital role to play if we are to achieve this vision. Through the strong policy and governance structure we have put in place between the Mayoral Combined Authority and the LEP we are well placed to keep on working together to develop a work programme that will deliver transformational change in South Yorkshire.

This report demonstrates the impact that together the public and private sector are making. There is much more for us to do and I look forward to working with the LEP over the next year.

Dan

Update from the MCA Chief Executive

Dr Dave Smith, Sheffield City Region Chief Executive

This Annual Report and Delivery Plan are a tremendous reminder and reference point for all we have achieved collectively in the past year as we continue to strive towards making South Yorkshire a better place to live, work and prosper. I hope that in reading this document, you will recognise that we have so much to be proud of in this organisation.

While we have used everything in our armoury to tackle the challenge of helping our businesses and communities to survive and stay safe, we have managed to develop an ambitious Strategic Economic Plan, as well as a more immediate Renewal Action Plan.

If we are to attempt to achieve the goals these Plans set out, then strong partnership working between private and public sector will be essential. The value of the LEP in bridging this gap is critical. We will need to work collectively to drive inclusive growth throughout our communities and transition towards a low carbon economy.

Our track record of delivery, highlighted by the headlines from the evaluation of the LGF, is testament to the work being done by the LEP Board, the MCA and the Executive Team and all our partners across the region. As a region, we must shout about our success while continuing to adapt and strengthen.

The coming year will see a period of change as the MCA Executive and Passenger Transport Authority integrate to form a single organisation, and we rebrand as the South Yorkshire Mayoral Combined Authority. I believe this will put us in an even stronger position to seek a true transformation of our region, to run a safe and reliable transport network, build a cleaner and greener region and enable our economy to recover, renew and become more resilient. We will need to challenge and champion the devolution of powers and resources from Government so that decisions can be made by those who best know the city region.

This will not be easy, but I am confident that we have the conviction, the vision and the capability to deliver these outcomes for our communities, businesses and people. I look forward to what we can achieve in the coming year.

Dave

Introduction

This Annual Report and Delivery Plan looks back on our achievements in the last year and forward to our plans for delivery in 2021/22.

The Local Enterprise Partnership Board (LEP)

Our business-led partnership brings together the private sector, the four Leaders of the Local Authorities and the Sheffield City Region Mayor to drive economic growth in the region.

The LEP works hand in glove with the Mayoral Combined Authority (MCA).

Thematic Boards support our work in delivering the aims and objectives of the Strategic Economic plan. These boards focus on Business Recovery & Growth, Housing & Infrastructure, Education, Skills & Employability and Transport & the Environment.

The work of the LEP is supported by an MCA Executive Team which advises the LEP, SCR Mayor and MCA on policy, commissioning of projects and programmes, and manages and monitors the delivery of projects.

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Highlights of 2020-21

Trade and Investment

- Continuing to build an ambitious investment pipeline of indigenous and inward investment growth businesses.
- Working with DIT and local council teams to support new inward investors into the region.
- Developing and implementing an international programme with a focus on strengthening investment and trading relationships with Maharashtra Region in India.

Skills and Employment

- Establishing the South Yorkshire Careers and Enterprise Company Hub and growing the number of schools engaged.
- Support the development and commissioning a new regional approach to the £42m Adult Education Budget for the academic year 2021/22, including new funding for Level 3 qualifications for adults to improve the skills base.
- Delivering the final year of the Skills Bank programmes and shaping plans for roll out of the future programmes.
- Establishing the Skills Advisory Network and supporting the development of an evidence base to inform a new Skills Strategy.

Transport

- Engagement with the Active Travel Commissioner, Dame Sarah Storey, to enable LEP input into the South Yorkshire's Active Travel programme. The Active Travel Implementation Plan and design standards were approved by the MCA and the MCA was awarded £5.73m from the Government's Active Travel Fund.
- The government provided feasibility funding to undertake more work to inform decisions on the reopening of the Barrow Hill line and a new station at Waverley as part of the Restoring Your Railways programme.
- The Transforming Cities Programme Monitoring and Evaluation Plan was adopted, supporting the MCA to measure and assess the impact of the £166m programme.
- Continuing work with Transport for the North to plan for, and secure, the benefits of transport investment in South Yorkshire for example through the Northern Powerhouse Rail programme.

Infrastructure & Housing

- Completion of the South Yorkshire Housing Review.
- The LEP has supported the development and delivery of the £33m Getting Building Fund programme, including supporting Project Sponsors in securing £20.5m infrastructure and investment during the year.
- The LEP has supported the development of the £40m Brownfield Housing Fund programme and supported Project Sponsors in securing £3m of investment for early deliverable brownfield housing schemes.
- Commenced work on the preparation of Growth Area Economic Blueprints to identify infrastructure investment requirements in Growth Areas in support of SEP delivery.
- Supported the Mayor to secure additional flood infrastructure investment in South Yorkshire.

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Review of 2020/21

LGF Review

The Sheffield City Region LEP delivers a range of programmes to support the growth of the local economy. The majority of these programmes have been funded through the Local Growth Fund (LGF) – a £363.7 million investment that provides grants and loans to a broad range of projects over the period 2015 to 2021.

2020/21 was the final funded year of the Local Growth Fund (LGF), and in 2020 a mid-term evaluation was conducted to gain preliminary understanding of the impact of the fund.

Key Findings from the LGF Mid-Term Evaluation

LGF Investment by Theme - The three largest areas of profiled spend for the LGF Programme over its lifetime are transport (£102.1m), business support (£69.7m) and regeneration (£57.8m). This is in line with the original intended focus of the LGF programme and given the restrictions of the funding scheme, it is considered that there is a good spread of project spend across the different thematic areas.

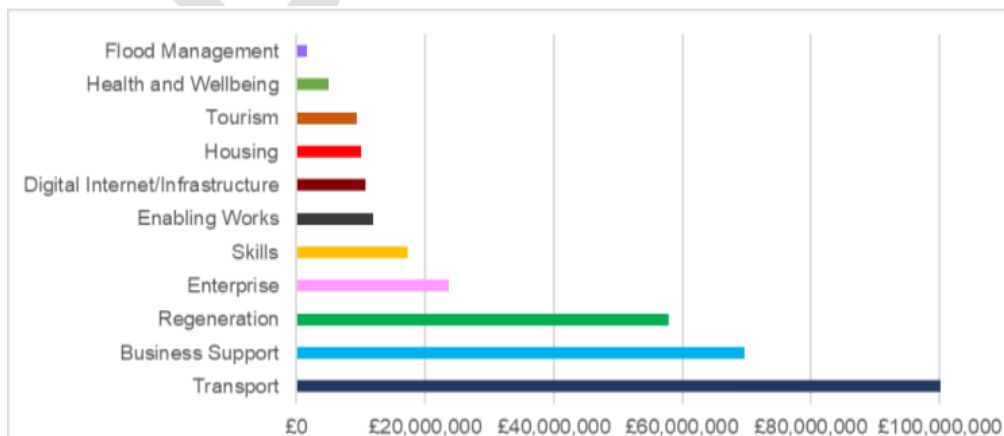
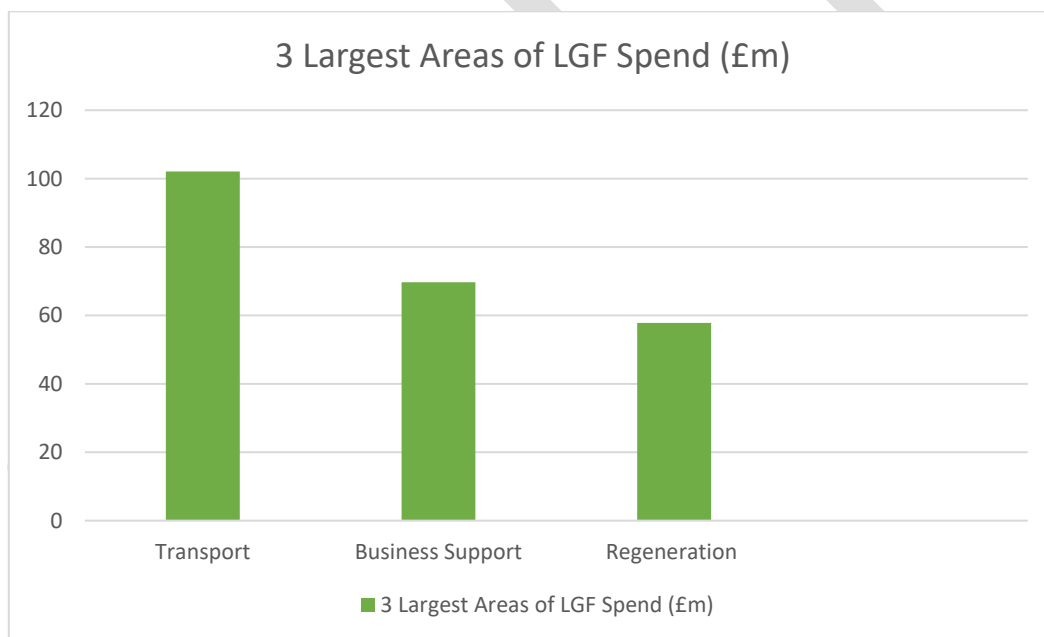
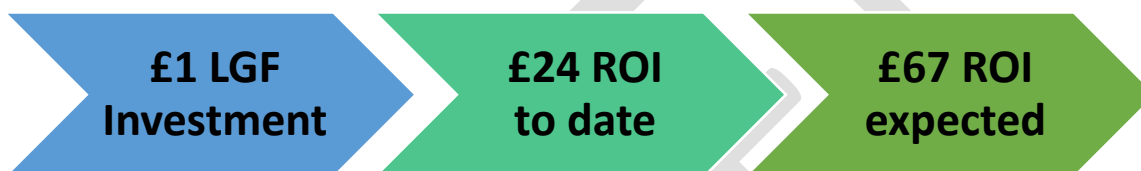


Figure 1: LGF Investment by Theme

Match Funding Generated – for every £1 of LGF investment in the economy, a further £2.35 of match funding was generated for the economy. Tourism, regeneration and business support projects have generated the highest rates of match funding (£8.76, £4.22 and £3.17 for every £1 of LGF respectively).



Return on Investment – To date the LGF programme has returned £24 for every £1 of LGF invested. By the end of the programme it is predicted that the LGF programme will return £67 for every £1 of LGF invested once all outputs have been achieved. This is considered as excellent value for money.



The Economic Impact of the LGF programme to date has been calculated as follows:

	To Date	By 2025 (cumulative)
New Homes Built	£25.24m uplift in GVA and £6.66m per annum additional spend in the local economy by new households	£157.37m uplift in GVA over the period and £42.38m per annum additional spend in the local economy by new households
Superfast Broadband for Businesses	£162.5m increase in GVA per annum	£162.5m increase in GVA per annum
New Jobs Created	11,861 new jobs created (after leakage/displacement) and £528m increase in GVA per annum	24,813 new jobs created (after leakage/displacement) and a £2.08bn increase in GVA per annum
New Learners Supported	5,061 learners trained benefitting from £6.3m per annum as a result of the training	12,222 learners trained benefitting from £15.25m per annum as a result of the training
Additional Commercial Floorspace	-	Additional floorspace to accommodate 47,763 workers

1. Infrastructure Programme - Between 2015 and 2021 the LEP invested £230 million in infrastructure development including vacant land and property redevelopment into new commercial and retail premises, new link roads such as the Great Yorkshire Way in Doncaster and Superfast South Yorkshire Broadband, and installing a flood alleviation scheme in the Upper Don Valley.
2. Business Investment Fund - A £52 million fund that helped indigenous and re-locating businesses with the potential for growth to plug finance gaps which can't be met through traditional finance sources.
3. Growth Hub - A single access point where business owners can obtain advice and support on starting-up, running and growing their business. Support available through the Growth Hub includes assistance with skills and training, innovation and exporting and advice on financing a business. The SCR Growth Hub was ranked in the top three Growth Hubs nationally.
4. Skills Capital Fund - Investment in the development of state-of-the-art training facilities and equipment across the Sheffield City Region.
5. Housing Fund - A pilot scheme to help private housing developers and housing associations to unlock sites for development and build more homes in the Sheffield City Region. This year we have also completed our Housing Strategy.

Over the last decade the SCR economy has grown much faster than expected. The GVA, job growth, and business start-up targets that were set in the 2015-2025 SEP have all been exceeded. However, SCR still lags the England average for productivity and is ranked 33rd out of 38 LEP areas, which is lower than all other English city regions.

Development of a new Strategic Economic Plan and Renewal Action Plan.

After engagement with over 250 business leaders and organisations from the public, private and voluntary sectors, our 20-year Strategic Economic Plan (SEP) was approved in January 2021. This sets out our blueprint to drive the region's recovery from COVID and transform South Yorkshire's economy and society for people, businesses and places. The SEP shows the way to a stronger, greener and fairer economy as the region looks to unlock its potential and create prosperity and opportunity for all. The vision at the core of our strategy is to "build an economy that works for all".

By 2041 our region will look very different. Our targets will be:

Economy: Inclusive growth, underpinned by productivity gains will drive an extra £7.6bn GVA

Jobs: 33,000 extra people in higher level jobs

Environment: A net zero carbon city region

Skills: 30,000 more people with higher level skills and 9,000 people fewer with no skills or low qualifications

Health: Healthy life expectancy at birth to match the national average, improving by roughly 3 years for men and women in the SCR at birth

Our subsequent Renewal Action Plan (RAP) sets out our road map to help South Yorkshire recover from the pandemic and put us on the path towards social and economic renewal. It will help people, employers and places recover, and put us on course to transform our region – making our economy and society stronger, greener and fairer. The plan also contributes to our longer-term goals and the transformation of our City Region – so we can build back better. The plan shows how we will help to make the economy:

- Stronger – an economic transformation to create not just a bigger economy but a better one: higher-tech, higher skill, and higher-value
- Greener – a green transformation to decarbonise our economy, improve our environment, and revolutionise our transport
- Fairer – a transformation of wellbeing and inclusion, reforming our economy, raising our quality of life, reducing inequality, and widening opportunity

Welcomed new LEP Board Members

We have welcomed a number of new members to the LEP in the past year, improving the diversity of contributions and voices on the Board and broadening our mix of expertise and skills.

- ❖ Joe Chetcuti, director at Front Ideas
- ❖ Michael Faulks, co-founder and chief technical officer at loetec Ltd
- ❖ Karen Beardsley, managing director of Unipart Rail Operations
- ❖ Angela Foulkes, chief executive at Sheffield College
- ❖ Gemma Smith, managing director at Strata Homes
- ❖ Cathy Travers, managing director at Mott MacDonald UK and Europe.
- ❖ Dan Fell, chief executive at Doncaster Chamber of Commerce

A high performing organisation

Each year the Government undertake a review of LEP performance. In the last year the LEP has received a clean bill of health. The results of the Government's Annual Performance Review indicated that the LEP met all expectations for Governance, Delivery and Strategy.

Case Studies - LGF

To celebrate the success of the LGF period we have highlighted a number of case studies that we have supported during the programme.

Case Study 1:

[The National College of Advanced Transport and Infrastructure](#) opened in 2017 to provide higher-level training and skills to learners in order to transform the UK rail and transport infrastructure network.

The LGF investment was used primarily for equipment related to highspeed rail and transport and infrastructure more generally – and is all used frequently in the curriculum. Through a combination of classroom teaching, real work experience and short courses, the College provides technical and professional courses, using the very latest industry technology, to a diverse range of learners. Since March 2020, the College have delivered all learning through online groups at 1:1 sessions due the COVID-19 pandemic. A recent survey of learners about online learning found 100% satisfaction with how they are delivering and how they have responded to learning during the Covid-19 pandemic.

Sheffield City Region Local Growth Fund allocation: £6,000,000

Total project cost: £40,000,000



Case Study 2:

[The Glass Works](#) project helps transform a 3.8-hectare site in the heart of Barnsley town centre.

The scheme will also act as a catalyst for wider private sector investment in the town centre, housing developments, commercial space and transport infrastructure.

Despite COVID-19, a significant proportion of new units are pre-let, and the food hall has proved very popular for casual dining.

It is due to complete in September 2021.

Sheffield City Region Local Growth Fund allocation: £7,430,000

Total project cost: £142,303,975



Case Study 3:

We have supported the innovative [Grey to Green Phase I](#) and [Grey to Green Phase II](#) projects. They have made Castlegate and Exchange Street a location for new investment and cutting-edge businesses, as well as a more attractive location to live in. It creates habitats for wildlife and will help city cooling, as well as providing local park and riverside access. These projects have improved the connectivity within Sheffield City Centre and made more attractive links between places.

Phase I

Sheffield City Region Local Growth Fund allocation: £2,464,000

Total project cost: £3,496,749

Phase II

Sheffield City Region Local Growth Fund allocation: £3,320,000

Total project cost: £5,083,865



Case Study 4:

In July 2020 [Gulliver's Valley](#) theme park and resort opened in Rotherham after being delayed by COVID-19 pandemic. The LGF support specifically accelerated delivery of elements of the visitor accommodation planned as part of the Resort, bringing forward accommodation units into phase 1 of the development (2020) rather than being delivered in phase 2 of the scheme (2024).

Sheffield City Region Local Growth Fund allocation: £1,500,000 (£400,000 grant, £1,100,000 loan)
Total project cost: £6,527,000



Our plans for 2021/22

We must seize the opportunity in the year ahead to deliver a solid foundation for our new ambitions highlighted in the refreshed Strategic Economic Plan and the Renewal Action Plan.

The work of the LEP Board and the relationship between the LEP and the MCA will need to be refreshed following the Government's LEP Review to build on what is working well. The LEP Board will have to show resilience, and embrace change, recognising that unlocking the potential of our region will always be the driving force of our work.

The LEP have an expansive role to play across the strategic reach of the MCA;

- Offering strategic insight and direction to establish a delivery plan for Gainshare Investment
- In 2021/22 the South Yorkshire Digital Infrastructure Strategy will be completed to provide a framework for the roll-out of gigabit capable broadband infrastructure and 5G across South Yorkshire.
- Supporting the continuing Growth Hub and Skills Bank programmes, as well as the first-year delivery of the Adult Education Budget
- The recent agreement to re-name the MCA will need a considered public and private sector approach to strategic place-making and brand development input.
- To achieve a fairer region, we have work to do to inform the development of the Inclusion Strategy that incorporates the views of diverse stakeholders across the geographic footprint
- Continuing to develop the business investment pipeline and identify opportunities to champion and advocate for South Yorkshire as a place that is open for business
- Advising on Mayoral priority areas such as Active Travel and Arts, Culture and Heritage and supporting these programmes of work.
- Building upon the LEP business leadership approach that has been enhanced in response to the pandemic, including using the Business Advisory Group to strengthen engagement and dialogue with organisations such as the Chambers of Commerce.

The new Corporate Plan 21/22 is a joint document that supports our work by setting out the shared priorities of the Mayor, the MCA and the LEP to be delivered by the MCA Executive working collaboratively with partner organisations. It is structured around the three key themes of Stronger, Greener, and Fairer, and the guiding vision that the Mayor, the Mayoral Combined Authority, and the Local Enterprise Partnership work collectively together to ensure the South Yorkshire economy prospers.

In 2021/22, we will invest our funding in the following contracted projects and programmes:

Thematic Area	Programme/Project	Project Start Date	SCR Investment 2021-22	Expected Outputs/Outcomes 2021-22	Total SCR Investment (All Years)	Total Expected Outputs/Outcomes (All Years)
Business Growth and Recovery	Business Investment Fund (BIF)	April 2015/16	£6.228m	Jobs: 260	£50.44m	Achieved by 2021/22 Jobs: 3,257
	Growth Hub	April 2015/16	£0.700m	Bus Assist Light intensity - 500 Medium intensity - 250 High intensity - 100		
	Made Smarter Programme		£1.500m (YH wide)	SMEs engaged: 500 Intensive support provided to 60 SMEs	£1.500m (YH wide)	SMEs engaged: 500 Intensive support provided to 60 SMEs
	Key Account Management (Trade & Investment)		£0.080m			
Sub Total:			£8.508m			






Thematic Area	Programme/Project	Project Start Date	SCR Investment 2021-22	Expected Outputs/Outcomes 2021-22	Total SCR Investment (All Years)	Total Expected Outputs/Outcomes (All Years)
Housing and Infrastructure	<p>M1 junction 37 Phase 2 Economic Growth Corridor Claycliffe</p> <p>Transport upgrades and access improvements to enable new homes, new school and jobs at Pogmoor site off Junction 37 in Barnsley.</p>	July 2019	£4.073m	Jobs:0	£10.637m	<p>Achieved by 2021/2022: Jobs:0</p> <p>Total Projected Jobs: 2,053</p>
Sub-Total			£4.617m			
Skills and Employment	<p>Digital Engineering Skills Development Network</p> <p>Establishing a transformational digital engineering skills network to increase the technical training offer at levels 3 and 4 for STEM occupations in the Engineering and Digital Technology sectors</p>	Dec 19	£1.129m	New learning floorspace: 1,128 sq m	£3.713m	







Skills and Employment	Skills Bank 2 extension		£0.785m	1,000 skills deals		
	Enterprise Advisor Network		£0.406m			
Sub-Total			£2.32m			
Transport	Greasbrough Road Junctions A junction improvement – replacement of the existing mini-roundabout at the junction of B6089 Potter Hill, B6089 Main Street and Coach Road, Greasbrough.		£1.050m	0.3 km of improved road	£1.759m	
Sub-Total			£1.050m			
Total Committed Expenditure 2021-22			£16.495m			


The LEP Board


The LEP Board brings together 15 permanent private sector representatives, including two representatives from the Higher Education sector, plus the four Leaders of the Local Authorities and the Mayor as well as a Trade Union representative, a Chamber of Commerce representative and a co-opted private sector member.


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	James Muir
	Chair of LEP and LEP Equality and Diversity Champion
	Nigel Brewster Managing Director of Brewster Partners Recruitment Group LEP Vice Chair
	Lucy Nickson Chief Executive, Day One LEP Vice Chair
	Alexa Greaves Chief Executive at AAG Small Business Champion
	Professor Sir Chris Husbands Vice Chancellor of Sheffield Hallam University Representative for Higher Education

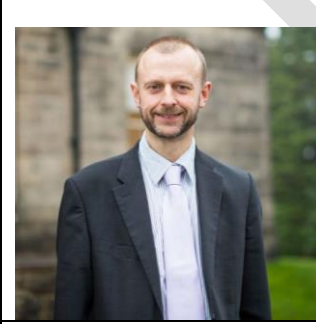
	<p>Gemma Smith Managing Director at Strata</p>
	<p>Karen Beardsley</p>
	<p>Managing Director at Unipart Rail Operations</p>
	<p>Neil MacDonald Former Master Cutler</p>
	<p>Joe Chetcuti Director at Front Ideas</p>
	<p>Peter Kennan Chartered Accountant & Tax Advisor</p>

	<p>Richard Stubbs CEO at Yorkshire & Humber Academic Health Science Network</p>
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	<p>Tanwer Khan Managing Director – Sovereign Management Solutions</p>
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	<p>Dan Fell</p>
	<p>Chief Executive at Doncaster Chamber of Commerce Co-Opted LEP Board Member</p>

	<p>Bill Adams Regional Secretary of TUC Yorkshire & Humber Trade Union Representative</p>

	<p>Professor Dave Petley Vice-President for Innovation at the University of Sheffield Co-opted LEP Board Member</p>



Cathy Travers
Managing Director at Mott MacDonald UK and Europe.



Michael Faulks

Co-founder and Chief Technical Officer at loetec Ltd
Co-Opted LEP Board Member



Angela Foulkes
Chief Executive at Sheffield College



Mayor Dan Jarvis MBE
Mayor of Sheffield City Region

	<p>Councillor Terry Fox Leader of Sheffield City Council</p>
	<p>Councillor Chris Read Leader of Rotherham Metropolitan Borough Council</p>
	<p>Mayor Ros Jones CBE Leader of Doncaster Metropolitan Borough Council</p>
	<p>Councillor Sir Steve Houghton CBE Leader of Barnsley Metropolitan Borough Council</p>

Sheffield City Region

11 Broad Street West

Sheffield

S1 2BQ

+44 (0)114 220 3400

LEPBoard@sheffieldcityregion.org.uk

www.sheffieldcityregion.org.uk

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Local Enterprise Partnership

01 July 2021

Mayor's Update

Purpose of Report

To provide LEP Board Members with an update on key Mayoral activity relating to the economic agenda.

1. COVID

Rising COVID infections and hospitalisations through the spread of the Delta variant in recent weeks, are extremely concerning trends. Whilst South Yorkshire has seen only moderate increase when compared to the national average, it reinforces the importance of the vaccination programme. I am extremely grateful for the herculean effort of all those involved in its phenomenally successful delivery and would urge everyone to get both doses of their vaccine as soon as they're invited to do so.

Whilst the need for a cautious approach is understood, it is essential that economic support stays in place for businesses and people effected by the pause in the easing of restrictions. Put simply, if restrictions remain, then support must remain too. That means no drop in furlough payments, no change to business rates relief and no lifting of the safeguards preventing evictions.

I continue to work with partners across our region to ensure that South Yorkshire has what it needs to respond to the pandemic and to create a stronger, greener and fairer renewal from it.

2. Plan for the North

The impacts of the pandemic have brought into ever starker focus the deep rooted inequalities in our country. There is an urgent need to unlock the massive untapped potential of South Yorkshire and people, places, and communities across the North.

Whilst I welcome the Government's commitment to levelling up, I remain deeply concerned that so far, it's more slogan than substance, without even a definition of what they are trying to achieve. For this reason, Leaders from South Yorkshire and I commissioned a report in January from Professor Steve Fothergill and Dr Tony Gore, to help develop a plan for the North, setting out what's needed to deliver the levelling promised by Government. The [report](#) is an independent, professional assessment

with the view to getting the debate started. With the support of forty councils from across the North, it has now been sent to the Prime Minister.

Setting out what any levelling up effort must comprise to be taken seriously, it makes the case for a proper plan with measurable goals, and long-term, reliable investment on a scale that matches the transformative ambition the government claims it has. It is about power as well as money: local leaders and local communities must be in the driving seat, because no one knows our challenges like we do ourselves. Only when these basic elements are in place can we believe the government is sincere when it talks about levelling up – and so far, they are missing.

In South Yorkshire we cannot afford to wait for Government's plan to materialise. Instead, local Leaders and I are using our powers and funds to deliver real and tangible change. Set out below, is a summary of some of the actions that we have taken in recent weeks to deliver on these ambitions.

3. A greener South Yorkshire: Investing in our bus network

Local leaders and I are continuing to work hard on our commitment to achieve better buses for South Yorkshire. A critical issue for the region, its vital that we deliver an affordable, reliable and high-quality service that connects people to jobs, skills and opportunities across the region.

This is why we are already investing £6m in cheaper fares for young people and more than £3m to start work on better bus stops and our first electric buses.

But this is only the beginning of our plans. Currently funding for buses in London is £76 per head: in Sheffield it is £5 – this is unacceptable and unsustainable. We need proper investment in our bus service now.

For all of these reasons the Mayoral Combined Authority has focused its £50m bid into the Levelling Up Fund on a proposal to make improvements for passengers across South Yorkshire's bus and tram network. This includes:

- Updating bus and tram shelters across the region, with more live information displays;
- Replacing a fleet of community buses with electric vehicles;
- Bringing in contactless payment across South Yorkshire public transport;
- Installing payment machines within communities so you can buy tickets before travelling; and
- Road improvements in traffic hotspots to make bus journeys faster and more reliable journeys.

Better transport is one of the foundations on which we will build a better South Yorkshire. Local Leaders and I have huge ambitions for our buses, and the MCA is investing millions of pounds in making real, tangible improvements for passengers.

We need the government to match our ambitions, so we can get on and build the world class bus service South Yorkshire needs and deserves.

4. A fairer South Yorkshire : the launch of the Ownership Hub

On the 22nd June I was delighted to launch the Ownership Hub in South Yorkshire. The first of its kind in the country, the pilot programme will be run in collaboration with Coops UK and the Employee Ownership Association. The Hub is part of the #1MillionOwners campaign which aims to create 1 million employee and worker owners in the UK by 2030.

This is a hugely exciting opportunity. Not just because it gives the chance to boost our support for co-ops and employee ownership, but because it will help to weave the thread of co-operation through our plan for economic recovery and renewal in South Yorkshire.

It is an integral part of a greater effort to not just create a more dynamic, productive and resilient economy, but to reform its structure – to change the system in a way which makes it fairer, more inclusive, and better able to serve the aspirations and needs of the people of South Yorkshire.

It complements other threads of that vision – linking support for wider ownership to reformed procurement, incentives around investments in companies, the creation of a business charter, community wealth building, stronger devolution and democracy, and a just carbon transition.

5. A stronger South Yorkshire: continuing the workers' training programme

The Mayoral Combined Authority will provide the money to continue the Union Learning Fund in South Yorkshire for the next two years, after funding for the programme was cut by the government.

Established in 1998, the Union Learning Fund (ULF) helped workers gain the skills they need to progress into apprenticeships and higher-level learning.

The ULF works with 44,000 learning reps across a wide variety of sectors; including around 700 in South Yorkshire. Around 200,000 workers every year have been helped into learning by the ULF.

As part of the Skills Training Fund the government announced it would stop paying for the ULF from March 2021. This would have led to the closure of 12 Union Learning Centres in South Yorkshire, and the loss of hundreds of jobs.

The Mayoral Combined Authority has committed £170,000 to fund the service for the next two years. This will provide people with the chance to improve their lives and change their skill sets – at a time we need our workforce to meet the challenges of a post-Covid economy.

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Local Enterprise Partnership

01 July 2021

Chief Executives Update

Purpose of Report

To provide LEP Board Members with a general update on activity being undertaken by the LEP outside of the agenda items under discussion.

1. Levelling up Fund

The MCA has submitted a bid to the government's Levelling Up Fund (LUF). The bid asks for £50m of Government support to level up the standards of the public transport system. The overarching aim of the bid is to improve local community transport infrastructure and the lives of passengers across the region. The bid includes modernising bus shelters, improvements to walking and cycle routes, and upgrading a fleet of community buses to zero emission vehicles.

2. Community Renewal Fund (CRF) bid

The MCA has made a £12m bid to the government's Community Renewal Fund (CRF). CRF aims to support people and communities most in need across the UK and will invest in skills, community and place, local business and supporting people into employment. The Government is making projects in Barnsley, Doncaster and Rotherham Priority 1 – this is the highest priority level for funding. The MCA has worked closely with local authorities on its bid and a decision will be made over the summer to enable approved schemes to move to delivery as a matter of urgency.

3. Adult Education Budget (AEB)

From 1st August 2021, as part of the Sheffield City Region Mayoral Combined Authority Devolution Deal, the authority will take responsibility for more than £36m of devolved Adult Education Budget (AEB) and will commission adult skills provision for the residents of Barnsley, Doncaster, Rotherham and Sheffield. Devolution of the AEB enables us to move away from a funding system driven by national priorities to a more strategic regional approach that's better attuned to local priorities and the needs of South Yorkshire residents and businesses.

4. Business Advisory Group

The Business Advisory Group brings key business representative organisations together to consider the latest economic intelligence and insight available on issues relating to business and the economy. The Group's agenda is led by the Strategic Economic Plan and Renewal Action Plan and covers, in detail, a limited range of topics that the LEP and MCA are directly involved in – and where business input would strengthen its thinking, support delivery and secure backing. Meetings include the latest analysis of government policy and consider how the LEP and MCA can work with the business community to help shape that debate.

