



Derby City Council

Corporate Scrutiny and Climate Change
24 March 2014

ITEM 10

Report of the Director of Partnerships and
Streetpride

The Derby Plan 2013-2015 Update

SUMMARY

- 1.1 This report gives an update on partnership activity to support the implementation of the Derby Plan.
- 1.2 The Derby Plan (formerly the Sustainable Community Strategy) sets the Partnership vision and outcomes for the whole city. The Council Plan sets out the Council's contribution to the outcomes in its Council Plan.

RECOMMENDATION

- 2.1 To update the Board on actions taken.
- 2.2 To assess any actions for the Board to increase progress towards our shared Derby Plan ambitions

REASONS FOR RECOMMENDATION

- 3.1 The report was requested by the Board at their meeting on 16 September 2013 to update members on activity as part of the Derby Plan.

SUPPORTING INFORMATION

- 4.1 The Derby Plan was refreshed in 2013 in response to the removal of Government legislation for Local Strategic Partnerships, continued economic austerity and public sector change and shrinkage.
- 4.2 The result was a simple plan under the banner: "inspiring people, creating opportunities" with three big ambitions. These were then further refined to narrow the focus of partnership activity for the two year life of the plan:
 - inspiring start in life **by improving educational attainment**
 - inspiring working life **by improving skills and creating jobs**
 - inspiring place to live **by improving inner city areas**
- 4.3 An update on each of the above 'Spotlight' projects is set out in appendix 2.

OTHER OPTIONS CONSIDERED

5.1 The report was requested by the Board to update on progress and therefore no other options were considered.

This report has been approved by the following officers:

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| Legal officer Financial officer Human Resources officer Service Director(s) Other(s) | Tim Clegg, Director of Partnerships and Streetpride. Richard Williams, Strategic Lead for Derby Renaissance Board Dawn Robinson, Head of Prevent, Community Cohesion and Intgration |
| For more information contact: Background papers: List of appendices: | TimClegg, Director of Partnerships and Streetpride, 01332 641508 Tim.Clegg@derby.gov.uk The Derby Plan 2013-2015 Appendix 1: Implications Appendix 2: Highlights of the 3 Derby Plan Big Ambitions |

IMPLICATIONS

Financial and Value for Money

- 1.1 The actions identified in support of the Derby Plan will be reviewed alongside the budget proposals to ensure they are achievable.

Legal

- 2.1 None arising directly from this report.

Personnel

- 3.1 None arising directly from this report.

Equalities Impact

- 4.1 Equalities issues have been considered on an on-going basis through Equality Impact Assessment and consultation. Any equality issues relating to The Derby Plan will be built into project/delivery plans.

Health and Safety

- 5.1 Health and Safety will management will be considered on an on-going basis through project and delivery plans.

Environmental Sustainability

- 6.1 Environmental sustainability will be considered on an on-going basis through project and delivery plans.

Asset Management

- 7.1 None

Risk Management

- 8.1 Risk management is being considered on an on-going basis through project and delivery plans.

Corporate objectives and priorities for change

- 9.1 The ambitions and measures of The Derby Plan form part of the Council Plan 2014-2015 and thus underpinning departmental business plans.

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| 1. Inspiring start in life by improving educational attainment | |
| <i>We want young people in Derby to be inspired by the world of work, get good qualifications and have more opportunities to get ready to start their working life and impress local employers.</i> | |
| 1a) | <p>Improving the performance of schools is critical to the success of the city and to inspire both young people and local businesses with the opportunities for a great working life. This ambition has been led by a small Steering Group and aims to capture the momentum of the discussions at Leadership Board and work between Derby Renaissance Board and the Children, Families and Learners Board and to focus the project on improving the relationship between local schools and business.</p> <p>The feedback below from both Voices in Action and Chamber of Commerce members highlights some of the main issues that might be tackled through this project:</p> |
| Voices in Action Wish List | |
| 1. Improved provision of local careers information to young people | |
| <ul style="list-style-type: none"> • Create and maintain an online and hard copy summary of Derby's economy for use in schools so that young people are guided early on about the sectors where most jobs are available in Derby. Also Careers advisers can get additional resource and information. • Produce sector based summaries with local case studies of businesses and vacancies to bring it to life and link into National Careers Service website | |
| 2. Increased provision of mock Interviews and CV preparation | |
| <ul style="list-style-type: none"> • Extend Mock Interview programme to cover every Year 10 group in Derby • Extend business involvement in Mock Interview programme | |
| 3. More opportunities for Work Shadowing | |
| <p>Shadowing as opposed to work experience would place less demand on the employer and would give more useful information and insight to young people</p> <ul style="list-style-type: none"> • Offer 1000 additional days of work shadowing to young people per year (Target based on 10% of total number of jobs in Derby) | |
| 4. Improve the co-ordination of resources and activity between schools and business | |
| <ul style="list-style-type: none"> • Establish a small team to broker relationships between business and schools and increase engagement of schools ensuring links with existing projects • Extend Derby's use of the "Inspiring the Future" website by all DRB members signing up | |
| DNCC Employers: Perspective of those entering the workplace for the first time | |
| Provisional top ten from all surveys | |
| 1 | Lack insight/experience of the working world |
| 2 | Poor attitude/personality |
| 3 | Energy/Lack of Motivation/Self management |
| 4 | Have unrealistic expectation about work |
| 5 | Don't understand what employers are expecting of them |
| 6 | Customer Care/Awareness |
| 7 | Lack of common sense |
| 8 | Poor basic maths |
| 9 | Poor basic English |

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| 10 | Technical Skills | |
| Source data | DNCC QES 2012 CBI/Pearson Education and Skills Survey 2012 | UKCES Youth Employment Challenge 2012 CIPD Learning to Work Survey Report 2012 |

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| 1b) | <p>The main outcomes are to make a measurable contribution to:</p> <ul style="list-style-type: none"> improving the quality and impact of the involvement of local businesses with our schools, not just by inspiring pupils but working with teachers and governors in their leadership role changing perceptions of student achievement and confirming Derby as a great place to learn |
| 1c) | <p>The project seeks to establish a small brokerage team to build on existing activity, enhancing what is working well but improving co-ordination. An indicative 3 year budget has been put together including the cost of team along with any allocated funding for specific activities and partner in kind contributions. Work is on-going to secure the full package of funding for the project.</p> <p>The project team would work directly to a partnership Education and Business Brokerage Board, which would have a wider membership than the current Steering Group. This new Board would sit in the DRB governance structures beneath the newly established county-wide Employment and Apprenticeships Board.</p> <p>The potential of partnering with relevant organisations is being explored to understand the risks and benefits of aligning activity to the brokerage activity.</p> |
| 1d) | <p>The following key activities can be brought into this project to improve their impact:</p> <ul style="list-style-type: none"> A virtual Apprenticeship Hub with the National Apprenticeship Service Mock Interview and CV preparation programme with year 10 pupils Rolls-Royce Tomorrow's / Primary Engineers programme "Just imagine working here" work shadowing programme from May 2014 Raspberry Pi : national computer programming initiative roll out to all schools Expand mentoring pilot currently between Derby College and Arboretum Primary Big Bang Fair 2014 and Derby National Science & Engineering Week Events: Chamber of Commerce Careers Fair and iRail event Establish framework for brokering relationships and engaging both schools and business including increasing the use of online and web-based tools Creation and maintenance of Derby economy overview for use in schools Increasing effective targeting and deployment of Governors from local business Development of a Mayor's Award recognising the impact of school/businesses involvement organising regular meetings between businesses and schools to develop a stronger and strategic relationship |

2. Inspiring working life by improving skills and creating jobs

We want businesses to be inspired to start-up and grow in Derby and have the opportunities to create more jobs. We also want to get better at making sure Derby people gain the skills that our local employers will need in the future, so our residents have a better opportunity to get local jobs.

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| 2a) | <p>The main outcomes are to:</p> <ul style="list-style-type: none"> help create opportunities for smaller businesses to get the finance they need to grow improve how we respond to future trends in the way businesses operate and make sure local people have the skills needed to take up future opportunities |
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| | <ul style="list-style-type: none"> • get our employers more involved in what you can learn and train for in Derby and challenge the things that stop people being ready to apply for jobs |
| 2b) | <p>Derby Renaissance Board lead on the partnership activity for this ambition, largely through Derby's £40m Regional Growth Fund (RGF) projects which are to deliver employment growth. These are:</p> <ul style="list-style-type: none"> ▪ Infinity Park Derby: Road due to start on site in March ▪ Innovation Centre: Design and build contractor selected, planning application submitted ▪ RTC Business Park: funding agreement being finalised with landlord and some tenants in place ▪ Derby Enterprise Growth Fund |
| 2c) | <p>£20m of RGF has been allocated to the Derby Enterprise Growth Fund which was officially launched in October 2012. An Investment Panel was established to assess and allocate grants and loans in principal to SME's with clear and robust plans for growth and job creation. Over 120 applications have come from companies within Derby and its travel to work area. More than 65 companies have already been offered funding to create over 900 new jobs. Three case studies:</p> <p>1. EPM technology. Advanced composites manufacturer for F1.</p> <ul style="list-style-type: none"> a. £4.75m loan b. Towards creating state of the art £6m manufacturing, R&D centre in Raynesway c. Creating at least 84 new jobs <p>What EPM say about DEGF - Graham Mulholland, MD of EPM:</p> <p><i>"We are a high performance company which does not fit into the high street lenders' lending criteria and have therefore struggled to secure the necessary funding to move forward with our plans."</i></p> <p><i>"Derby is a city that is going places and a centre of excellence for high performance engineering and I am delighted that the next chapter in this business's story will be at the heart of that success."</i></p> <p>2. ID computing. IT company serving Rail Sector based at Railway Technical Centre.</p> <ul style="list-style-type: none"> a. £14,000 loan b. Towards research and development for Trainscape software to monitor trains and improve efficiency <p>Managing Director John Mayers says:</p> <p><i>"The support from DEGF is invaluable to help me to further develop and market Trainscape to rail operators."</i></p> <p><i>"As with many small businesses nowadays, cash flow and funding continues to be an issue. This loan has therefore plugged the funding gap and given me the cushion to take time to concentrate on research and development and marketing which will be key to our future growth."</i></p> <p>3. Cooper Research Technology. Company based in Ripley</p> <ul style="list-style-type: none"> a. £72,000 grant b. Supporting a £240,000 R&D project to design new asphalt testing equipment for the civil engineering industry c. Testing equipment will enable company to increase worldwide exports |

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| | <p>From Managing Director Peter Grafton:</p> <p><i>“We are growing our international markets all the time and this development programme is key to our further expansion.”</i></p> <p><i>“It is extremely difficult to source funding from high street lenders for research and development so the grant support from DEGF has been crucial to make these expansion plans a reality.”</i></p> <p><i>“Our business is a perfect fit with DEGF being a manufacturing SME offering a strong skills set in the engineering sector, which is the life blood of the local economy.”</i></p> |
| 2d) | <p>Other related activity includes:</p> <ul style="list-style-type: none"> • Regeneration Fund continues to support projects in Derby that will lead to job creation such as Castleward Urban Village, the Multi-Sports Arena and the Coaching for Success project to boost business growth. • Broadband voucher scheme rolled out for Businesses to enable them to tap in with subsidy into Broadband provision • Joint Committee for Economic Prosperity proposals to be presented to Cabinet on 12 February. This is to tie in with comparable exercise being undertaken by Derbyshire, Nottinghamshire and Nottingham City Councils to enable D2N2 funding and major investment decisions to be devolved to Derby and Derbyshire level • Key Cities Group launched its prospectus in Westminster on 22 January • ‘Derby’s Working’ project is a pilot to get a group of 40 people aged 25 plus and currently on job seekers allowance into 6 months full time work on the living wage. • A bid has been made under RGF5, led by the University of Derby, for approximately £16m, a large element of which will be used for the topping up of the Derby Enterprise Growth Fund, but with greater engagement between the University and potential business applicants. |

3. Inspiring place to live by improving inner city areas

We’d like everyone to be proud of where they live but national funding cuts mean we have less to spend on the services that help improve things, so we have to work out ways to make better use of our limited resources. By focusing initially on areas with significant deprivation and which consistently perform poorly on lots of measures, we can prove that if we make a difference here we can do the same elsewhere. We plan to use the national ‘Our Place’ model.

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| 3a) | <p>The main outcomes are to:</p> <ul style="list-style-type: none"> • understand just how much our public services spend, what costs the most and why and find out the big issues that mean people rely on public services use the information to bend mainstream funding to tackle long term issues and result in positive change • work out, with the community, local businesses and voluntary groups, how we stop thinking as separate organisations but really join up decision making and resources to tackle those issues where we can make the most difference • enable all our communities, to recognise and value their assets; to support each other and build a resilient community |
| 3b) | <p>The core purpose of this project is to improve the quality of life for people in the inner city areas long term. In the context of public sector change and the increasing cost of service interventions, the project seeks to look at the breadth of resources including community assets and identify new ways of working that can help achieve our long term goals.</p> |

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| 3c) | <p>It has been agreed that the project will focus on the following areas, but unlike previous regeneration projects, will not work to fixed ward boundaries or 'exclusion zones'. Allowing the project to respond to areas and communities in a pragmatic and fluid approach:</p> <ul style="list-style-type: none"> • Arboretum Ward – key focus on the area south of the city centre • Normanton Ward • Abbey Ward – key focus on the Stockbrook area • Sinfin Ward – key focus on the Osmaston area <p>The deprived wards of Derby are well documented in terms of deprivation and it is proposed that the full scope of the project themes will be:</p> <ul style="list-style-type: none"> • Volunteering and Community Development • Environment and Reducing Environmental Crime • Housing conditions and availability • Health • Employment and Skills • Learning and Educational Attainment • Crime and Community Safety <p>Though these priorities have been based on our knowledge and statistical profiles of the areas, we need to quality assure and test the reality of need, deliverability and impact through community involvement and service engagement</p> |
| 3d) | <p>The project will be driven and challenged through a partnership Steering Group chaired by the Bishop of Derby and delivered through operational Task and Finish Groups.</p> <p>The project framework will follow the national Our Place! (Neighbourhood Community Budgets) model, putting communities right at the heart of influencing how services are delivered in their neighbourhoods and ensuring service providers take practical and co-ordinated approaches to the delivery of local priorities.</p> <p>Our Place! The Building Blocks</p> <pre> graph TD subgraph Scoping_and_designing [Scoping and designing] A[Identify community priorities] B[Use existing knowledge/data about problems/issues] C[Identify key partners and bring together] end subgraph Establishing_the_building_blocks [Establishing the building blocks] D[Work out what the problem is and why it isn't being solved now] E[Get partners to work together, and with the community, to find a better way of doing things] F[Take decisions in partnership (community & partners)] end G[Develop a clear focus, and vision (think about outcomes)] H[Develop a business case] I[Work towards local control] J[Selling/marketing the approach – understand what motivates different people] K[Leadership, relationships, changing organisational and public expectations, and ways of working] L[Making it happen] A --> G B --> G C --> G G --> D G --> E G --> F D <--> E E <--> F H --> I J --> H K --> J I --> L L --> H </pre> |
| 3e) | <p>The Steering Group is currently working through the scope and design phase, developing an outline action plan to define the stages of activity and engaging both</p> |

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| | partners and communities to share priorities and test and challenge our assumptions and thinking. |
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