

REPORT TO: Employment, Learning, Skills and Community Policy & Performance Board

DATE: 8th January 2014

REPORTING OFFICER: Strategic Director – Children and Enterprise.

PORTFOLIO: Economic Development

SUBJECT: Liverpool City Region Enterprise Strategy

1.0 PURPOSE OF THE REPORT

1.1 To inform the Board of further work being done to develop an Enterprise Strategy for the Liverpool City Region and to invite Members to contribute to the content of the document

2.0 RECOMMENDATION That:

2.1 Members receive a presentation from Mark Basnett from the Liverpool City Region Enterprise Board on an Enterprise Strategy for the Liverpool City Region;

2.2 Members identify priority areas for Halton which might be included in the strategy

3.0 REPORT

3.1 In September, this PPB received a report advising that partners in the Liverpool City Region (LCR) are developing an Enterprise Strategy to capture and evaluate existing evidence on economic development in Liverpool City Region and the wider economy to inform the design and development of a future enterprise programme. The enterprise strategy will contribute to the City Region's submission on ERDF 2014-2020 programmes.

3.2 As a reminder of the purpose of the document, the strategy is being developed so that:

- The LCR is able develop and deliver a coherent plan of action to tackle the chronic shortage of businesses that impedes economic performance and address the gap of 17,000 business, creating an environment where business are created and grow at a rate above targeted levels.

3.3 The development of the strategy will include:

- A forensic evaluation of existing evidence of the needs and drivers of the current and potential LCR business community, including an assessment of the specific issues facing the sub-region, identifying key opportunities that can be addressed by the future ERDF funds
- An evaluation of existing evidence of the impact of underlying and structural issues on economic development interventions, including the impact of regional affluence on outcomes

- An evidence based report on the efficacy of business support mechanisms to ensure that the proposed interventions will deliver the desired outcomes and value for money/Rate Of Investment with an options analysis that maps the development against the efficacy of potential interventions
- Modeling of a range of potential activities and interventions with their predicted impact on the delivery the targeted outcomes
- A workshop to build a common understanding of the most appropriate solution to deliver the targeted economic outcome and how an ERDF programme is able to facilitate those outcomes

3.4 **Key questions to be considered will be: -**

- How do the existing economic conditions of a region impact on likely outcomes
- Are there structural issues that must be addressed before economic potential can be realized
- Are there social grouping issues requiring specific attention (Women, Ethnic, Social, Ethnicity)?

3.5 It is anticipated that the strategy will need to focus on the following Key performance indicators:

- Increased starts, survivals or growths
- New micros and growing micros
- New start-ups and sole trader-converts
- Support to low ambition starts and starting for growth businesses
- Open access and picking winners

3.6 The LEP is keen to engage a wide range of stakeholders in the process and it was considered that the ELS and C PPB would provide the forum for shaping and informing the document.

3.7 Mark Basnett will present a detailed report to Members at the meeting.

4.0 POLICY IMPLICATIONS

4.1 The development of a Liverpool City Region Enterprise Strategy presents an opportunity for the City region to deliver a coherent business support and growth service to businesses in the area. It will set out a framework for accessing resources to deliver these services

5.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

5.1 It is important that Halton plays an active role in shaping and informing the development of this strategy. This is because many of the interventions and activities proposed at the City Region level will have a direct impact in Halton. We will work with the Chamber of Commerce and local businesses to ensure that the document will meet local needs. As the strategy is being developed, officers will assess the opportunities, challenges and impact of the strategy for businesses in Halton.

6.0 RISKS

- 6.1 The risk of not developing an Enterprise Strategy for the Liverpool City Region, is that the business support services provided across the area would become disjointed and have reduced relevance for businesses. Equally, it would become more difficult to lobby and secure external funding if an agreed strategy and action plan were not in place.

7.0 EQUAL OPPORTUNITIES

There are no equal opportunities arising out of this report.

8.0 BACKGROUND PAPERS

There are no background papers under the meaning of the act.