

REPORT TO: Employment, Learning and Skills and Community PPB

DATE: 21st September 2015

REPORTING OFFICER: Strategic Director, People and Economy

SUBJECT: Inward Investment Scrutiny Review Report and Recommendations

PORTFOLIOS: Economic Development

WARD(S) Borough-wide

1.0 RECOMMENDATIONS

1.1 Employment, Learning, Skills and Community PPB Members consider the Inward Investment Scrutiny Topic report and recommendations, attached in Appendix 1.

2.0 PURPOSE OF THE REPORT

2.1 To present the Board with the recommendations from the ELS & PPB Inward Investment Scrutiny Topic Group.

3.0 SUPPORTING INFORMATION

3.1 A scrutiny review topic group was established with four Members from the Employment, Learning, Skills and Community Policy and Performance Board, with support from Operational Director for Economy, Enterprise and Property, Tim Leather, Principal Business Development Officer and Principal Policy Officer for Children and Economy, along with additional support from partner organisations, as set out below.

Members	Officers and partners
Cllr Sue Edge – Chair Cllr Peter Lloyd Jones Cllr Andrew McManus Cllr Stan Parker	Wesley Rourke – Operational Director for Economy, Enterprise and Property Tim Leather - Principal Business Development Officer Paul Corner – Business Development Officer Debbie Houghton – Principal Policy Officer Paula Cain - Chief Executive Halton Chamber of Commerce & Enterprise Mark Basnett – Liverpool LEP

The report was commissioned as the Liverpool City Region together with the local authorities are looking at the current approach to inward investment and considering how a collaborative approach may make better use of limited resources going forward.

The scrutiny review was conducted through a number of means between March 2015 and August 2015, as follows:

- Meetings of the scrutiny review topic group;
- Presentations by various key members of staff from the Council and partners;
- Business site visit

The full report is attached in Appendix 1.

3.2 The report makes a number of recommendations, which are set out below:-

Recommendations

Local Authority role

- A significant role for the local authority is to support the promotion of the LCR City Region with attracting investors from overseas.
- Implement the client management system (Evolutive) to ensure high quality and up-to-date CRM producing management information to drive continuous improvement.
- Develop and implements an investment social media strategy to link Halton with export agencies from around the world.
- Pursue relationships and links with the top 50 employers in Halton to ensure retention and growth of the businesses. This will include skills development and working with planning to help enable businesses to physically expand and grow.
- Focus on skills required in Halton to support key sector business needs and their growth in Halton, focusing on meeting the skills needs of local businesses in target high-value-adding sectors.
- Work together with planning to help ensure where appropriate that businesses in Halton can expand and grow.

LEP/LCR Role

- Chanel foreign Investment enquiries.
- With limited resources there is a need to focus on collaborative working.

- Focus on the strengths that Halton and the wider LCR has to offer.
- There is an opportunity to demonstrate a collective approach and the Liverpool brand to potential investors, particularly of benefit to Halton.

3.3 A Halton Inward Investment Action Plan will be developed integral to investment activity within the LCR. All of the recommendations and any actions that come from these will be delivered on a cost neutral basis using newer and more effective working practices.

4.0 **POLICY IMPLICATIONS**

4.1 Inward investment plays a crucial part in delivering economic growth and employment opportunities within Halton and the wider Liverpool City Region.

5.0 **OTHER/FINANCIAL IMPLICATIONS**

5.1 All of the Halton recommendations will be delivered within existing resources of Halton Borough Council and are at no extra cost.

6.0 **IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

6.1 **Children & Young People and Families**

Delivering inward investment will create new job opportunities which will benefit Halton families.

6.2 **Economic Development**

Inward investment plays a significant role in driving economic development, supporting Halton businesses to grow and encouraging new businesses to locate here.

6.3 **A Healthy Halton**

There are no direct implications on Healthy Halton from this report, although employment opportunities may help to improve the wellbeing of residents that are employed.

6.4 **A Safer Halton**

There are no direct implications on Safer Halton from this report.

6.5 **Halton's Environment and Regeneration**

Inward investment has a role to play in helping to regenerate the borough's employment areas enabling them to grow and businesses to invest in the Borough.

7.0 **RISK ANALYSIS**

7.1 Inward investment plays a significant role in driving the borough's economy, supporting business growth and encouraging new business to locate here. Not doing this is likely to impact on the borough's employment offer going forward.

8.0 **EQUALITY AND DIVERSITY ISSUES**

8.1 None.

9.0 **List of Background Papers under Section 100d of the Local Government Act 1972**

None under the meaning of the Act