

**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** All the people of Leeds lead prosperous lives.

**Priority:** Create more jobs.

**Why and where is this a priority:** Creating more jobs across Leeds is crucial for providing a wide variety of employment opportunities and helping to reduce the unemployment and poverty levels within the city. In particular, supporting local residents in deprived communities to access new job opportunities is a fundamental part of achieving this outcome.

**Amber**



**Story behind the baseline**

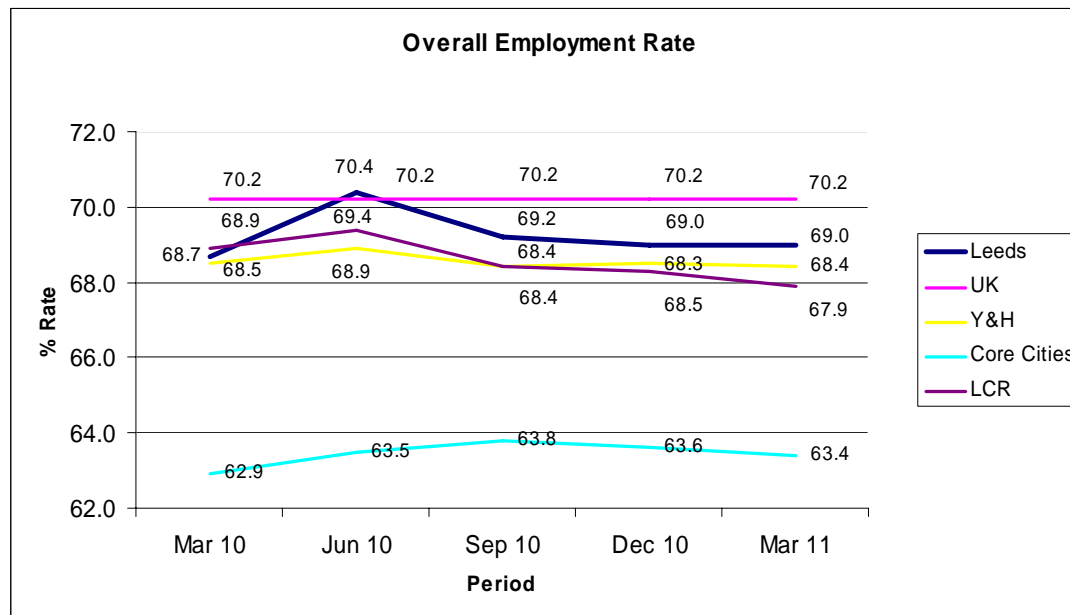
The employment rate in Leeds in the year to March 2011 was 69%, slightly below the national (GB) rate of 70.3% but slightly above the regional rate of 68.4%. Unemployment in Leeds is 8.6% with 36,100 people out of work in the year to March 2011. This figure is higher than the national rate of 7.6%, and is in line with the regional rate of 8.7%.

During the height of the recession unemployment in Leeds peaked at 9.5% with 40,000 unemployed in the year to March 2010.

63,510 people in Leeds are claiming a range of DWP's work related benefits. This is a rate of 11.5% which is lower than the national figure of 11.8%. It fell by 1,140 in Q3 2011/12 and is also down 1.2% on 2010/11, indicating slight improvements in the Leeds Labour market.

However, 10,150 more people have needed to claim work related benefits since the recession started.

**Headline Indicator:** Overall Employment Rate\*



\*As data for the headline indicator 'Increase the number of new jobs' is not available until April 2012 the overall employment rate is being used as a proxy. This measures the proportion of the working age population (16-59 for females and 16-64 for males) who are in employment according to the International Labour Organisation (ILO) definition. Results are accurate to within +/- 5%.

**What do key stakeholders think**

The 2010 Spending Challenge consultation revealed that 90% of citizen's panel respondents felt the Council should work to get local jobs, for local people, and 89% felt new developments should be allowed provided new jobs are created. A new Economic Growth Strategy has been developed which focuses on key sectors (Health and Medical, Financial and Business Services, Low Carbon Manufacturing, Digital and Creative, Retail, Housing and Construction, Social Enterprise and the Third Sector) for Leeds in terms of both existing jobs and new job opportunities. The Sustainable Economy and Culture (SEC) Board gave consideration to this proposed approach and were supportive at their meeting in October 2011.

<p><b>What we did</b></p> <p><b><u>Developments</u></b></p> <ul style="list-style-type: none"> <li>• <u>Leeds Arena</u>: Construction progressing well with over 50% of steel frame erected and the project safeguarded over 50 local jobs</li> <li>• <u>Aire Valley</u>: Consultation on planning simplification for the Enterprise Zone (EZ) commenced and developer forum established to promote the EZ and develop a joint marketing campaign</li> <li>• <u>Trinity</u>: 54% of the 1million sq.ft. retail development, which will open in spring 2013, has been let with a further 6.7% with firm commitment.</li> </ul> <p><b><u>Local Enterprise Growth Initiative (LEGI) Legacy</u></b></p> <ul style="list-style-type: none"> <li>• Business Growth Fund (BGF) launched and promoted. Total paid out to date is £29,254 (7 grants), resulting in 18 jobs and £352,826 in private sector investment; 10 young people have secured work, and 4 people moved from unemployment into work.</li> <li>• A new £200,000 social enterprise capital grants scheme was launched to support organisations with a social objective to become more enterprising and financially sustainable.</li> <li>• The Middleton Enterprise Centre opened its doors on 28<sup>th</sup> October 2011 and tenants have been secured for all available space in the building.</li> </ul> <p><b><u>Enterprise Support</u></b></p> <ul style="list-style-type: none"> <li>• A new electronic guide to help businesses track down the support they need was published in Nov 2011.</li> </ul>	<p><b>New Actions</b></p> <p><b><u>Developments</u></b></p> <ul style="list-style-type: none"> <li>• <u>Leeds Arena</u>: Commence recruitment to new construction jobs and apprenticeships</li> <li>• <u>Aire Valley</u>: Local Development Order adopted in March 2012; marketing campaign launched by Apr 2012</li> </ul> <p><b><u>LEGI Legacy</u></b></p> <ul style="list-style-type: none"> <li>• Support Unity to secure ERDF funding</li> <li>• Support Unity to agree new lease arrangements for Chapeltown Enterprise Centre and Leeds Media Centre.</li> </ul> <p><b><u>Enterprise Support</u></b></p> <ul style="list-style-type: none"> <li>• Deliver 'Leap into Action' business support event at Leeds Central Library on 29<sup>th</sup> Feb 2012.</li> </ul>
<p><b>What worked locally /Case study of impact</b></p> <p>South Leeds company Enjays benefited from a £9,000 grant from the BGF which helped it pay for new automated production lines to speed up manufacture of its foodstuffs. The boost to production has meant the company have been able to create four more jobs.</p>	<p><b>Data Development</b></p> <p>None</p>
<p><b>Risks and Challenges</b></p> <p><u>Aire Valley</u>: Providing a sufficiently robust and credible offer through the EZ so that the risks of low business activity during the recession is minimised within the zone</p> <p><u>Economy</u>: Stalled global economic recovery negatively impacts on demand for good and services from Leeds' companies.</p>	

**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** businesses are supported to start up, innovate thrive and grow

**Priority:** Improve skills.

**Why and where is this a priority**

Apprenticeships are the government’s primary workforce development tool for existing employees and new recruits, with a particular focus on young people. A larger and broader mix of Leeds employers need to be engaged in Apprenticeships in order to grow the city’s skills base, increase employment and improve business productivity.



**Story behind the baseline**

-The Apprenticeship employer engagement rate in Leeds was 6.1% in April 2011 (the most current available figures from National Apprenticeship Service - NAS). This equates to 1,621 of Leeds’ 26,775 businesses having an active apprentice. The Leeds rate is higher than the national one of 5%, but below the regional one of 7%. Although Leeds outperforms such core cities as Bristol and Birmingham, it lags behind several others, particularly Sheffield (8.3%), Newcastle (9.2%) and Liverpool (9.4%).

- A key priority in the short-term is to close the gap between the Leeds rate and the regional rate, and to then surpass it by the end of 2011/12 (depending on the region’s overall performance). To achieve this will require a concerted effort by key partners across the city, including the council, NAS, education and learning providers, the Chamber of Commerce and the wider business community, to encourage and support more employers to recruit new apprentices and develop their existing staff through the Apprenticeship route.

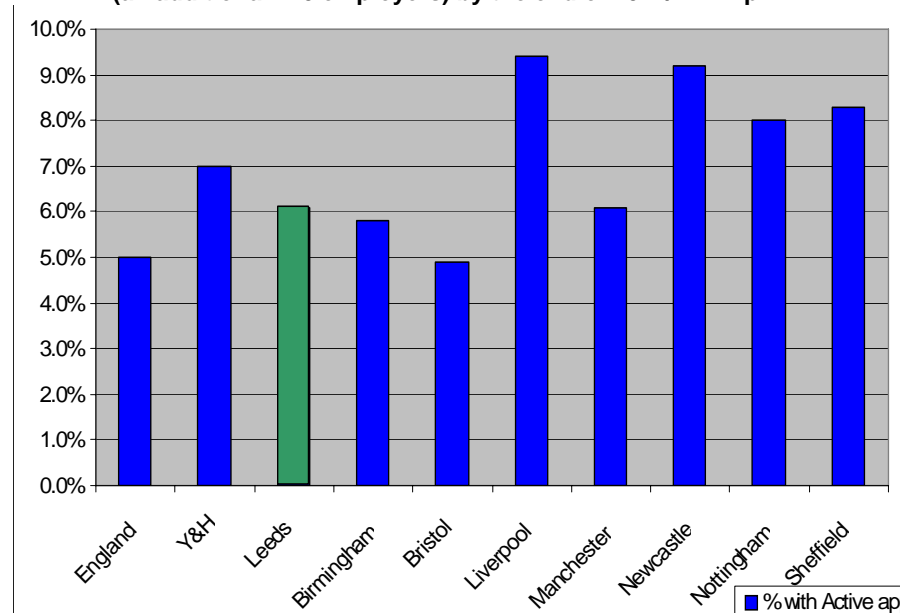
- In line with national trends, the number of employers in Leeds with an active apprentice has increased steadily in recent years. In 2009/10, the Leeds engagement rate was 5.6%, this increased to 6.3% in early 2011, but then dropped slightly to 6.1% by April 2011. However, the breadth and success to date of city-wide promotional activity around Apprenticeships, combined with its position as an ongoing government priority, suggests that the employer engagement rate for Leeds is capable of reaching 7.2% by April 2012 – an increase of 1.2% in the year.

- Again reflective of the national picture, current policy drivers and sustained local activity, there has been a huge increase in the number of people starting Apprenticeships in Leeds in the last year.

- **The total number of Apprenticeship starts from August 2010 to July 2011 were 2,006 for 16-18 year olds, 1,996 for 19-24 year olds, and 2,796 for 25+. This gives a total of 6,798 Apprenticeship starts this year, compared with 3,522 the previous year, a yearly increase of 93%.**

- **The Leeds’ Apprenticeship success rate for 16 to 18 year-olds in the 2009/10 academic year was 73%. The regional rate was 74% and the national rate was 72%, data is provisional. We are currently seeking success rate data for all ages.**

**Increase the apprenticeship engagement rate amongst Leeds Employers to 7.2% (an additional 240 employers) by the end of 2011/12 – April 11.**



**What do key stakeholders think**

NAS is currently analysing the findings of a questionnaire to learners and employers. The outcomes of this will be available later in the year and will be used to inform ongoing work to promote Apprenticeships to employers and to support learners to take up these opportunities in Leeds.

### What we did

- Apprenticeship Training Agency (ATA) feasibility study completed Dec 11. This will be taken forward by a partnership involving Leeds City Council and Leeds City College supported by the Chamber of Commerce.
- Build My Future, Build My Leeds competition offering the opportunity for 16-18 year olds to win an Apprenticeship working on the flagship construction developments in Leeds has now reached its final stage. 3 contracts are to be awarded in February.
- Over 700 apprentices in total have participated in the Council's apprentice programme, the scheme is now one of the largest local authority programmes in the country.
- Employment Leeds, the council's business solution for employers in the city, supports the recruitment of apprentices. Their work with employers in the city has identified 72 Apprenticeship opportunities, 42 of which have been filled to date.
- A central careers fair for young people in Leeds, organised by the Prospects Service, took place on 22 and 23 November at the Royal Armouries, Leeds. The turn out was greater than in previous years. An evaluation will take place with findings and recommendations communicated early in the New Year.
- Leeds College of Building was 1 of 6 colleges across the UK awarded funding by the Government to develop a degree equivalent higher apprenticeship framework. The Level 5 NVQ in Sustainable Built Environment and an HND in Construction & the Built Environment can lead to careers in Architectural Technology, Building Services, Construction Management, Civil Engineering and Surveying.

### What worked locally /Case study of impact

Councillors have acted as local ambassadors to promote Apprenticeships to young people and their families, as well as to employers across Leeds. Personal contact with small and medium sized enterprises or micro-businesses helps to broaden the range of employers taking advantage of the Apprenticeship route to developing and expanding their workforces.

### New Actions

- The City's Apprenticeship Award Ceremony is scheduled to take place on 8 February 2012 where learners, businesses, training providers and schools in Leeds will come together to recognise business ambassadors and the achievements of apprentices.
- The Council continues to promote and broker Apprenticeships to support businesses to meet employment and skills requirements through its planning function on new developments and its procurement activity. A Scrutiny Board inquiry is examining how we can maximise employment, training and supply chain opportunities.
- The Council is working closely with schools and academies to further develop and tailor National Apprenticeship resources to provide young people with information on Apprenticeships, where to find information and how to apply for vacancies on line.
- The Council are working in partnership with West Yorkshire Learning Providers (WYLP) to plan an Apprenticeship Pathways event in March 2012 for Year 11, 12 and 13 pupils.
- The Council's Employment Leeds team are working with the National Apprenticeship Service (NAS) to develop a referral process to offer a recruitment support package for businesses currently developing Apprenticeship opportunities in the city.
- The Council is seeking additional resources and freedoms from the Government through the City Deal initiative announced by the Deputy Prime Minister in November to support an accelerated programme of support to SMEs to take on apprentices in Leeds and across the Leeds City Region.

### Data Development

The National Apprenticeship Service has validated the Data Sharing Agreement. A further request has been made for employer engagement and equality profile data to be included within agreement to improve targeting and support increased take up.

### Risks and Challenges

Ensuring regular data updates on employer engagement activity from NAS will be essential to track performance and to inform the targeting of activity and interventions. Constructive discussions are ongoing to ensure employer data is included within the local authority data packs from 2012 onwards.

**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** All people in Leeds have a high quality standard of living

**Priority:** Support the sustainable growth of the Leeds' economy.

**Why and where is this a priority** Ensuring Leeds has a strong and sustainable economy is important to the quality of its citizens lives and their well-being. Attracting investment and supporting businesses to start up and grow will support the creation of new job opportunities which is vital in achieving this priority.



**Story behind the baseline**

As anticipated the downward trend has not continued and there has been an increase in VAT/PAYE businesses in the reporting period. The recession took place between Q2 2008 and Q3 2009 and is reflected in the statistics as follows:

- VAT registrations fell from their peak in 2007 but then recovered in 2010, reflecting the strength of Leeds as an entrepreneurial city.
- VAT de-registrations increased from 2007, reflecting the depth of the recession, the continued difficulty businesses face in being able to access finance and the decline in customer confidence.

Overall the number of active businesses in Leeds however, has remained stable at approx. 24,000 during this period (2007-2010).

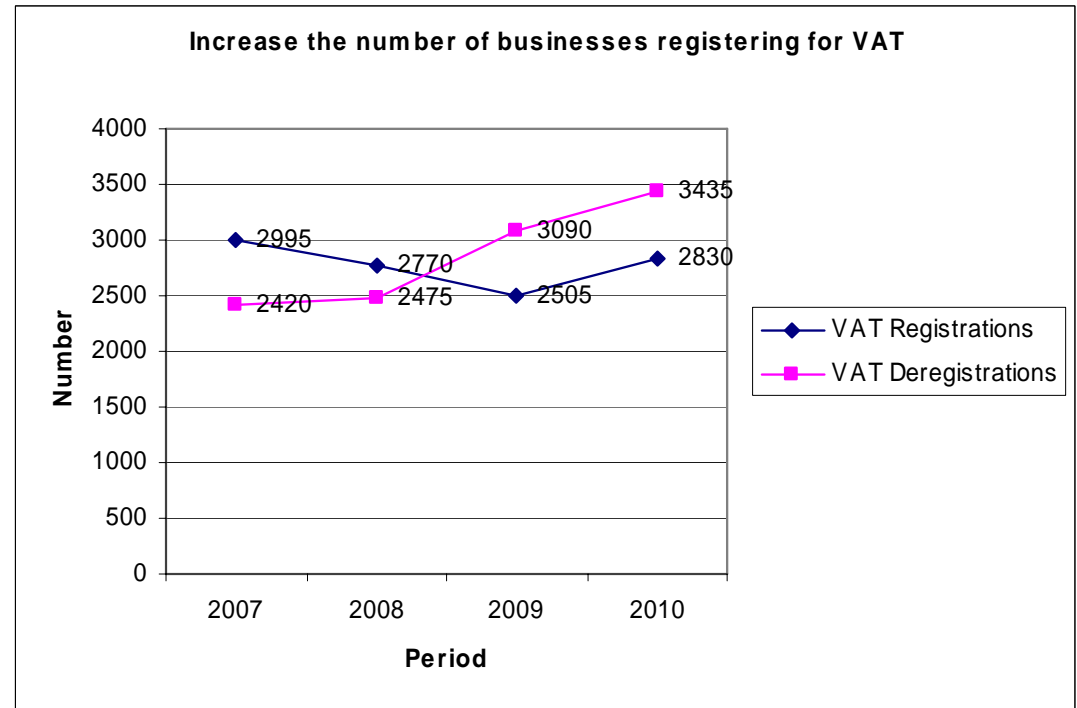
However, it is estimated that only about half of businesses operating in Leeds are registered for VAT or operate a PAYE system and therefore they represent only a proportion of the total businesses in the city.

Despite challenging market conditions over the last five years Leeds has seen a 5% increase in active businesses, mirroring the national, Leeds City Region (LCR) and the Core Cities as a whole. This growth is significantly higher than the Yorkshire and Humber (Y&H) region, reflecting Leeds' position as a centre for enterprise.

Analysis of one-year business survival rates over the last five years shows that Leeds has outperformed Inner London, the major business centre in Great Britain (GB).

In 2011 Leeds' businesses tend to have a younger profile than GB, the Y&H region and the LCR.

**Headline Indicator:** Increase number of businesses registering for Value Added Tax (VAT)



Data for 2011 is not due until December 2012

**What do key stakeholders think**

According to the Spending Challenge consultation in 2010 working to 'get local jobs, for local people' was most commonly seen as important by Spending Challenge and panel respondents, with related aspects such as development and transport improvements close behind. Transport infrastructure was especially important to younger respondents and those with a disability. Please see BUS5 Performance Report for update on Transport infrastructure development.

## **What we did**

### **Developments & Projects**

- Leeds Arena: Construction progressing well with over 50% of steel frame erected and retained over 50 local jobs
- Aire Valley: Consultation on planning simplification for the Enterprise Zone (EZ) commenced and developer forum established to promote the EZ and develop a joint marketing campaign
- Trinity: 54% of the 1million sq.ft. retail development, which will open in spring 2013, has been let with a further 6.7% with firm commitment.
- Casino: Executive board approval to adopt the licensing 'statement of principles' in Nov 2011
- City Park / South Bank: Draft planning statement approved by Executive Board following public consultation; medium and long term vision for the development of a city centre park produced.
- Economic Growth Strategy: approved by Executive Board in Nov 2012
- Marketing Leeds: New chief executive appointed in Nov 2011
- Kirkgate Market: £200K secured to undertake essential buildings maintenance

### **Infrastructure**

- New Generation Transport (NGT): December 2011 decision deferred
- High Speed Rail (HSR): bid approved on 10<sup>th</sup> Jan 2012

### **Financial Inclusion**

- Established the community development finance institution in conjunction with Leeds Credit Union and now seeking to secure funding

## **What worked locally /Case study of impact**

- Responding to feedback received from disability groups 'Changing Places' toilets are being installed in Leeds Arena to provide extra equipment and more space than standard disabled toilets. This removes barriers for those with physical and learning disabilities, and their carers.

## **Risks and Challenges**

### **Developments & Projects**

Aire Valley: Providing a sufficiently robust and credible offer through the EZ so that the risks of low business activity during the recession is minimised within the zone

Kirkgate Market: Difficult trading conditions as a result of continued economic uncertainty resulting in more business closures, although new tenants continue to be welcomed.

### **Infrastructure**

NGT: The Department for Transport fail to approve best and final funding bid.

## **New Actions**

### **Developments & Projects**

- Leeds Arena: Commence recruitment of new construction jobs and apprenticeships
- Aire Valley: Local Development Order adopted in March 2012; marketing campaign launched by Apr 2012
- Casino: Obtain full council approval to adopt licensing 'statement of principles' and send invitation for applications in Jan 2012
- City Park / South Bank: Produce outline business case for a new city centre park and identify funding streams.
- Green Investment Bank: Decision on bank location due in Feb 2012.

### **Infrastructure**

- NGT bid decision due in May 2012
- Flood Alleviation Scheme (FAS): Present options report to Corporate Leadership Team in Feb 2012

### **Financial Inclusion**

- Continue to Lobby Government to fund appropriate debt advice services beyond April 2012

## **Data Development**

None

**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** All people of Leeds will benefit from a world-class cultural offer

**Priority:** Get more people involved in the city's cultural opportunities.

**Why and where is this a priority** A creative accessible cultural programme which engages local people is a vital component of a healthy, inclusive, high profile city, and contributes strong links to the city's economy both directly and through encouraging business to relocate/stay in the city. The 2011 results from the annual Cushman and Wakefield survey show that 16% of respondents stated that the quality of life for employees was an absolutely essential factor when considering relocation to an area



**Story behind the baseline**

The annual Sport England survey results, published in December 2011, showed Leeds adult participation in sport and active recreation to be the highest of all the core cities, but the result was slightly down on previous years.

Work continues with Leeds Schools on raw physical and BMI testing involving years 7 and 11 pupils to identify the levels of inactivity and obesity within the city and encourage the take up of physical activity

Leeds partnership working with Adult Social Care in setting up a successful day care service for adults with learning disabilities at the John Charles Centre was featured in the recently published Director of Public Health's annual report for 2011.

Leeds has gained national recognition for the Breeze brand for young people with activities delivered by a wide range of partners both internal and external to the council, through statutory, voluntary and private organisations, free and at cost. Breeze Culture Network currently has over 1600 active members all providing positive activities for children and young people covering art, sport, schools/colleges, youth/voluntary/community work across Leeds. Members share targeted mailings regarding upcoming events to disseminate through to the young people they work with, and news of training, jobs and funding for themselves, they promote their work online as part of an extensive directory increasing the opportunities available for Children and Young People in Leeds whilst also meeting strict safeguarding criteria.

Over £7.4m of capital investment has been secured for Leeds parks since the first residents survey in 2004 and improvements continue to be made to increase the attraction of sites to visitors. The number of visitors to parks and open spaces is increasing, particularly for community parks and demonstrates that visitors are representative of the community of Leeds in terms of age, ethnicity, gender and disability. According to the last survey carried out in 2009 a total of 68.9 million visits were made to Leeds Parks. It is anticipated the Citizens Panel will be used for the next survey in 2012/13.

**Headline Indicator:** Increase the proportion of adults and children who regularly participate in cultural activities. Annual indicator no data to report at Q3

Sport England 'Active People' Surveys – December 2011

Core City		2005-6	2007-9	2009-11
Leeds	1st	20.6%	26.5%	24.6%
Bristol	2nd	21.4%	22.5%	23.6%
Nottingham	3rd	20.7%	21.0%	22.9%
Sheffield	4th	18.8%	20.1%	22.8%
Liverpool	5th	18.1%	20.4%	21.1%
Newcastle	6th	21.2%	21.0%	19.6%
Birmingham	7th=	17.2%	17.6%	19.5%
Manchester	7th=	21.1%	21.8%	19.5%

**What do key stakeholders think**

Demand from cultural organisations to support longer term sustainability has led to the introduction of a 3 year grant scheme and Leeds Inspired annual activity grant scheme

### What we did

- Approx 20,000 young people have accessed events and activities across all Leeds libraries
- Sport continued its innovative programmes aimed at 'Women & Girls' and 'Older people', along with the Disability Sport initiatives which included the launch of visually impaired tennis.
- Leeds City Council in partnership with England Netball have raised female sporting participation figures by 500, over the last 8 months, through the delivery of the Back to Netball Project.
- Work has commenced on construction of improved facilities at Bramley Park, Burley Park and Queens Park in Pudsey.
- A successful special Christmas themed event was held at Tropical World with almost 2,800 visitors attending.
- Leeds was confirmed as one of the host cities for the Rugby League World Cup in 2013 and the city will host a group match, a quarter final and provide a base for two competing nations.
- Construction is progressing well with the Arena with over 50% of steel frame erected including the installation of the large proscenium arch over the stage.

### What worked locally /Case study of impact.

- Sport continues to support older people from all communities, including ladies from the Asha Project (Beeston), who have participated in gentle exercise classes and started swimming lessons at Armley Leisure Centre.
- Young people have been involved in all the visits by the teams who will use Leeds for the 2012 Olympics and Paralympics. They have been able to see competitors from Russia and Holland train in diving and swimming and understand what it takes to be an Olympian.

### Risks and Challenges

- Recession and reduced consumption could either improve or worsen health inequalities depending on the choices people make. We need to be encouraging healthier, more sustainable choices i.e. freezing sport prices on the discounted LeedsCard Extra prices for a third year.
- The need to sustain the marketing strategy and public visibility of visitor attractions and services.
- Our ability to introduce improvements to the services in response to the public's changing use in the current economic climate
- Maintaining income in a difficult economic climate.

### New Actions

- Leeds City Museum will host a major touring exhibition, 'Pharaoh: King of Egypt', from The British Museum in 2012.
- Rugby League World Cup 2013 programme will continue to be developed in 2012 in partnership with city stakeholders.
- Leeds Gold support for London 2012 is ongoing with preparation continuing for the teams visiting Leeds for the Olympics. A dynamic cultural programme is being pulled together called Leeds Inspired for which grants to support groups to create events are now available.
- Ice Cube returns to Millennium Square in January and following feedback from visitors has new features such as a snow slide and dry slope toboggan.
- Working on potential community asset transfers at Garforth and Bramley Leisure Centres and Rothwell, Shadwell, Cow Close and Drighlington.
- Working to expand the successful co-working with Learning Disabilities service users to Middleton, Rothwell, Pudsey and Aireborough Libraries to secure additional community access.
- £67,000 Sportivate funding was made available in October which will provide over 1,330 14-25 year olds access to six-week courses in a range of sports. Sportivate a £32 million Lottery programme.
- Successful application for Inspired Facilities funding to further improve the new community facility at Middleton Leisure Centre.
- Roundhay Park; Temple Newsam Estate; Kirkstall Abbey Estate; Pudsey Park; and Chevin Forest Park have all been submitted for the 2012 Green Flag Awards.

### Data Development

- Develop a coordinated approach to data collection relating to the Breeze Programme across the Council, in the first instance, enabling non sensitive data sharing. Work with partners to develop the best way to enable them to collect data.



**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** All people in Leeds can access services as required

**Priority:** Improve journey times and the reliability of public transport.

**Why and where is this a priority**

Improving vehicle journey times and the reliability of public transport is a priority for both the business community<sup>1</sup> and residents of Leeds<sup>2</sup>. Each day over 750,000 vehicles cross the Leeds central cordon at peak times and the transport system within Leeds supports around 120,000 commuters into the city centre. A key challenge for the authority in the long term is addressing the issues of congestion and over crowding on public transport in a sustainable way.

**AMBER**

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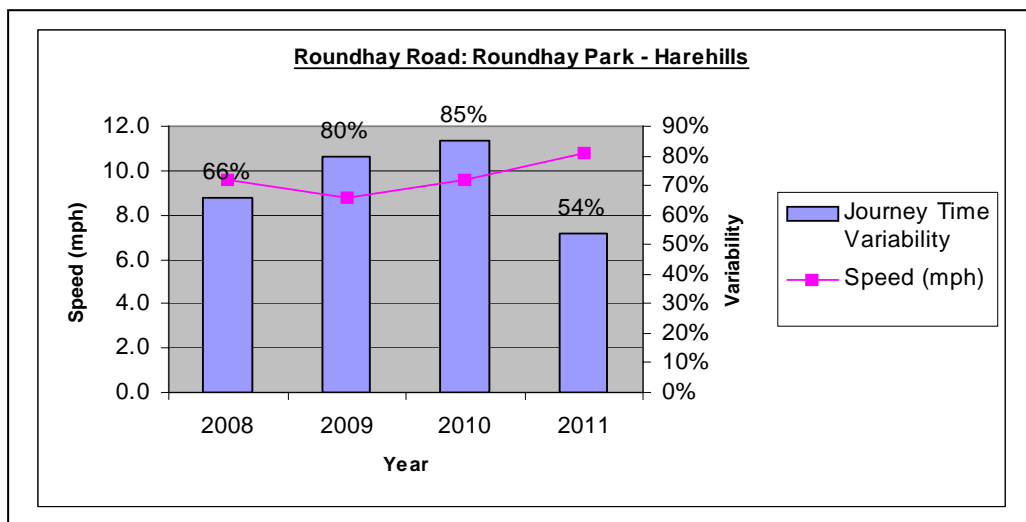
**Story behind the baseline**

As reported at quarter 2, there is still some development work to be undertaken on the Headline Indicator for this priority. Transport Policy are working on this in conjunction with Metro. An update will be provided at quarter 4. However, a snapshot of performance may be seen in the supporting indicator included in the quarter 3 Performance Report.

The indicator measures the impact of transport measures introduced on Roundhay Road in February 2011. Since the scheme opened, bus speeds along Roundhay Road have improved and the variability of journey times has reduced, having a positive impact on the experience had by bus users.

This needs to be set in the context of reduced traffic flows as a result of the economic downturn.

**Supporting Indicator:** Bus Journey Time Variability on Key Routes: Roundhay Road - Roundhay Park to Harehills



**What do key stakeholders think**

The 2009 Residents Survey indicated that 26% of residents believed that public transport was one of the most important things in making their neighbourhood a good place to live. Every scheme undertaken is subject to extensive consultation which informs development. Recent major consultations include; New Generation Transport (NGT), Leeds Station Southern Entrance (LSSE) Rail Growth Package (RGP), and the Local Transport Plan 3 (LTP3). METRO produce annual customer satisfaction surveys. The data for 2011 is now available and is being analysed.

<sup>1</sup> Cushman & Wakefield Study 2011 – 20% of businesses stated that ease of travelling around the city was an absolutely essential factor when deciding where to locate a business.  
<sup>2</sup> Results of the 2009 Residents Survey: 45% of respondents stated that a spending priority should be to improve getting around the area safely and easily without using a car.

### What we did

- Funding – The DfT have confirmed funding for the RGP which includes new stations at Kirkstall Forge and Apperley Bridge however the decision on NGT has been deferred until May.
- Leeds Bus Partnership (LBP)- A65 Kirkstall Road Quality Bus Corridor (QBC) is progressing on time and to budget. A653 QBC was completed on Oct 16<sup>th</sup>. Consultation on the Roundhay Road Scheme undertaken and being assessed.
- Elland Road Park & Ride – Work is progressing on developing a scheme which needs to take into account Planning and Asset Management considerations.
- High Speed Rail (HSR) – Secretary of State confirmed the scheme in principal with the link to Leeds.
- Transpennine Route – A decision to electrify the Transpennine route between Leeds and Manchester was agreed. The route will be operational early next year.
- Managed Motorway Scheme (M62 J25-30)– Phase 1 of 3 on site in Oct.
- Urban Traffic Management Control (UTMC) - Two contracts awarded. Issues concerning sub-station resolved. Work progressing on track.
- Permit Scheme for Roads & Street Works- Delay in approval. A second consultation was undertaken in Dec 2011.
- Bus Lane Enforcement (BLE) - BLE was successfully rolled out in the City Centre. Further sites for enforcement activity have been identified.

### What worked locally /Case study of impact

Transport Policy are reviewing their approach to consultation to increase local involvement in schemes. After identifying that residents near to a scheme in Harehills had low levels of car ownership (2004 stats on Gipton & Harehills ward showed 56.2% of residents didn't have a car) the service extended its consultation to include pedestrians, cyclists and bus users rather than just car users. The service also held events in a local Bangladeshi Community Centre and Compton Road Library to encourage involvement from the local community. Results from this trial will be analysed and used to inform future consultations.

### Risks and Challenges

- Proposals for NGT not approved. It is estimated that the continued delay is costing the authority £1 million per month.
- Bus Commission Report on Quality Bus Contracts delay Metro's ability to progress with plans for greater regulation of bus services.

### New Actions

- Funding – Decision on NGT expected May. Metro are assessing the merits of submitting a bid for the 'Better Bus Area' and 'Green Bus Fund'. LCC are working in partnership with Sustrans to develop the 'Education Thematic Bid' which needs to be submitted by March, and is worth approx. £600k to Leeds.
- LBP– The detailed design of the Roundhay Road scheme will be progressed in light of the consultation results. A647 Canal Road expected on site in March. A report on the Public Enquiry into proposed works on Horsforth Roundabout is due in March.
- Managed Motorway Scheme – Phases 2 and 3 expected on site by March.
- UTMC – Work at Middleton to commence in late January.
- Permit Scheme for Roads & Street Works- Decision expected in late January.
- BLE– Report to Executive Board to extend enforcement to other routes.

### Data Development

- Headline indicator – Formal request to Metro to be made for development of an indicator which measures service shrinkage.
- LSSE – Metro and Network Rail are to carry out further passenger counts to refresh modelling work that was carried out in 2009.
- Supporting Indicators - Other indicators we will use to support the headline indicator include: bus patronage, proportion of buses that are late and journey time variability (congestion). The methodology will be developed in conjunction with Metro.

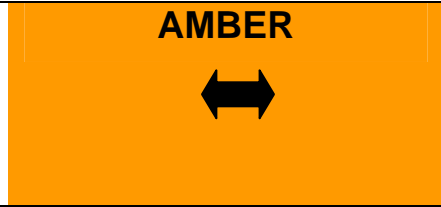
**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** We all benefit from a low carbon economy

**Priority:** Improve the environment through reduced carbon emissions.

**Why and where is this priority:** Our way of life in Leeds relies on a temperate climate which is finely balanced and small changes to it can have dramatic impacts on our lives. Climate change will alter this balance, threatening the health of our citizens, damaging our natural environment and disrupting the supply chain that our economy relies on. The council, the health sector, colleges and universities, voluntary organisations and businesses are working together to find ways to speed up carbon reductions through the use of energy efficiency and low carbon technologies, energy management, staff engagement and procurement of low carbon goods.



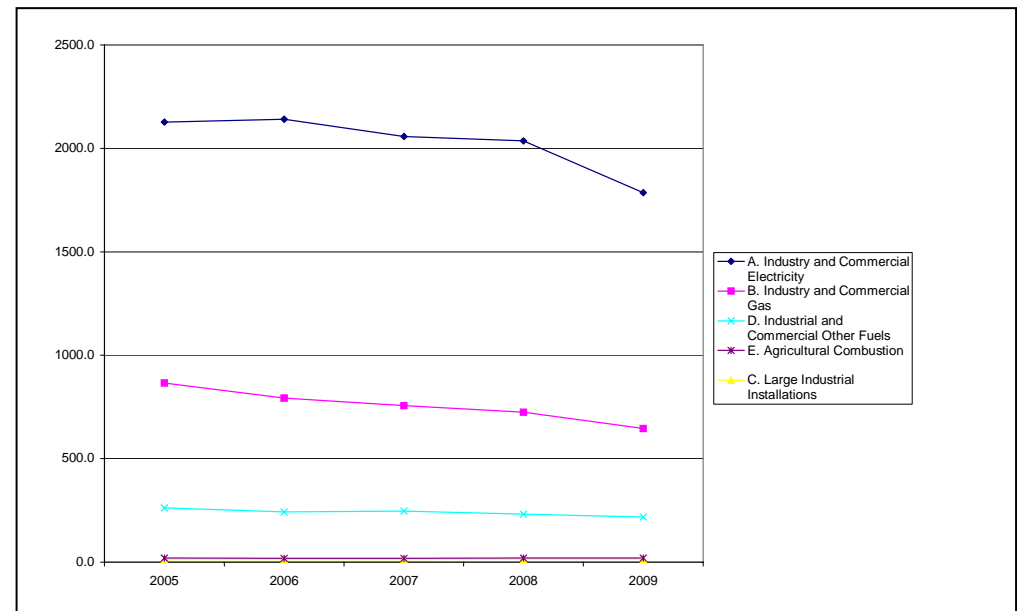
**Story behind the baseline**

**Headline Indicator:** Reduce carbon emissions

This quarter the focus is on what the private sector has and will be delivering, with other sectors considered in subsequent quarters, and a cross sector summary at the year end.

**Stacked graph Showing Reduction in ktCO<sub>2</sub> Emissions 2005-2009**

- The Department of Energy and Climate Change (DECC) monitor energy and carbon emissions annually for all domestic and commercial/industrial gas and electricity meters and use other sources for other fuels for large industrial sources.
- This data is amalgamated and provided to each local authority (normally with a 2 year timelag) showing total emissions in the private sector building emissions (including public sector commercial activities) for 5 categories, shown in the graph.
- In Leeds, total private sector emissions have decreased from 2,127 ktCO<sub>2</sub> per annum in 2005 to 1,786 ktCO<sub>2</sub> per annum in 2009. This represents a reduction of circa 19% in just 4 years. This is well ahead of the rate required to meet a 40% reduction across all sectors between 2005 and 2020.
- The single biggest source of reductions is in commercial and industrial gas use, declining some 41%.
- However, we know that the recession had a marked effect in 2009 and would expect emissions to rebound in 2010 and 2011.



Links with the private/business sector are in the process of being developed and will be subject to further consideration at the next Sustainable Economy and Culture Board and will be subject to further consideration at the next SEC Board when the Mini-Stern Report will be discussed.

Therefore, no update has been provided for quarter 3, and it is hoped that the key contributions for the private/business sector can be incorporated at quarter 4.

What do key stakeholders think

What we did

New Actions

What worked locally /Case study of impact

Data Development

- Determine whether DECC could contact companies or provide contacts within companies and attempt to find out who DECC obtain their private sector information from in which case DECC could forward our request for information to the relevant companies, possibly the biggest users.
- Obtain company contacts from the Green Investment Bank.
- Request information from private sector attendees at the Climate Change Partnership Board asking them for their contacts.
- Check the Carbon Reduction Commitment website - does that provide any interesting company information.
- Contact companies identified through Climate Change Week in March 2012.
- Monitor major planning applications to establish how many have been approved in respect of environmental standard codes, and commercial and industrial applications conforming to BREEAM Excellent or Very Good.
- Determine number of Energy Performance Certificates completed in the quarter.

Risks and Challenges

**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Outcome:** Leeds is a place where people want to live, work and visit

**Priority:** Raise the profile of Leeds nationally and internationally.

**Why and where is this a priority** Raising the profile of Leeds will attract new investment and skilled workers into the city. This supports Leeds' existing businesses and workforces to grow which is fundamental to the city's prosperity.



**Story behind the baseline**

Since 2006 Leeds steadily increased in the rankings until 2011 when it fell back to its 2008 ranking of 28th.<sup>1</sup>

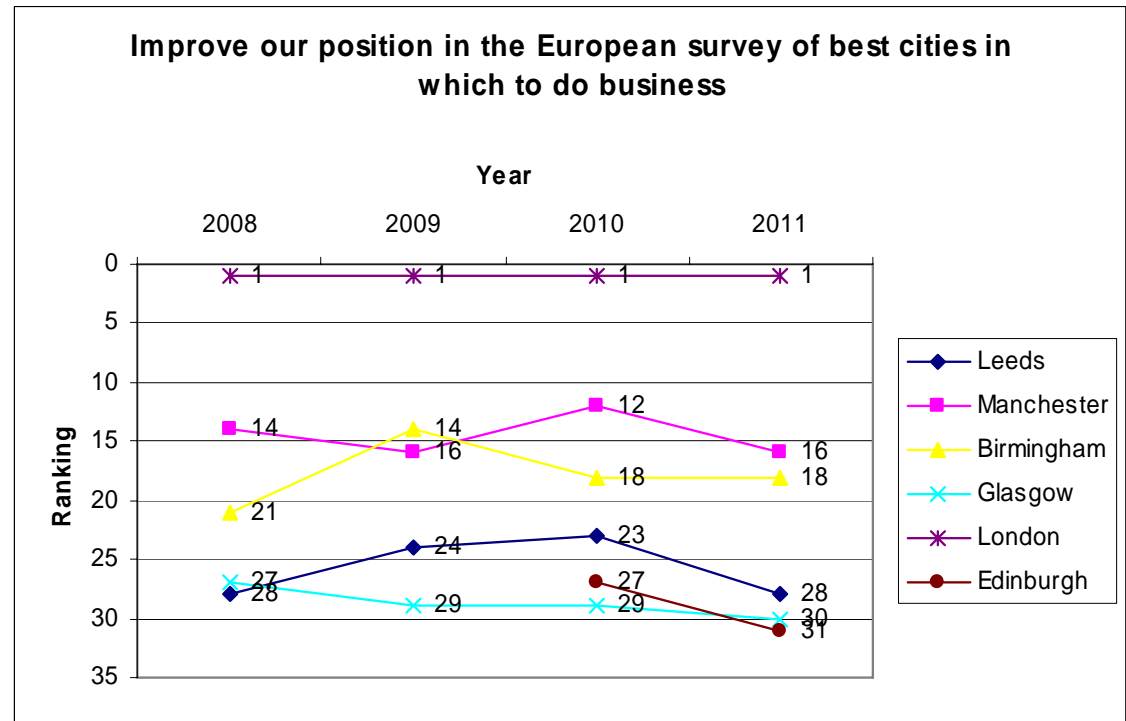
With the exception of London and Birmingham, which have stayed the same, all the other UK cities have lost places in the study: Leeds by 5 places, Manchester and Edinburgh by 4 places and Glasgow by 1 place.

Leeds remains above Glasgow and Edinburgh. Leeds has improved its ranking in 3 areas from 2010: Cost of staff (up one place); availability of office space (up three places); and quality of telecommunications, although it has lost its 2010 top spot for value for money for office space (moving down 3 places) and moved down 2 places in terms of qualified staff.

Work is being undertaken by the Sustainable Economy and Culture Board (SECB) to identify key actions, to be delivered by the partnership over the next 4 years, to raise the profile of the city.

The hosting of the Chinese 2012 Olympics training camp, the Russian Olympics diving team and the opening of the Arena and Trinity Leeds developments in 2013 will provide real opportunities to raise the profile of the city.

**Headline Indicator:** Improve our position in the European survey of best cities in which to do business.



**What do key stakeholders think**

The recent 'Impact of City Centre Public Realm Improvements' ad-hoc survey of businesses and city centre users determined how they felt the Councils public realm refurbishments had impacted on business trade and the physical environment. The majority of respondents felt that the city centre's retail core has substantially benefited in terms of uplift in quality, increase in trade and general enjoyment of being in the city centre. Anecdotally, businesses still feel Leeds doesn't undertake sufficient marketing and promotion of the city.

<sup>1</sup> Cushman and Wakefield European Cities Monitor 2011

## **What we did**

### **Kirkgate Market**

- Won national award for NABMA Markets Innovation of the Year (runner up) for Shop and Drop Scheme

### **Partnership Events & Festivals Programme**

- Leeds is now the UK's 4th most popular conference destination according to the annual British Meetings & Events Industry Survey (BMEIS) 2011/12
- 'Business of Manufacturing' event successfully held. Secured national level speaker panel and attracted 150 delegates to event.
- Leeds Digital Festival successfully held. Included 56 events taking place during Nov 12; involved over 100 sector volunteers and attracted an audience of over 1,000.
- New City Prospectus and brochure advertising for marketing the large Casino Licence produced
- Leeds Loves shopping (LLS) successfully delivered. City centre footfall increase on 'Big Shopping Night Out' of 12.5% in shopping week, compared to previous period. Independents day Saturday 15<sup>th</sup> footfall increase by 8%
- Festive Leeds event successfully delivered in Dec 2011. Average footfall in the city increased by 12.5% on the festival's opening night
- Secured £13,500 sponsorship against target of £12,000 for Leeds Architecture Awards.
- Secured training camps for both the Olympics 2012 Dutch swimming and Australian diving teams
- Web traffic on the 'Locate in Leeds' website has increased by 286% since its re-launch in October 2010 and a new property supplement in partnership with Yorkshire Business Insider was launched
- Met with Leeds' 6 key retailers and successfully launched extended trading hours with support from the Leeds Retail Association (LRA)

### **Marketing Leeds**

- Marketing Leeds appointed its new chief officer in Nov 2011 and will be in post from April 2012.

### **Rugby World Cup 2013**

- Leeds has been awarded host city status. It will host a group game, a quarter final game and two world class football teams.

## **What worked locally /Case study of impact**

N/A

## **Risks and Challenges**

### **Marketing Leeds**

Effective integration of staff & activities of Marketing Leeds, Financial Leeds, Locate in Leeds, Visit Leeds, Leeds Visitor Centre and Conference Leeds

### **City Centre Events & Festivals Programme**

Ensuring maximum benefits from major events are gained

## **New Actions**

### **Partnership Events & Festivals Programme**

- Attend MIPIM 2012 Property Conference
- Commence marketing of Leeds Architecture awards
- Work with Visit England to capitalise on 2012 opportunities and support provided through the Regional Growth Fund

### **Marketing Leeds**

- Complete merger with Council business and tourism services.

### **Legible Leeds**

- Complete installation of sign-posting maps in the city centre by Spring 2012

### **Leeds City Region (LCR)**

- Decision on the LCR bid to host the governments £3bn Green Investment Bank due Feb 2012

## **Data Development**

N/A