



Outer West Leeds

Local Business Engagement Proposal

Aim: helping business to grow and thrive so that they can boost prosperity across the wider area

Key Features

- Innovative model – the first in West Yorkshire.
- Highly local delivery concept linked to delivery of area plan priorities.
- Links through to Leeds City region LEP agenda and other key strategic frameworks.
- Involves business easily in integrated working.
- Helps small businesses to survive, grow and create new jobs during the worst recession since the 1930's.
- Highly efficient business outreach model.
- Tailored local menu enables local businesses to support local projects and initiatives.
- Well-being funds leverage substantial additional funds (private sector, Leeds Ahead and Community First).

This programme is an investment in your local businesses, schools and communities.

Area Plans – Outer West Leeds

Enterprising Areas	Education and Young People	Skills and Employment	Transforming the Environment	Strengthening Community
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<ul style="list-style-type: none"> Signposting to business support and networks Actively promoting 10,000 Small Businesses Actively promoting Business Coaching for Growth Running Reward Cards Schemes <i>Local Business Forum Mentoring schemes</i> 	<ul style="list-style-type: none"> Support Make the Grade education business partnership Develop a further Make the Grade education business partnership to launch in September 2013 	<ul style="list-style-type: none"> Promote Leeds City Region 5-3-1 pledge Promote apprenticeships and work trials <i>Encourage Local recruitment</i> <i>Healthy Workplace initiatives</i> 	<ul style="list-style-type: none"> Support In Bloom groups <i>Roundabouts and verges</i> <i>Tidy Business schemes</i> <i>Carbon-reduction initiatives</i> 	<ul style="list-style-type: none"> Bring business support to Community First panels Source Board Members and Business Mentors Donation of services Shared facilities <i>Financial sponsorship</i>
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Business Facing Engagement Team led by Nigel Conder
(Local outreach and partner brokerage)

Businesses and employers of all sizes based in Outer West Leeds
(Farsley, Farnley, Wortley, Pudsey & Calverley)

Engagement in schemes



Enterprise

To strengthen and grow existing businesses supporting new job creation

Activity

- Signposting businesses to relevant information, support and guidance, including useful networks and finance options.

- Promoting Goldman Sachs 10,000 Small Business Growth Programme.

- Promoting Business Coaching for Growth programme within the area.

- Operating local reward card schemes.

How We Deliver

- We will develop an up to date information bank on support that is available, partner contacts, networks, providers of finance, business support schemes and the latest news from the Leeds City Region LEP and connect local businesses into those resources.

- Identify and refer into this flagship growth programme small businesses and social enterprises from the area who are capable of rapid growth and increasing employment opportunities.

- Understanding the offer and delivery mechanisms we will refer local businesses capable of high scale growth into this new national provision.

- The management and operation of existing schemes plus setting up a new scheme for Farsley.

Link to Area Delivery Plan

- Working with local businesses to support a flourishing local economy.

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Target: Support for up to 500 businesses

Education and Young People

to help young people realise their potential and live successful lives

Activity

- Resource the Make the Grade education business businesses.
- Develop a further Make the Grade education business partnership to launch in September 2013

How We Deliver

- Our Make the Grade programme builds bespoke education business partnerships around individual secondary schools and their feeder primaries. Each partnership is supported by a corporate sponsor and a number of anchor businesses who contribute financially towards the running costs. Supported by a pool of smaller businesses the businesses deliver a range of activities throughout the year. Small businesses do not make a financial contribution to running costs.

Each school will typically engage in 20 business activities per year involving at least 400 young people.

Link to Area Delivery Plan

- Sustainable economy and culture / Health and Wellbeing. Provide as many opportunities as possible for people to get jobs or learn new skills

Target: to engage 25 businesses in the delivery of education business activities



Skills and Employment

to encourage employers to invest in skills and employ local people

Activity

- Promote Leeds City Region 5-3-1 campaign to local businesses to encourage local engagement. The five pledges involved in 5-3-1 are:

- invest in training your workforce;
- build links to education;
- offer a work placement to an unemployed person;
- offer an apprenticeship;
- mentor a budding entrepreneur

- Encourage and stimulate local recruitment.

How We Deliver

We will encourage businesses to make at least one pledge and link them to partners who can help them to engage.

- We will create ways of linking local people to local jobs

Link to Area Delivery Plan

- Economy and culture. Provide as many opportunities as possible for people to get jobs or learn new skills

- Economy and culture.

Target: to secure pledges from 40 businesses

Improving the Environment

Activity

- Provide manpower from local businesses to support delivery of Parks & Countryside Quality Parks initiative across Outer West Leeds

How We Deliver

- Through our partnership with Leeds City Council Parks & Countryside, we will source teams of people from business who will engage in landscaping, planting, maintenance and clearance activities to improve local parks and green spaces. We will work with Parks & Countryside to identify programmes of work and promote these to businesses. Businesses will be supervised by the Park Rangers.

Link to Area Delivery Plan

- Improve the local environment and our parks and open spaces

Target: to bring in 30 volunteer days from business

Strengthening Community

Activity

- Bringing business support to community first panels.
- Source board members and business mentors to support local organizations.
- Encourage sharing of facilities / services to reduce costs and help local organizations prosper.

How We Deliver

- To enable community groups to draw down area allocations of Community First grant, we will source businesses that can provide financial or in-kind support to the panel and we will support the panel to establish a feasible plan.
- We will identify community needs by liaising with groups and local members and source volunteers with appropriate business skills to support individual organisations.
- We will identify businesses that are prepared to donate services or share facilities with community groups and link them together

Link to Area Delivery Plan

- Economy and Culture
- Safer and Stronger Communities
- Health and Wellbeing
- Children and Families
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Target: to support 5 initiatives and leverage £10,000 of support

Reporting/Resource/Cost

Reporting

6 month interim report covering progress in line with the proposed activity which will be in the form of a short written report.

A final end of year report will cover all aspects of the programme.

Resource

The following resources will be applied to delivery of this programme:

Function	Lead	Days allocated
Outreach/ business support/ reward card schemes	Nigel Conder; supported by	60
	Nicola Mancer & Anne	5
	Salisbury	5
Delivery of Make the Grade education business partnerships	Sophie Nesworthy; Sami Holmes	80
Linking businesses to environment projects Linking businesses to community projects	Shelley Riley	5
	Shelley Riley	<u>20</u>
		175 days

The programme will involve the number of delivery days referred to above. We will bring in substantial match funds from the private sector by way of contribution.

Cost

The total cost for this programme will be **£20,000 + VAT**, to be invoiced quarterly in advance.

Disbursements, eg travel expenditure, will be charged at the usual rates subject to the addition of VAT but capped at £2,000 for the whole year.