

Meeting: Sustainable Economy and Culture Board

Population: All people in Leeds

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

Priority: Drive the sustainable growth of the Leeds economy to support the creation of new jobs

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 wellbeing. 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 Following last quarter's predictions, this quarter expectations have sobered somewhat, although still in positive territory with more companies predicting increases than not, news that we are now technically back in recession and the continued Euro zone issues are clearly having an effect.

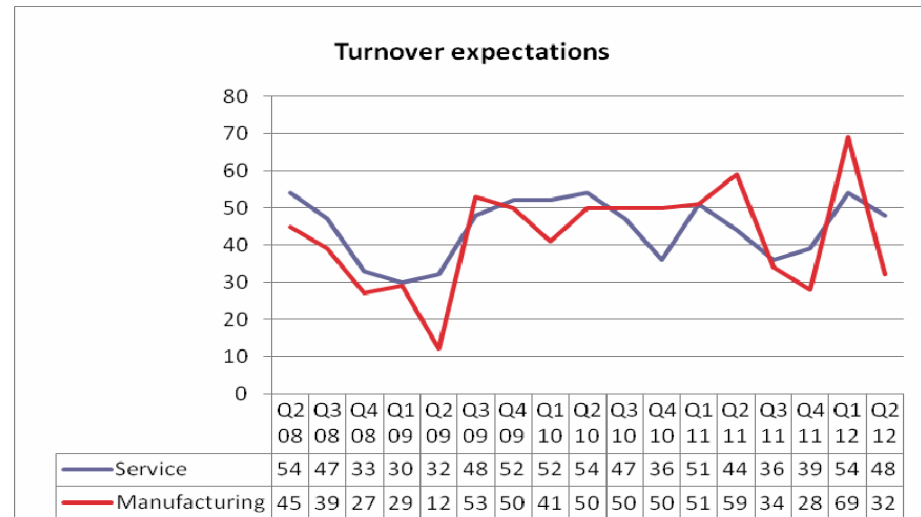
In addition, following last quarter's improvements this quarter has seen a slowing down in domestic sales and orders across service and manufacturing sectors. The manufacturing sector recorded the biggest falls in confidence points of -13 (sales) and -20 (orders); service sector falls were less marked being -2 (sales) and -7 (orders). The long running saga of a sluggish UK economy continues to affect our region.

Businesses are also asked how confident they are that employment within their company will increase over the next 12 months. There were 643 respondents in Q2 2012. The quarter's results show a significant increase with 57% of respondents reporting job creation up from 35% last quarter. Job creation amongst micro-businesses, which make up the majority of the local economy, is however much lower at 17%.

Leeds' unemployment rate (Oct 10 – Sep 11) is higher at 9.2% than the national rate of 7.8%. This equates to 36,700 people unemployed in Leeds, up 2% on last quarter, but down 3.2% on last year. Unemployment in Leeds last peaked at 9.5% with 40,000 unemployed in the year to March 2010.

The total number of Apprenticeship starts from August 2011 to April 2012 were: 1,716 for 16-18 year olds; 1,671 for 19-24 year olds; and 2,118 for 25+. This gives a total of 5,505 Apprenticeship starts in the current academic year, compared with 5,095 in the same period the previous year, an increase of 9%.

Headline Indicator: Leeds, York & North Yorkshire Business Confidence (Turnover)



Headline indicator under development; this proxy indicator is based on a quarterly survey, carried out by Leeds, York & North Yorkshire Chamber of Commerce, of owners or senior managers within businesses across these areas.

What do key stakeholders think

In late 2011 the Chambers in Leeds City Region jointly conducted a survey of businesses to understand their attitudes towards apprentices. This showed that 77% of the respondents who employed apprentices said they do so to build skills within their company; 37% of firms said they needed to overcome skills shortages; while 33% said that civic duty was a factor. The main reasons businesses cited for not employing apprentices was that they simply want to maintain current employee numbers; they didn't feel there were any apprenticeship programmes for their industry or they prefer to recruit graduates or people with more experience. A small minority cited a reduction in their overall employment levels as a reason for not hiring apprentices.

What we did:

- City Deal: The Leeds City Region secured a 'city deal' in July to transfer some central government powers and funding to boost jobs and growth.
- Large Casino: Five license applications received
- Aire Valley Leeds (AVL): Submitted a £150m bid for funding to enable infrastructure investment across AVL to bring sites forward; Continued liaison with government departments on the Enterprise Zone (EZ) and on encouraging business interest in Leeds; Work commenced with Marketing Leeds and developers to develop a strategic approach to AVL and the EZ
- AVL EZ established as shortlist location for the new Medical Technology Park
- First Enterprise Zone occupier, Watershed Packaging, who are to develop 25,000 sq ft manufacturing facility at Thornes Farm, announced in June and expected to create up to 40 new jobs.
- Trinity: is on schedule to complete construction in Spring 2013; 66% of the development has been pre-let (an increase of approx 8% in the quarter) including 25 new brands for Leeds, 10 of which are new to the UK
- Apprenticeships: The number of apprentices that have participated in the Council's apprentice programme since it started 3 years ago now stands at 766, placing Leeds at the forefront of local authority Apprenticeship programmes nationally.
- The Council is working with Leeds City College to develop sector based pre-apprenticeship training programmes to support young people to access apprenticeships and meet the recruitment needs of key employers e.g. Clinical Support at Leeds Teaching Hospital Trust n Apprenticeship.

What worked locally /Case study of impact

The Clinical Support Pre-Apprenticeship programme is delivered in partnership with Leeds City College and Leeds Teaching Hospital Trust with applicants gaining accreditation through the National Open College Network. Work experience placements are provided by the Hospital Trust providing individuals with the opportunity to gain valuable work experience within a hospital setting and a guaranteed interview for an apprenticeship for all who complete the 6 week programme. Jobcentre Plus supports customers with travel and childcare expenses.

Risks and Challenges

- Failure to realise the benefits of the City Deal
- Failure to deliver the Eastgate scheme in the current economic climate
- Delivering and financing the long-term vision for a city centre park and the regeneration of Leeds' South Bank that includes land and developments not wholly the responsibility of the council.

New Actions

- City Deal: Develop priorities, programmes and opportunities arising from 'City Deal' announcement.
- Large Casino: Consider stage 1 applications in July 2012.
- City Centre Park & South Bank: Tender returns deadline for the procurement of consultants to create outline business case for the creation of the new City Centre Park, exploring opportunities for infrastructure development, wider linkages beyond the park itself and funding streams, is mid July
- Kirkgate Market: Consider social enterprise ownership model with market tenants
- Super Fast Broadband: Seek LCC Executive Board approval to provide the capital funding contribution to the BDUK and super connected cities projects
- AVL: Establish better links with UKTI to promote Leeds and the EZ
- Apprenticeships: In March, a programme of visits to schools and academies was launched along with an Information Evening that was attended by 800 young people and their parents / carers to provide information on current and future apprenticeship opportunities
- Business and operating plans are being drawn up by Leeds City Council and Leeds City College to establish the Apprenticeship Training Agency in Autumn 2012. This will provide support to micro, small and medium businesses to take on apprentices.

Data Development:

- Work will progress to establish a headline indicator
- Inward investment intelligence is being sourced from a number of collaborations with private sector partners and key stakeholders

Meeting: Sustainable Economy and Culture Board

Population: All people in Leeds

Outcome: All people of Leeds will enjoy the benefits of a vibrant, culturally rich city

Priority: Raise the profile of Leeds and its cultural opportunities

Why and where is this a priority Raising the profile of Leeds will attract new investment and skilled work into the city. This supports Leeds' existing businesses and workforces to grow which is fundamental to the city's prosperity. Promoting better knowledge of and engagement in the city's cultural offer, both to individuals and businesses, contributes to several of the city's priorities, particularly in terms of economy, health and Child Friendliness

Overall Progress:

Amber



Story behind the baseline

The Council's inward investment, marketing and tourism services are currently merging with Marketing Leeds (ML) to create a new body to promote Leeds. The new Chief Executive, Lurene Joseph, took up post in April and work is now underway on developing the organisation's business plan.

Intelligence regarding the future for Leeds includes the results of a study carried out by DTZ, which showed that Leeds' commercial property market is the most fairly-priced in the UK and will be among the leading performers over the next five years.

In terms of reviving the development market in Yorkshire, Leeds City Region Local Enterprise Partnership chairman Neil McLean had indicated that more needs to be done to promote the region. He said: "This region is almost hidden in economic terms. Most investors know very little about us and we are now doing all we can to promote the region."

The latest results from the Active People survey (see right) relating to 'regular participation in sport' show Leeds to be 13th out of 325 local authority areas, and 1st out of the eight core cities. This has been achieved despite having the third lowest net costs per head of population for Sport Facilities and Development of the eight cities with which Leeds is most comparable.

What do key stakeholders think Research by tourism agency Visit England showed that nearly 25 million people made day trips to Leeds in 2011, making Leeds one of the UK's most popular places for a day out. Leeds ranked 4th in the country behind Manchester and the London boroughs of Westminster and City of London. However, Ernst & Young 2012 UK Attractiveness Survey showed that Yorkshire experienced a significant decline in the number of foreign direct investments in 2011 and the region was ranked lowest in the UK in terms of number of jobs created through FDI.

Headline Indicator: | Sport England 'Active People' Survey – June 2012

	AP1 2005-6	AP2/3 2007-9	AP4/5 2009-11	AP 4/6 2010-12	2012 AP Rank	Value for money Totals 2012	2012 VFM Rank
Core City							
Leeds	20.60%	26.50%	24.60%	27.60%	1st	£35.60	3rd
Nottingham	20.70%	21.00%	22.90%	24.20%	2nd	£37.57	4th
Bristol	21.40%	22.50%	23.60%	22.40%	3rd	£19.00	1st
Sheffield	18.80%	20.10%	22.80%	21.90%	4th	£56.12	7th
Newcastle	21.20%	21.00%	19.60%	21.90%	4th	£44.60	6th
Liverpool	18.10%	20.40%	21.10%	21.80%	5th	£56.96	8th
Manchester	21.10%	21.80%	19.50%	21.30%	6th	£30.06	2nd
Birmingham	17.20%	17.60%	19.50%	20.00%	7th	£40.29	5th

Published 22nd June 2012 by Sport England. The percentage of the adult (16 and over) population in a local area who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the 4 weeks.

What we did

- New chief executive of Marketing Leeds (ML), Lurene Joseph, took up post in April 2012
- Successfully delivered Leeds stages of the Olympic Torch Relay and evening celebration on 19th, 24th and 25th June. 1 in 4 people in Leeds saw the torch
- Successfully delivered Leeds Loves Food event on 25th-27th May 2012, and Love Architecture Festival event held 15th-24th June
- Welcomed the director of Le Tour de France *Grand Départ in preparation for bidding for Yorkshire* in 2016 with Leeds as the host city
- Attended OMTEC in Chicago in June 2012 to promote Leeds as a location for orthopaedic manufacturing and medical technology
- Delegates from the national teams of New Zealand and Italy visited Leeds to tour facilities and venues in preparation for being based here during the 2013 Rugby League World Cup
- Installation of Solar powered 'Walk-It' signs completed in the city centre
- Lloyds TSB National School Sport Week held for more than 500 children across south Leeds; event was featured by the Daily Telegraph. Leeds is one of 8 UK pilots working with Sport England and National Governing Bodies to improve the way national funding is used to deliver projects on the ground
- Distributed £2m of grants to arts and sports organisations resulting in significant increase in programme for local people to engage with
- Attracted funding for Leeds Museums £5.2m over 3 years which will ensure continuation of strong learning focus as well as new developments in provision
- Leeds Inspired events calendar launched and very well used as the place to go to find out what's on.
- Despite the wettest summer on record and whilst many events have been cancelled across the country, Leeds parks and green spaces continue to provide opportunities to get outdoors and engage in the cultural life of the city. In addition to many other activities 72 community led events have gone ahead since April. Notable amongst them being the annual Kirkstall Festival in the abbey grounds with approx 15,000 people attending and a 'proms' style event held on Wethery Ings. We also enjoyed 10 events linked to the royal jubilee culminating in the lighting of a beacon on top of the Chevin.

What worked locally /Case study of impact

- The Torch Relay and Evening Celebration caught the hearts of local people. Over 200,000 people came out to cheer it on its way and to support local torch bearers. 2,000 young people saw it at the John Charles Centre Stadium as part of a special sports event. Elsewhere schools, residential homes and individuals joined in the fun of its three day stay in Leeds. 25,000 attended the biggest Evening Celebration outside of London with an amazing contribution from singers, poets and dancers on the day.

Risks and Challenges any significant risks from the existing risk registers and/or any current challenges or issues with an impact on delivery

- Effective transition to Marketing Leeds.
- Ensure the outward promotion of the city reflects the diversity of the Board e.g. from inward investment to the city's cultural offer.

New Actions

- Continue to work in partnership with Chamber and property agents to organise Unfold 2 to promote Leeds and city region as a location for business and investment
- Work with Leeds fashion and textiles sector to develop 'Made in Leeds' programme to promote local companies in the sector
- Capitalise on opportunities linked to London 2012 training camps, the Leeds Gold programme and the success of Leeds athletes at the Olympics; the first overseas team to train in Leeds in the run-up to the Olympics arrives at John Charles Centre for Sport on 12 July
- Develop and launch strategy and business plan for Marketing Leeds; Develop and launch new brand
- Launch Precious Cargo in Leeds City Museum as part of Cultural Olympiad with objects chosen and curated by young people of Leeds.

Data Development

- The Council and Marketing Leeds are finalising the SLA which will outline the expectations, targets and performance indicators for the new ML.
- Work is ongoing with the city's arts organisations and the university to develop measures regarding the relationship between the cultural offer and the economy.
- The Parks and Countryside Residents Survey will be conducted during the summer via the Citizens panel and Breeze to gather usage and satisfaction data. The data captured will be used to direct future investment and site development.

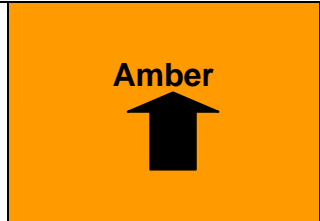
Meeting: Sustainable Economy and Culture Board

Population: All people in Leeds

Priority: Promote low carbon businesses, buildings and connectivity across the city

Outcome: All people of Leeds enjoy the benefits of a well connected, environmentally sustainable, city

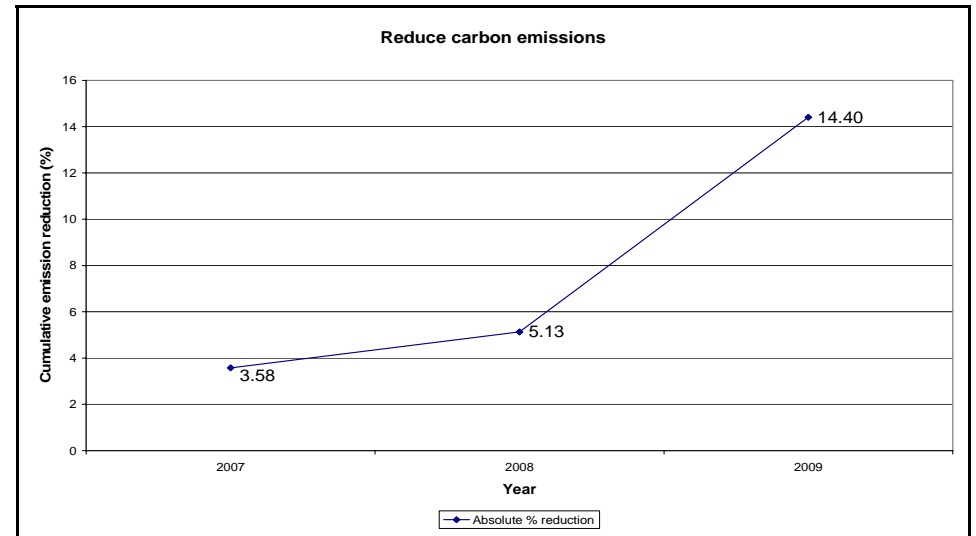
Why and where is this a priority Our way of life in Leeds relies on a temperate climate which is finely balanced and small changes to it can have dramatic impacts on our lives. Climate change will alter this balance, threatening the health of our citizens, damaging our natural environment and disrupting 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. Since road vehicles are a major producer of carbon, improvements to the city's connectivity are a key focus.



Story behind the baseline

- Emissions levels for 2005 and 2009 were obtained from the DECC report 'Local and Regional CO2 Emissions estimates for 2005-9' and used to generate the percentage reduction between the baseline year of 2005 and 2009.
- Leeds City Council's (LCC) target is to reduce gross emissions by 40% between 2005-2020 i.e. a 2.67% reduction is required every year against the 2005 baseline.
- The 2009 result of 14.40% is excellent performance, but as noted last year, 2009 and 2010 data is likely to be significantly lower than the long term trends due to the impact of the recession however, Leeds is showing good progress when compared with comparator authorities. Sheffield achieved a reduction of 12.8%, Bradford 9.3% and Kirklees 9.1%. Birmingham reduced emissions by 11.1%.
- In Leeds, industry and commerce has had the biggest reduction (16%) closely followed by housing (15%) with road transport achieving a 10% reduction.
- West Yorkshire Fire and Rescue Service (WYFRS) managed a reduction of 3.79% in electricity and 11.61% in gas consumption during 2011/12 compared with 2010/11.
- A total of 184,036Kgs of textiles and books was recycled by WYFRS via its recycling banks in 2011/12 raising £28,058 for charity and saving it from landfill.
- West Yorkshire Transport Passenger Executive (WYTPE) LED lighting installations have reduced electricity usage by around 10% on the previous year.

Headline Indicator: Reduce carbon emissions



The graph shows absolute emissions reduction from all sectors, compared to 2005 baseline. Data is only available 2 years in arrears.

What do key stakeholders think

The three Clinical Commissioning Groups (CCG's) are now more engaged in the Sustainable Development agenda and are developing understanding of their future responsibilities in this area. This was to establish the Clinical Commissioning Groups (CCGs) requirements on sustainability for authorisation, their requirements and responsibilities once authorised, and to provide appropriate options and recommendations. This work has been delivered in three phases: 1. **Scoping research** to understand the CCGs requirements and responsibilities on sustainability, their current position in this area and to identify tools, guidance and support available. 2. **Stakeholder Meetings** to consult with key stakeholders and to understand roles and support structures around sustainability. 3. **Sustainability Implementation Options** outlined in a report for the Leeds CCGs from doing nothing to full scale sustainable development plans and implementation.

What we did

- Leeds and its partners have been successful in securing a 'City Deal' which includes a £1 billion local fund for investment in transport and highways to provide enhanced transport connectivity to promote jobs growth across West Yorkshire
- New Generation Transport (NGT) granted "programme entry status". Subject to the statutory consents being approved, work will commence in 2016
- Direct flights from Leeds Bradford Airport to Heathrow launched by British Airways in June, linking Leeds with cities across the world
- Approval given for expenditure of £500k on further work to support a bid for funding for the Flood Alleviation Scheme (FAS).
- Meeting held with Secretary of State for Transport on 18th June regarding High Speed Rail
- West Yorkshire proposition submitted to government to take on the DfT's role in running of the local franchises.
- Aire Valley Area Action Plan (AVAAP) Contributed to the Aire Action Leeds Green Infrastructure Workshop for the area to consider options for enhancing green infrastructure; Hunslet Riverside masterplan draft completed.
- NHS Leeds supported Leeds' three CCG's to ensure they are prepared for SD requirements within the national CCG Authorisation Process; Metro card scheme for NHS Leeds staff introduced; Continuation of bike to work scheme.
- Under the Local Sustainable Transport Fund (LSTF) 'Getting Transport to Work' project the new "go:cycling" brand was launched; Free adult cycle training sessions commenced across WY; Bike Week activities delivered in June in partnership with the National Sponsor (Samsung), Northern Rail, and other agencies including schools.
- WYFRS' housing accommodation at Normanton now complete incorporating solar panels, rainwater collection, efficient lighting, heating and energy management controls.
- Groundwork installed Small energy efficiency measures in vulnerable households in Q1 2012/13 which will save 17 tonnes of CO₂ per year; the Environmental Business service saved 16.23 tonnes in Q1 2012/13. This reduction is equivalent to the amount of CO₂ required to fill 168 Hot air balloons or 66 UK passengers taking a long haul flight of 5200km.

What worked locally /Case study of impact

- LCC's 'Walk the History of the Games' project delivered in 55 Leeds schools saw the winning schools increase the volume of pupils walking to school by over 100%. Data for the top 14 winning schools at the end of June 2012 shows the total average daily increase in walking, scooting and cycling to school was +902 pupils per day.

Risks and Challenges

- As NHS Leeds is due to cease from 1st April 2013 transitional arrangements are curtailing NHS Leeds' ability to drive forward initiatives to reduce emissions
- Cuts to public sector budgets and focus on other priorities alongside difficult economic climate for businesses could provide significant risks for the Third sector
- Securing private sector buy-in to the AVAAP particularly in view of the reduced availability of public funding
- Developing a workable Green Deal financial and delivery model
- Data from the private sector on their contribution to CO₂ emissions still needs to be clarified and included
- Create better connectivity between innovation in low carbon technology and the wider business community.

New Actions

- Establish the governance arrangements for the City Deal and continue to work on developing a 10 year programme of schemes.
- Project team to be reassembled to enable work to progress.
- A65 bus lane to be opened by Minister for Transport 15 September 2012. The scheme aims to generate a 13% increase in bus patronage.
- Leeds Southern Station Entrance consultation to be reviewed; need for a public enquiry to be determined.
- Hold 'Cycle safety near HGV's' display in partnership with Cemex, the Police and go:cycling; Obtain WY Travel Plan Network sponsorship and presence at the annual Eco-Fair; Hold event to cycle 20 pupils from Wigton Moor primary to the Olympic torch Event at Harewood House; Support adoption of a final SPD on Travel Plans by Summer 2012
- Develop a Green Deal financial and delivery model for Leeds City Region to enable a step change in investment and energy efficiency across all housing tenures. Marksman consulting have been appointed by LCR to lead development of Green Deal business case
- Groundwork to continue to work with the governments flagship "Green Deal" programme to be involved in its implementation. Groundwork's aim is to work with the ECO (Energy company obligation) portion of the policy which aims to reduce fuel poverty along with carbon emissions
- Launch and implement the Leeds Climate Change (refresh) Strategy from August 2012.

Data Development

- Headline indicator to be developed
- LCC is working to develop links with the private sector to better monitor their contribution to CO₂ emissions.