

Meeting: Sustainable Economy and Culture Board

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

Population: All people in Leeds

Priority: Driving the sustainable growth of the Leeds economy to support the creation of new jobs and skills

**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**

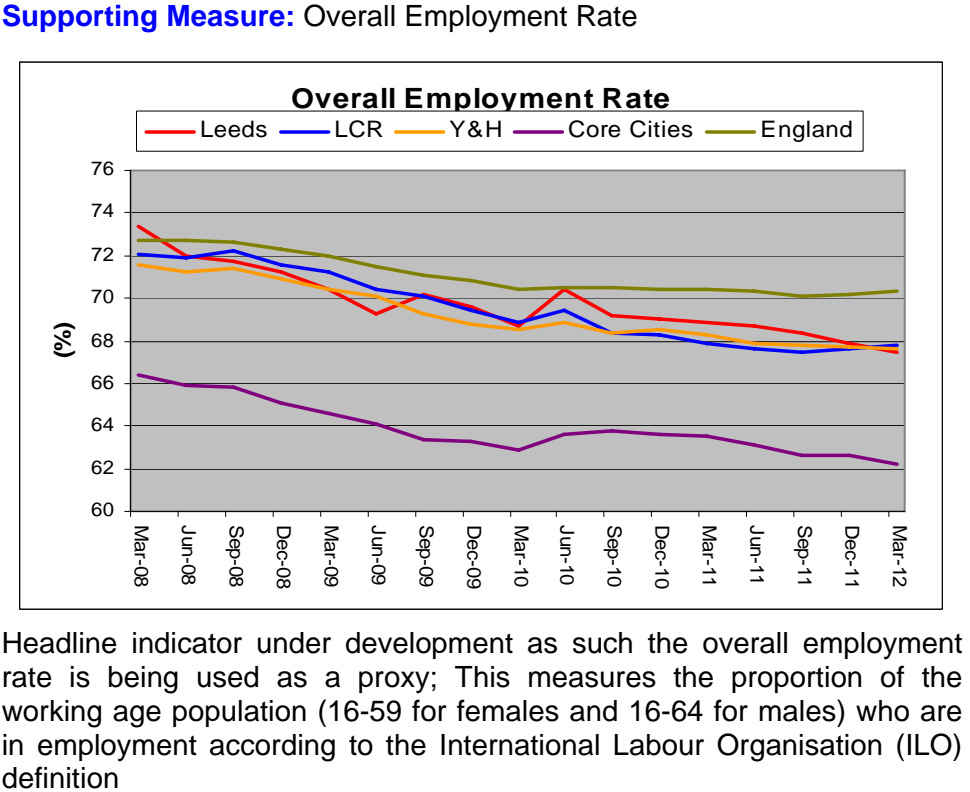
The latest Leeds, York and North Yorkshire Chamber of Commerce survey continues to show signs of improvement in business confidence since the last quarter. This increase is due to proportionally more businesses predicting a positive rather than a negative outcome):

- Within the service sector confidence of an increase in turnover has risen by 9% and of an increase in profitability by 8%, expectations not seen since 2010. Even the manufacturing sector has seen a reverse in last quarter's large confidence drops, with a +22% shift relating to an increase in turnover and a +5% shift regarding profitability.
- Manufacturers, however, may be slowing down their recruitment activity next quarter as they indicate a confidence drop of -6% in their intentions to employ staff. In contrast, the service sector is reporting a modest increase (+4%) in confidence that they will recruit next quarter.

The total number of Apprenticeship starts from August 2011 to April 2012 in Leeds 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 8%.

The employment rate in Leeds (% of working age population in employment) is currently 67.5%. This is a decrease of 1.2% over the last year and 0.4% on the previous quarter. The Core Cities employment rate has followed a similar pattern, but Leeds is still 5.3% above the average Core Cities rate of 62.2%. In contrast the England employment rate improved over the quarter by 0.5% to 70.3%. This is mostly attributable to regional increases in the North West (+1%), South West (+1.4%) and London (+1.3%).

Leeds' unemployment rate compares favourably with the core cities, being 2<sup>nd</sup> behind Bristol.



**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 wanted to maintain current employee numbers, they didn't feel there were any apprenticeship programmes for their industry or they preferred 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:

- Leeds City Region (LCR): The LCR Local Enterprise Partnership (LEP) appointed a Director to support the delivery of the city region's economic plan.
- Leeds City Council (LCC) secured a £5m City-Region-wide grant fund to support employment growth in small and medium sized enterprises through capital investment; it is hoped that this will create at least 500 jobs across the City Region, including around 100 in Leeds. Supported the City Region team in securing a £15m City-Region-wide grant fund to support business expansion in key industrial sectors. The £15m will create at least 1,500 jobs across the City Region
- Arena: Her Majesty the Queen participated in the topping out ceremony in July; construction is on track for completion in spring 2013.
- Eastgate: John Lewis (JL) received board approval to complete agreement for lease in Oct; Executive Board (EB) approved the purchase of Millgarth Police station.
- City Centre Park & South Bank: Consultants commissioned to develop an outline business case (OBC) for creation of a City Centre Park; Clarence Dock reverted to its original name of 'New Dock' and Allied London launched its master plan for the area in July.
- Trinity: Trinity Leeds shopping development is approaching 80% pre-let, and the official date for opening their doors to the public has been announced as 21<sup>st</sup> March 2013.
- Aire Valley Leeds (AVL) Supported the first tenant into the Enterprise Zone (EZ).
- Large Casino: Initiated stage 2 of the application process and stage 2 applications now received; Advisory Panel now formed to evaluate these. Commissioned an independent organisation to report on the socio-economic impacts of the Large Casino.
- Health: Health Hub Partnership of senior representatives from businesses, NHS, Universities and LCC now established; Consultants commissioned in Sept to develop the project.
- Kirkgate Market: Stage 1 stakeholder engagement on its future completed; Feasibility study progressing well and further stakeholder engagement imminent.
- Financial Inclusion: Report outlining the extent of legal money lending in Leeds presented to EB in Sep; The Community Development Finance Institute (CDFI) secured partial funding and is hoping to make its first loans in Oct; Passion4Fashion event successfully delivered.
- Apprenticeships: The number of apprentices that have participated in the Council's apprentice programme now stands at 814.

### What worked locally /Case study of impact

The Apprenticeship Engagement Programme, launched in March 2012, supported 25 schools / academies with information and resources on apprenticeships - how to apply for vacancies, promoting apprenticeships in growth areas, STEM (science, engineering, technology and mathematics) based opportunities and Higher Level Apprenticeships. A School Apprenticeship Work Programme will be delivered to build on this success and link to growth sectors.

### Risks and Challenges

- 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 assets not owned by LCC
- Continued economic uncertainty causing companies to delay making decisions on locating to the EZ, engage apprentices etc.
- Ensuring that learning providers can respond to changing employer needs and match skills provision to local growth sectors.

### New Actions

- Arena: Start external works; Develop street trading strategy
- Eastgate: Facilitate conclusion of JL/Hammerson agreement; Complete CPO compromise agreements; Hold Urban Design workshop in Oct 12
- City Centre Park & South Bank: OBC due Dec 2012; Submit OBC report to EB in Feb 2013
- Flood Alleviation Scheme: Further funding secured (through RGF), and discussions continue with the Chamber of Commerce regarding the possibility of private sector contributions to meet the remaining funding gap
- Kirkstall Forge: LCC's Executive Board to be asked to give in principle agreement to providing financial assistance to support the delivery of the Leeds Rail Growth Package
- Large Casino: Review and validate stage 2 applications; Develop proposals for monitoring of potential harmful effects
- Kirkgate Market: Complete stage 2 stakeholder engagement; Finalise feasibility study, management options and business case reports; Submit options report to EB in Feb 13.
- Health: Advanced Manufacturing Park specification report due Nov 12
- Financial Inclusion: Undertake wholesale review of debt advice in the city; Support development of a local delivery model for crisis loans/community care grants to support financially excluded groups affected by new welfare reforms.
- Apprenticeships: Work has started on the 2012/13 Leeds Apprenticeship Awards. The City Deal will support the creation of a new company, the Leeds Apprenticeship Training Agency, in November 2012 and the development of an apprenticeship hub to align local partners' programmes and activities to facilitate an improved offer for learners and employers in Leeds

### Data Development:

- Work will progress to establish a headline indicator
- Data Service on successful/unsuccessful apprenticeship candidates in Leeds is being utilised to inform targeted support to young people to improve application success rates.

**Meeting:** Sustainable Economy and Culture Board

**Population:** All people in Leeds

**Priority:** Promote low carbon businesses, buildings, energy generation 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.



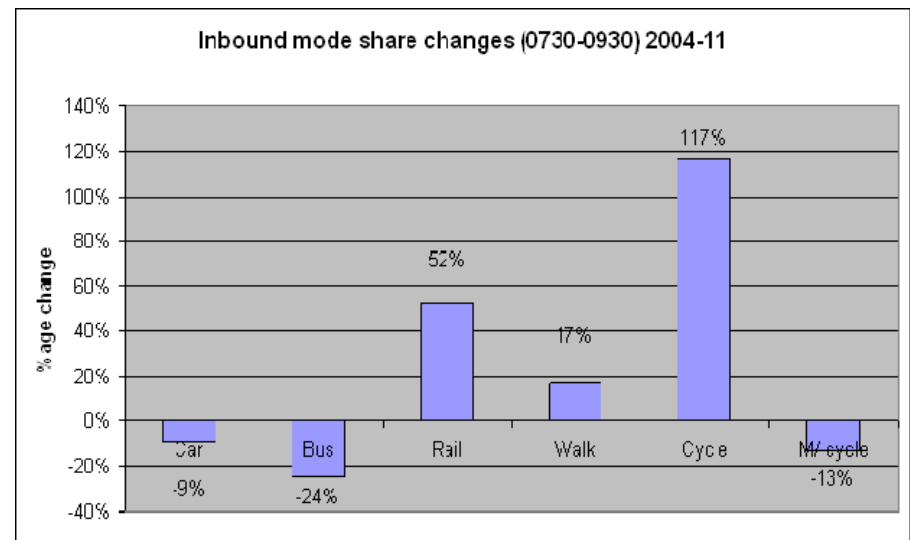
#### Story behind the baseline

Leeds recently received £50k from the government's innovation agency, the Technology Strategy Board, to carry out a feasibility study showing how the city could integrate its transport, communications and other infrastructure to improve the local economy and reduce impact on the environment. Leeds will now, along with 30 other Local Authorities, submit a bid for a large-scale 'Future Cities' demonstrator showing how the city's multiple systems can be integrated and, if successful, be awarded £24m to implement proposals.

In addition, the Department of Energy and Climate Change (DECC) have recently made £2.59m available to Leeds City Region to spend on a 'Green Deal Go Early' project, as part of the low carbon element of the City Deal. The funding is available for capital works to improve the energy efficiency of domestic properties. Leeds City Council (LCC) has submitted a proposal to use a portion of this funding with the intention of delivering grants to public and private sector properties in Leeds' deprived hard to reach areas.

The supporting measure shows the percentage changes in travel patterns of people approaching Leeds city centre on the main radial roads and rail network between 2004 and 2011. Since 2004 there have been significant increases in rail usage and cycling, with a smaller rise in walking. Bus travel in particular has fallen, alongside car usage, however, some of these reductions appear to have levelled out in the past few years, possibly reflecting the impacts of the recession. This picture also reflects the national trend.

#### Supporting Measure: Inbound mode share changes



Headline indicator data not available until April 2013 as such, Inbound mode share changes is being used as a proxy measure.

#### What do key stakeholders think

**LCC:** Feedback from Energy Forum sub-groups has been overwhelmingly positive to the extent that the groups have agreed to meet on an ongoing basis.

**Street Lighting:** Overall there is a high level of satisfaction with the standard of street lighting across the city. Recent indication's towards proposals to switch off some street lights has found the emergency services to be favourable.

**Cross Green:** The Energy Efficiency Behavioural study report suggests some people in extreme fuel poverty are still unable to benefit from fuel efficient heating systems and that energy use advice requires a presentation focussed on an economic rather than environmental rationale.

### What we did

- LCC: Climate Change Strategy approved by Executive Board (EB) in July; the Energy Forum established 4 sub-groups to further develop European Local Energy Assistance (ELENA) proposal; Initial £50K 'Future Cities' bid successful; Installation of biomass boilers in Herd Farm and Lotherton Hall approved.
- Super Connected Cities: Bradford and Leeds received £14.4 million to help provide businesses with broadband speeds of up to 100Mbps and high speed wireless Internet access
- Aire Valley (AV): Response to consultation of AV Urban Eco Settlement (UES) as a Leeds Core Strategy spatial policy approved by Plans Panel in Jul
- Street Lighting: Installation of infra-red photo cells, designed to switch off 3,400 illuminated city bollards during daylight hours which currently operate 24 hours a day, almost complete
- Travelwise: The Travel Plans Supplementary Planning Document (SPD) now formally adopted; 200 LCC staff took up Bike to Work Scheme; West Yorkshire Car Share study commissioned to explore the barriers to car sharing.
- A65 Quality Bus Scheme: completed and officially opened on the 12<sup>th</sup> Sept; Final designs for the Roundhay Road Scheme have been sent to Councillors.
- Leeds Station Southern Entrance (LSSE) The Secretary of State has ordered a public enquiry as part of the legal process to obtain a Transport & Works Act Order (TWAo).
- New Generation Transport Outline design progressing so that TWAo application can be submitted in the Spring.
- Leeds Sustainable Schools Framework (LSSF): A Waste Electrical and Electronic Equipment (WEEE) bank successfully launched at Whitecote Primary School and then to a further 30 schools across Leeds.
- Cross Green: Almost 400 volunteers have been recruited to undertake environmental improvements as part of the Wyke Beck Valley Pride programme
- Groundwork Installed energy efficiency measures in vulnerable households in Q2 2012/13 which will save 13.6 tonnes of CO2 per year; Commissioned to undertake household assessments in Leeds as part of Green Deal pioneer project.
- Care and Repair: Undertook 46 improvements to heating systems, provided 8 central heating systems in private sector housing and completed 4 large home extensions, including new heating systems, for disabled people.

### What worked locally /Case study of impact

- NHS: Voltage optimisation unit has been fitted on one of our larger health Centres. It is achieving a 10% saving in electricity consumption against a target of 13% theoretical reduction after three months
- WYFRS: April to August 2012, when compared to the same period the previous year, shows a reduction of electricity, brigade wide by 1.2%, a reduction in the use of water by 8.1%; During April to July 2012 a total of 59,283kgs (£9,961) of textiles and 12,826kgs (£641) of books have been recycled.
- LSSF: Horsforth Newlaithes and Whitecote primary schools were awarded £50 cheques for their outstanding efforts in recycling old electronic equipment which may otherwise have ended up as landfill.

### Risks and Challenges

- LCC: Sheer scale of opportunities available and expectations from private sector means that staff resources will be stretched until an ELENA bid is accepted
- AV: Securing private sector buy-in to the AVAAP particularly in view of the reduced availability of public funding
- Cross Green: Accessing Department for Energy & Climate Change (DECC) funding streams compromised by inability to resolve planning conflicts
- NHS: As NHS Leeds is due to cease from 1<sup>st</sup> April 2013 transitional arrangements are curtailing its ability to drive forward initiatives to reduce emissions
- Groundwork: Cuts to public sector budgets and focus on other priorities alongside difficult economic climate for businesses may provide significant risks for the Third sector

### New Actions

- LCC: Submit full £25m 'Future Cities' bid in Nov 12
- AV: Advance Urban Eco Settlement (UES) concept and integrate it with the AV Area Action Plan (AAP) draft for informal consultation during Oct-Dec 12; Continue to apply UES principles locally in preparation of area frameworks and identify sites to accommodate low carbon projects
- Street Lighting: Select sites for possibility of switching off lights between 12am-6am daily; complete assessment of introducing a central control system for main road street lights
- LSSE: Public Enquiry to commence on 27<sup>th</sup> Nov as part of TWAo process.
- LSSF: Register final 28% of Leeds' schools into LSSF.
- Cross Green: Develop the Council's approach to external wall insulation for traditional build properties and elsewhere in UES

### Data Development

- LCC: Better data required on heat demand/supply across the city to support district heating proposals.
- AV: Project group established to acquire data to measure impact of introducing carbon emissions reduction measures on the viability of development



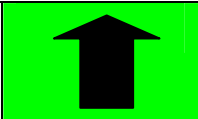
Meeting: Sustainable Economy and Culture Board

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



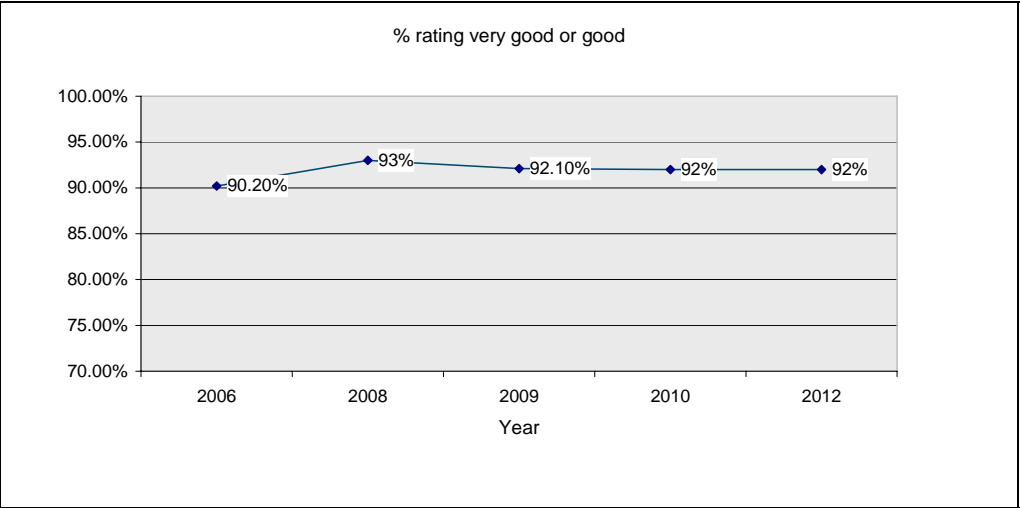
Story behind the baseline

The Council has supported a summer of sport and culture in the city like no other, the results of which are summarised overleaf. The impetus to deliver a programme in celebration of the Olympics and Paralympics led to the development of a wide ranging innovative programme of sport and cultural activity with more than 70,000 visitors enjoying the main events at Classical fantasia and Opera and Party in the Park and new audiences coming into the city centre for major events such as Overworlds underworlds and the Queens visit, when she officially opened the refurbished City Varieties Music Hall and participated in the topping out ceremony at the Leeds Arena site.

Leeds welcomed over 300 Olympic athletes and officials from China, Netherlands and Sweden and a Paralympic team from Canada to Leeds for their pre Games training camps, based at Leeds University, Leeds Metropolitan University and the John Charles Centre for Sport. The estimated economic value from training camps is £350,000. The Chinese Olympic teams who had selected Leeds against other cities in the UK and western Europe, stayed for the equivalent of 3,000 bed nights. Media interest particularly around the Chinese athletes was huge. The national Chinese sports television channel CCTV were based in Leeds for 10 days, sending two live broadcasts per day to China.

The summer has also seen almost 6200 attending concert season performances at Leeds Town Hall, whilst bands in the parks attracted approximately 11,000. 3,000 attended performances at the Carriageworks Theatre. Working to attract new audiences the City also hosted the 1<sup>st</sup> Leeds International Beer Festival, featuring some of the best UK breweries and international beer producers. The first event attracted an audience of 3,700.

**Headline Indicator:** Under development, therefore a proxy indicator is being used; this proxy measure shows the overall satisfaction rate with the Leeds Library Service.



This graph shows the results of overall satisfaction with libraries taken from the Public Library User Survey (which surveyed 8,587 Leeds library users). The results illustrate that, despite the reorganisation of the service in 2011, which saw a number of smaller branches close, the service has been able to maintain a very high level of customer satisfaction.

What do key stakeholders think

Nearest neighbour comparative data provided by CIPFA in July 2012 shows that Leeds City Council's library service is the best performer against our nearest neighbours per 1,000 population for web hits; the Leodis website, a photographic archive of Leeds, provides over 9 million of our 11 million total visits.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>What we did</b></p> <ul style="list-style-type: none"> <li>• <u>2012 Olympic and Paralympic games:</u> <ul style="list-style-type: none"> <li>▪ There were 23 Olympic and 4 Paralympic Leeds based athletes selected to represent GB at the Games. They won 4 Olympic medals and 7 Paralympic medals including 2 Olympic and 3 Paralympic golds.</li> <li>▪ Leeds Gold outdoor advertising campaign run to promote awareness of Leeds based athletes and Leeds Gold.</li> <li>▪ Millennium Square hosted a BBC Live Site attracting over 2000 viewers to watch the Olympic opening ceremony.</li> <li>▪ The first 'Leeds Loves Sport' celebration fortnight was held in June to coincide with the run up to the Olympics, encompassing city centre 'have a go' sessions and family fun day at Horsforth.</li> <li>▪ Spirit Alive, a cross curricular project linked to the Olympic Games and giving pupils the opportunity to organise their own mini Olympics, was delivered by pupils in 243 of the city's schools.</li> <li>▪ Consultation has been completed on the new Sport Leeds Strategy designed specifically to build on the momentum generated by London 2012 Olympic and Paralympic Games.</li> </ul> </li> <li>• In its first year Leeds Inspired Grant funding generated a number of new projects across the city all with a strong active and creative theme.</li> <li>• Despite one of the wettest summers ever, Leeds parks and green spaces continued to deliver a range of diverse events, many community led, providing the opportunity to get outdoors and engage in the cultural life of the city.</li> <li>• Launched the Parks and Green Spaces Forum in August 12; and launched the 'feed Leeds' network that will work in partnership to promote and support local food growing for its social, economic and environmental and health benefits.</li> <li>• Marketing Leeds changed its company name to "Leeds and Partners" in Sept 12; Secured £500,000 from the Regional Growth Fund, as part of the 'Growing Tourism Locally' programme which is expected to create more than 300 new jobs in the city; Led a delegation of representatives to AdvaMed 2012: The Med Tech Conference in Boston in Oct 2012 to promote Leeds as a major international centre for innovation in healthcare and medical technologies.</li> <li>• 'Base Leeds City Region' event held on 11<sup>th</sup> September successfully promoting the city region as a low carbon location. 623 delegates attended and key note speakers included Ken Livingstone, Steve Wood the vice president of strategy from IBM, Andrew Stunell (MP) amongst others.</li> <li>• LCC launched the 'Leeds: Becoming the Best City Centre' document at the Best City Shopping Centre 2012 conference.</li> </ul> | <p><b>New Actions</b></p> <ul style="list-style-type: none"> <li>• In September Executive Board approved the establishment of an annual Olympic Legacy Fund of £100,000</li> <li>• Final deadline for arts organisation to bid for Leeds Inspired funding is end Nov 2012 for activity to take place during 2012/13. This time the theme is inspired by the Rugby League World Cup which Leeds will be a host city for the reigning world champions, New Zealand</li> <li>• Complete the new Sport Leeds Strategy by January 2013</li> </ul> <p><b>Data Development</b></p> <ul style="list-style-type: none"> <li>▪ Work is ongoing with the city's arts organisations and the university to develop measures to assess the economic impact of the city's cultural offer, including looking at the geographic catchment of activities where postcode data can be captured.</li> </ul> |
| <p><b>What worked locally /Case study of impact</b> Over 400 people were part of the Leeds Gold volunteer workforce supporting international teams who were training in the city, the Olympic Torch Relay and a range of Cultural Olympiad events held in Leeds. A number of volunteers were also Games makers and officials in London. A recognition event was held in the Civic Hall where the volunteers were encouraged to undertake further volunteering in the city. A homecoming event was held for Leeds Olympians and Paralympians which featured Alistair and Jonny Brownlee, Lizzie Armistead and David Stone.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>Risks and Challenges</b> any significant risks from the existing risk registers and/or any current challenges or issues with an impact on delivery</p> <ul style="list-style-type: none"> <li>▪ The Leodis website requires updating to take advantage of new technology for audio, mapping, payments, and mobile applications.</li> <li>▪ Ensure the outward promotion of the city reflects the diversity of the Board e.g. from inward investment to the city's cultural offer.</li> <li>▪ Maintaining the momentum generated by the Olympics and develop features such as BeActive programmes aiming to promote physical activity amongst the currently less active.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |