MINUTES OF CUSTOMER AND PARTNERSHIPS COMMITTEE
7 FEBRUARY 2013

PRESENT:

Members of the Committee:

Councillors Ms Edwards (Chairman), Mrs Watson (Vice-Chairman), Mrs Bragg (substituting for Councillor M Francis), Mrs Garcia, Gillias, Hazleton, Keeling, Mrs New and Mrs O’Rourke

Officers:

Ian Davis (Executive Director), Debbie Dawson (Scrutiny Officer) and Veronika Beckova (Democratic and Scrutiny Services Officer)

In attendance:

Councillors Humphrey (the Leader of the Council and a member of the Coventry and Warwickshire Local Enterprise Partnership), Leigh Hunt (Sustainable Inclusive Communities Portfolio Holder and Chairman of Local Strategic Partnership), Ms Robbins (Chairman of the Inward Investment Task Group) and Jerry Roodhouse (Chairman of the Housing Income Protection Task Group)

Note: The committee welcomed Councillor Mrs Watson (Vice-Chairman) upon her return after her recent illness.

33. MINUTES

The minutes of the meeting held on 8 November 2012 were approved and signed by the Chairman.

34. APOLOGIES

An apology for absence from the meeting was received from Councillor M Francis.

35. DECLARATIONS OF INTEREST

Councillors Leigh Hunt and Mrs New declared a non-pecuniary interest by virtue of being Warwickshire County Council employees.
Councillor Mrs O’Rourke declared a non-pecuniary interest by virtue of being an NHS employee.
Councillor Jerry Roodhouse declared a non-pecuniary interest by virtue of being the Chairman of Warwickshire LiNK.
Councillor Mrs Watson declared a non-pecuniary interest by virtue of being a member of the Health and Wellbeing Board.

36. UPDATE FROM RUGBY YOUTH COUNCIL – STANDING ITEM

Rugby Youth Council were unable to attend the meeting. They had confirmed their intention to attend the next meeting of the committee to provide an update on their work over the past year and the outcomes of their elections, which were taking place that week.
The Chief Executive of UHCW, Mr Andy Hardy, submitted his apologies for the meeting due to an urgent engagement.

The standing item on Health and Wellbeing had been included in this agenda item. The committee received a verbal update from Councillor Mrs Bragg, the Rugby Borough Council representative on the Adult Social Care and Health Overview and Scrutiny Committee (ASCHOSC), including the following points:

The revised Health Profile data for the borough was noted. It was reported that adult smoking and smoking related deaths numbers had risen. Life expectancy in Rugby had increased to the age of 78.8 for males and 83.7 for females.

It was further reported that the first meeting of the University Hospital Coventry and Warwickshire Quality Accounts scrutiny task group had been poorly attended. The task group had identified three main areas of focus:

- **The use of patient feedback to affect change**
- **Elimination of avoidable grade 2, 3 and 4 pressure ulcers** – some wards perform better than others.
- **Increasing effective discharge** of patients – a Director of Patient Discharge, and a lead nurse to provide support, have been appointed. The focus will be on the implementation of robust repatriation process between UHCW and other referring hospitals.

The task group had also requested more information on:

- Accident and Emergency waiting times and effectiveness;
- a breakdown of statistics for St Cross and UHCW hospitals; and
- any staffing shortages across the hospitals and wards.

The next meeting of the task group will take place in March.

Further to the verbal update, the following comments were made:

- Committee members expressed their disappointment that Mr Hardy had again been unable to attend the meeting. It was agreed that, if possible, a special meeting of the Committee should be arranged with Mr Hardy prior to the next scheduled meeting. It was also suggested that Mr Hardy be asked to nominate a substitute to attend in his place should he be unable to attend on a future occasion.
- The statistics in appendix 1 highlighted a sharp increase in the rate of alcohol-related hospital admissions in Rugby. Members highlighted the recent appointment of an Eastern European Health Worker who had a role in working to promote safer alcohol consumption amongst this community.
- Excess consumption of alcohol had also been identified by Coventry and Rugby CCG as one of their top priorities.
RESOLVED THAT –

(1) Councillor Mrs Bragg be thanked for her update; and
(2) Mr Hardy be invited to attend a special meeting of the committee before the next scheduled meeting of the committee if possible.

38. COVENTRY AND WARWICKSHIRE LOCAL ENTERPRISE PARTNERHSHIP

The committee received feedback from Councillor Humphrey on his role as a member of the Coventry and Warwickshire Local Enterprise Partnership. Additional documentation was circulated at the meeting and is attached at annex 1 to the minutes.

Councillor Humphrey clarified that he represents the views of all district and borough councils in Warwickshire on the CWLEP Board.

The key points of his presentation to the Committee were as follows:

The Coventry and Warwickshire Local Enterprise Partnership (CWLEP) purposes are to:

- Drive economic growth
- Help remove barriers to economic growth
- Help create high value jobs

The CWLEP had changed rapidly over the last three months:

- A new Chairman has been appointed – Sir Peter Rigby
- A new Chief Executive has been appointed – Mr Martin Yardley
- New premises have been identified – the CWLEP has moved into new offices at the Old Clink in Warwick
- The CWLEP is now a legal entity.
- The CWLEP has established a new sense of direction and purpose.

The CWLEP is now the driving force behind a range of initiatives which are already bringing success:

- More than £30 million of Government funding to create jobs
- A strong and united City Deal bid
- Three new leading business figures on the board:
  - Karl Eddy, Grant Thornton
  - Paul Kehoe, Birmingham Airport CEO
  - Dr Richard Hutchins, Warwick Manufacturing Group
- In 2012, the CWLEP completed the 100 in 100 apprentices challenge – 100 companies and organisations in the region to take on 100 apprentices in 100 days in a bid to reduce unemployment and improve skills.

Specifically, the CWLEP has been awarded:

- £12.8 million from the Government’s Growing Places Fund designed to kick-start developments and other infrastructure projects allowing them to deliver quicker economic benefits;
- £5 million from DEFRA to deliver a Rural Growth Network in Warwickshire; and
- £25 million from the Regional Growth Fund Round 3
City Deal bid – ‘Re-engineering engineering’

- Coventry and Warwickshire is among 20 areas which have submitted a bid for the second wave of the Government’s City Deal initiative.
- The CWLEP is driving forward the sub-region’s bid under the title: ‘Re-engineering Engineering’.
- The bid includes Hinckley and Bosworth, creating a spine of engineering excellence right through the sub-region.
- The City Deal has been devised by the Government to give cities and areas the powers and tools they need to drive local economic growth, unlock projects or initiatives to boost their economies and strengthen their governance arrangements.
- The bid is enhanced by the strong mix of universities and further education colleges across the area which are important drivers of innovation.
- The launch of a G-AME (Growth of Advanced Manufacturing and Engineering) Changer Programme later this year as part of the CW City Deal highlights many of the LEP’s goals for growth including:
  - Providing 5,000 new engineers over the next two years and eliminating the City Deal area’s engineering skills shortage by 2020.
  - Encouraging 25 per cent of Advanced Manufacturing Enterprise (AME) businesses to invest in research and development.
  - Eliminating the productivity gap by 2020 through investment and support for advanced manufacturing with an aspiration for 20 per cent growth.
  - Increasing the net number of jobs in the area by 30,000 and raising the proportion of workforce employed in key sectors to 25 per cent by 2020.

Further to the update, the following comments were made:

- The CWLEP has agreed to put aside £1 million for a loan scheme for SMEs. The fund will be administered by Coventry and Warwick Universities.
- The CWLEP is not allowed, by law, to insist that developers use local labour and materials. They can only work with developers and make suggestions.
- The supply of engineering students from local colleges is not sufficient to meet the skills gap at present. The engineering workforce has an ageing profile and it is predicted that there will be a shortage of 25,000 engineers in the West Midlands in the next 5 years.
- The Council’s Head of Planning and Culture is leading work by the CWLEP to develop a planning protocol, agreed by all planning authorities in the sub-region, to demonstrate a seamless, business-friendly offer to potential investors. The Council has a strong reputation in this area.

RESOLVED THAT – Councillor Humphrey be thanked for his attendance and feedback.

39. INWARDS INVESTMENT REVIEW REPORT – FINAL REPORT

The committee considered the final report (Part 1 – agenda item 8 – Appendix 1) of the Inward Investment Task Group, presented by Councillor Ms Robbins (Chairman of the Task Group). The report presented the findings and recommendations of the review.

Minor amendments to the report (pages 5, 12 and 20) and action plan (page 29) were circulated at the meeting and will be published on the council’s website with the agenda papers.
The report will be considered by Cabinet on 11 March.

Members commented that the findings of the task group review on inward investment support the CWLEP focus on addressing the skills gaps, encouraging colleges to better meet the needs of employers, and enhancing the ‘offer’ to potential investors. The review had also confirmed the Council’s good reputation for its business-friendly approach to planning.

It was suggested to the Committee that recommendation 4 may duplicate existing work being undertaken by Warwickshire Investment Partnership on an online commercial property guide. The task group understood that the Communication, Consultation & Information Manager was aware of the links with this work, but that the recommendation remained appropriate.

**RESOLVED THAT –**

1) Councillor Ms Robbins and everyone involved in the review be thanked for their work; 2) the recommendations of the task group be endorsed; and 3) the amended report and action plan of the Inward Investment Task Group be submitted to Cabinet.

40. **HOUSING INCOME PROTECTION REVIEW REPORT – FINAL REPORT**

The committee considered the final report (Part 1 – agenda item 9 – Appendix 1) of the Housing Income Protection Task Group, presented by Councillor Jerry Roodhouse (Chairman of the Task Group). The report presented the findings and recommendations of the review.

Amendments to the report (pages 13, 14, and 23 – 28) were circulated at the meeting and will be published on the council’s website with the agenda papers.

The following comments were made:

- Recommendation 7 – prior to the meeting, the Head of Housing had advised the Committee Chairman that recommendation 7 should be re-categorised as a ‘Significant proposal which will require commitment of time or financial resources’. This change was accepted.
- Recommendation 4 – members emphasised the value of the regular ‘housing member conversations’ in keeping councillors up-to-date on the latest developments and suggested that more members should be encouraged to attend.
- The Portfolio Holder welcomed the report but expressed concern that it identified a significant programme of work for the strategic group of elected members proposed in recommendation 1. It was agreed that a clearly defined one page strategy should be prepared for this new group and that its work should focus on the impact of the welfare reforms. The group should not place unreasonable reporting demands on officers.
- The Centre for Public Scrutiny was working with the Department for Work and Pensions to assist in their preparations for the introduction of Universal Credit, and was seeking examples of scrutiny work in this area. The scrutiny officer had made them aware of the task group’s work.

The report will be considered by Cabinet on 11 March.
RESOLVED THAT –

1) Councillor Jerry Roodhouse and everyone involved in the review be thanked for their work;
2) the revised recommendations of the task group be endorsed; and
3) the amended report and action plan of the Housing Income Protection Task Group be submitted to Cabinet.

41. OVERVIEW AND SCRUTINY WORK PROGRAMME 2013/14

The committee considered the report (agenda item 10) concerning the review suggestions for submission to the work programme workshop.

The Committee discussed the proposal that an in-depth review on the impact of the reduction in medical services at the Hospital of St Cross should be submitted for consideration at the overview and scrutiny work programme workshop. It was suggested that this should be widened to include a broader look at health services in the Rugby locality, commissioned by the new Coventry and Rugby Clinical Commissioning Group. This might be considered as a potential topic for joint scrutiny with the County Council’s Adult Social Care and Health Overview and Scrutiny Committee.

Members also discussed the potential for a review on neighbourhood plans. It was reported that this had already been identified as a potential topic by Operations Team and would therefore be discussed at the workshop.

RESOLVED THAT – the scrutiny officer develop the proposal for a health-related review for submission to the Overview and Scrutiny Work Programme Workshop.

42. COMMITTEE WORK PROGRAMME

The committee considered a report (part 1 – agenda item 11) concerning updates on the progress of task group reviews and details of the committee’s forward work programme.

Further to the report, the following comments were made:

1. Progress on Scrutiny Reviews

1.1 Housing Income Protection

The final report of the task group is due to be submitted to Cabinet on 11 March.

1.2 Inward Investment

The final report of the task group is due to be submitted to Cabinet on 11 March.

2. Planning for next meeting

- The next meeting of the committee will take place on 11 April and will focus on youth matters.
- The Chairman suggested that the meeting should be held at the Hill Street Youth and Community Centre if possible.
The Scrutiny Officer would liaise with the Chief Executive of UHCW, Mr Andy Hardy to confirm his attendance at a special meeting, or the next meeting of the Committee if it is not possible to arrange an earlier meeting.

Warwickshire Healthwatch would be in operation by the next meeting of the committee. An advert for the Chief Executive had recently been released.

**RESOLVED THAT –**

(1) the progress in the active scrutiny reviews be noted;
(2) the focus of the 11 April meeting of the committee be agreed; and
(3) the forward work programme for the committee be approved.
Cllr Craig Humphries
Board Member
Coventry & Warwickshire Local Enterprise Partnership
Board Composition

PRIVATE SECTOR

Martyn Hollingsworth — Director: Jaguar Land Rover
Michael Woodhead — Director: E.ON UK Ltd
Daniel Gidney — CEO: Ricoh Arena
Amrik Bhabra — MD: ADECS Ltd
George Gillespie — CEO: MIRA
Vacancies x3

PUBLIC SECTOR

Cllr John Mutton — Vice Chairman and Leader Coventry City Council
Cllr Alan Farnell — Leader, Warwickshire County Council
Cllr Alan Cockburn — Cabinet Member Warwickshire County Council
Cllr Lynnette Kelly — Cabinet Member Coventry City Council
Cllr Craig Humphrey — Leader Rugby Borough Council
Cllr Les Caborn — Deputy Leader & Cabinet Member Warwick District Council

UNIVERSITIES

Madeleine Atkins — Vice-Chancellor: Coventry University
Professor Koen Lamberts — Deputy Vice-Chancellor: Coventry University
CWLEP Purpose unchanged

1. Drive economic growth

2. Help remove barriers to economic growth

3. Help create high value jobs
Coventry & Warwickshire
Local Enterprise Partnership

JOBS/GROWTH/REMOVING BARRIERS

- Business Start-Ups
- Inward Investment
- Growing Existing Businesses

- Advanced Engineering
- Low Carbon Vehicles
- Intelligent Mobility
- Digital Technology
- Other Sectors
Coventry & Warwickshire
Local Enterprise Partnership

JOB/GROWTH/REMOVING BARRIERS

- Business Start-Ups
- Inward Investment
- Growing Existing Businesses
  - Advanced Engineering
  - Low Carbon Vehicles
  - Intelligent Mobility
  - Digital Technology
  - Other Sectors

Enablers
- Strategic Infrastructure
- FE/HE/Skills
- Inward Investment
- Funding incl. Access to Finance
- Low Carbon Challenge

WORK PROGRAMME

- Focusing on economic growth
  (versus jobs growth)

*The Low Carbon Challenge is to provide a high efficiency, low impact 'wrapper' around activity, cementing C&W's leading position nationally
Coventry & Warwickshire
Local Enterprise Partnership

JOBS/GROWTH/REMOVING BARRIERS

- Business Start-Ups
- Inward Investment
- Growing Existing Businesses
  - Advanced Engineering
  - Low Carbon Vehicles
  - Intelligent Mobility
  - Digital Technology
  - Other Sectors

Enablers
- Strategic Infrastructure
- FE/HE/Skills
- Inward Investment
- Funding, incl. Access to Finance
- Low Carbon Challenge*

Work Groups
- Inward Investment, Int'l Trade & Business Tourism
- Advanced Manufacturing
- Skills and Employability
- Planning
- Low Carbon
- Small & Medium Businesses
- Access to Finance
- Transport

*The Low Carbon Challenge is to provide a high efficiency, low impact 'wrapper' around activity, cementing C&W's leading position nationally
Moving rapidly over the last 3 months

- New Chairman in place
- Legally Incorporated
- Chief Executive confirmed
- Premises identified
- New sense of direction and purpose
Delivering priorities – external funding

- Secured £25m of Regional Growth Fund Round 3
- Deploying £12m Growing Places Fund
- Will help to move forward Coventry & Warwickshire Gateway project
  - Most significant scheme for Coventry & Warwickshire in the near future
- Growing Places Round 3 imminent
- Attracted and deploying c£5m of funding a ‘Rural Growth Network’ for Coventry & Warwickshire – secured from DEFRA
Coventry & Warwickshire
Local Enterprise Partnership

Delivering Priorities – LEP structure

• Becoming better funded
  o 3 year funding plan plus new Core funding for LEPs nationally
  o Allow a focus on key schemes significant to the economy such as Nuckle and MIRA

• Business Groups being revamped

• Board members to lead Groups

• Groups aligned to recently refocused strategy
Coventry & Warwickshire
Local Enterprise Partnership

Summary

• Positive rapid progress in last 3 months
• Well placed to move forward
• CWLEP strategy to focus on high growth
• Potential to secure new and further resources for this work
• Renewed and shared commitment of public and private sector
Thank you

For more information on the Coventry & Warwickshire LEP
Visit: www.cwlep.com
Our major focus is to:

- Create business growth
- Create jobs
- Remove barriers to growth
1. SKILLS

Particular concerns centre on the need to narrow the skills gap and improve the skills across all NVQ levels, reference is also made to ensuring we have a good labour pool especially of skilled trades and make skills relevant to the private sector.

2. CREATE NEW JOBS

Reference is made to increasing the number of higher value jobs to create a pull economy and more private sector jobs are needed to rebalance the economy. There is recognition also that businesses need to grow and this will create jobs but we need to create the right conditions for growth.

3. ENTERPRISE/ENTREPRENEURSHIP AND START UPS

This is seen as very important to the creation of jobs especially high value added businesses of the future which some see as more likely to be small and micro-sized. Business support therefore should be focussed on supporting entrepreneurialism as well as supporting current businesses to thrive and grow.

4. ACCESS TO FINANCE, INNOVATION, LOW CARBON, LOCAL PROCUREMENT, PLANNING & TRANSPORTATION, HOUSING SUPPLY.

A mixed bag of issues that were generally seen as barriers to growth apart from Innovation and Low Carbon which are opportunities for growth. Supply of sufficient affordable housing near to jobs is recognised as an issue in the south of the CW LEP area by way of an example of difficulties in accessing the labour pool. The lack of access to finance is seen as stifling growth.

5. EXPORT AND INTERNATIONAL LINKS.

Recognised as important in terms of new market opportunities and the potential scope of international trade which should be exploited.

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CWLEP Office
C/o Jaguar Land Rover
S3G/0/1
Banbury Road
Gaydon
Warwick
CV35 0RS
Tel: 01926 646000

www.cwlep.com
Coventry and Warwickshire City Deal – Summary of Economic Challenge

Engineering our future: re-engineering engineering

Coventry is England’s 10th largest city and sits with Warwickshire in England’s high value manufacturing heart; well connected with the rest of the UK. Coventry and Warwickshire’s local economy reflects the sub-region’s position as the centre of advanced manufacturing and the UK car industry. Major strengths across the sub-region include the design, manufacturing and delivering of products and services: mechanical, electrical and electronic engineering; digital technology; ICT: energy and green technologies; and construction.

Coventry & Warwickshire has a unique mixture of global business and innovation assets:

- A World Class cluster focussed on the automotive, aerospace, advanced engineering and allied service sector, which is leading the way nationally and globally on Advanced Engineering, Intelligent Mobility, Low Carbon Vehicle Technology and Digital Technology;
- Highly innovative and creative businesses such as Jaguar Land Rover, Severn Trent, E.on, Aston Martin, SCC, BMW, Tata Motors, Converteam, Rolls Royce, Ricardo and a cluster of digital media SMEs, plus an extensive Advanced Manufacturing Supply Chain;
- Two of the UK’s High Value Manufacturing Catapult centres, plus the National Automotive Innovation Centre at WMG and an Enterprise Zone at MIRA;
- Two outstanding Universities – University of Warwick and Coventry University, and a number of FE Colleges with deep connections into industry such as the Power Academy at Warwickshire College; plus Innovation incubators at Warwick Science Park, MIRA and Coventry University;
- C&W is well connected into related neighbouring innovation hubs and clusters such as the Motorsport Cluster in Northamptonshire and Oxfordshire.

Problem definition

C&W sub-region is home to thriving companies and innovation opportunities. But the sub-region needs to be able to accommodate and facilitate future business growth and adaptation if it is to fully benefit from these assets rather than risk economic decline. Further development of C&W as a leading innovation hub for advanced manufacturing and allied services would accelerate growth, create high value jobs; raise the game of the broad base of our engineering SMEs; develop clusters and supply chains to take a greater share of UK and export markets and significantly contribute to UK PLC in a low carbon future; bringing jobs and prosperity for local people. We need to re-engineer our engineering future.

Investment in R&D by businesses in C&W is three times the national average but this is concentrated in a small number of larger businesses. There is a mismatch between the skills in the local workforce and those required by businesses; poor graduate retention and a shortfall of replacement workers. Significant sites are available for growth in our key north-south corridor but need to be better co-ordinated; marketed and managed together; and local infrastructure and investment improved, to maximise the benefits from them to the sub-regional economy. Housing provision across the sub-region does not fully meet the needs of a jobs-led strategy and our City Centre and local town centres have varying levels of appeal.
Potential components of a C&W City Deal

Creating Space for Growth

To meet our future needs we need to develop the C&W north-south corridor, from Hinckley and Bosworth through to Oxfordshire in the south. Connecting our key sites for growth with each other and with the local population with the aim of providing space for growth and investment from engineering and manufacturing businesses and their supporting services eg MIRA; Ansty; Peugeot; Coventry and Warwickshire Gateway; Friargate; Gaydon. Issues to be addressed could include improved connectivity including rail and transport eg Nuckle; A5; M40 corridor and broadband provision; planning; financing solutions including the development of an investment fund; better co-ordination and marketing of our provision and our collective approach to inward investment and local growth across the sub-region.

Creating Skills for Growth

C&W sub-region has a shortage of skilled engineers (18,000 across West Midlands) including both high level and technical skills which is a barrier to growth. Through the City Deal we aim to gain more local control over skills financing and commissioning, working with local businesses to ensure that local people have the skills to get jobs and progress as well as ensuring that young people entering employment have local career opportunities. Initiatives could include: provision of training linked to inward investment and growing companies; development of a private/public partnership; joint programmes with HE/FE to deliver apprenticeships to feed key SMEs and retention of graduates through better pathways to work and support.

Creating Supportive Sub-region for Business

Through a City Deal C&W would aim to develop a creative and supportive environment to promote innovation and growth across businesses in the sub-region facilitated by our innovation assets. We would strengthen connections between businesses and businesses and innovation centres to create "engineering innovation" cluster and increase trade; transfer technologies to support new and emerging businesses and engineering and manufacturing supply chains and build understanding and drive demand for innovation amongst local SMEs to embed R&D. We would also look to develop links to neighbouring innovation centres in Birmingham and Solihull; Leicestershire, Northamptonshire and Oxfordshire.

Creating Space for Living

We need to review provision of housing linked to the development of key employment sites across the sub-region so that people live and work locally and look to invest in improving and retrofit of current stock and the delivery of more affordable and aspirational housing. We need to improve connectivity and access to jobs for local people. The local application of some of the future technologies being developed within our sub-region would link to our. Future Cities programme so C&W sub-region becomes a demonstrator of innovative and low carbon solutions. Investment in and improvement of our city and town centres would ensure that the more of the benefit from economic growth is spent locally and the impact is multiplied within the local economy creating more jobs to be taken by local people.

13/11/12
Challenges

- Shortage of 18,000 high-level engineers in the West Midlands.
- CW Deal area expected to require up to 25,000 level 2 and 3 engineers to replace an ageing workforce over the next five years.
- 90 per cent of local research and development is concentrated in only five per cent of firms and GVA at £43,000 per head is below the national average.
- Shortage of space for growth for advanced manufacturing

Ambitions

- Providing 5,000 new engineers over the next two years and eliminating the City Deal area’s engineering skills shortage by 2020.
- Encouraging 25 per cent of Advanced Manufacturing Enterprise (AME) businesses to invest in research and development.
- Eliminating the productivity gap by 2020 through investment and support for advanced manufacturing with an ultimate aspiration for 20 per cent growth.
- Increasing the net number of jobs in the area by 30,000 and raising the proportion of workforce employed in key sectors to 25 per cent by 2020.

How are we going to deliver our City Deal

- Establish a Re-engineering Skills Board to bring together local authorities, the CWLEP business groups, universities, FE colleges, learning providers and centres of innovation.
- Launch the G-AME Changer Skills Programme in late 2013 to begin providing skilled engineers from April 2014. It will tackle a number of areas including:
  - Retrain and up-skill engineers in the workforce and former engineers.
  - Encourage graduates to sign-up to immersive experiential training through intensive work-based schemes, opportunities for involvement in R&D, work pathways and placements.

We have asked for governments help to

- Approve CW to pilot/fast track the new Traineeships Programme and level 6/7 apprenticeships onwards by devolving some skills and apprenticeships funding from Government.
- Give local flexibility to adapt the DWP Work Programme including the mandatory attendance at G-AME Changer Skills Programme events for 18-24-year-olds.
- Release capital funding for the development of the proposed AME Apprenticeship resource at the Manufacturing Technology Centre at Ansty to add to our Programme.

In addition to support advance manufacturing we plan to

- Work with Government to develop a local dedicated Innovation Fund of Research Council, Technology Strategy Board funding and other public resources.
- Develop a £0.3 billion local CW Infrastructure Fund to deliver key development sites for AME business growth and inward investment, facilitate housing and regeneration schemes, and improvements to our key road and rail corridors.

Partners

- Public/private bid driven by the Coventry and Warwickshire Local Enterprise Partnership with its business partners and all local authorities within the City Deal area – Coventry City Council, Warwickshire County Council, Hinckley and Bosworth Borough Council, North Warwickshire Borough Council, Nuneaton and Bedworth Borough Council, Rugby Borough Council, Warwick District Council and Stratford-on-Avon District Council.
- Other significant partners are: six FE Colleges and other learning providers, Jobcentre Plus/Connexions/Careers, local Chambers of Trade, registered housing providers, key private sector businesses, adjoining LEPs, Coventry and...
Warwickshire Place Board, West Leicestershire and Northern Warwickshire Market, Towns Cross Border Delivery Partnership and all local MPs.

City Deal
- Advanced Manufacturing and Engineering
- G-AME Changer Programme Assets

Leicestershire/East Midlands
(Advanced Manufacturing Cluster with particular strength in aerospace)

West Midlands

BMW
RS Components
Rolls Royce
N P Aerospace City College
"Hereward College Tata Motors"
WMG Catapult Centre
Warwick and Leamington Spa
Delphi Lockheed Coventry University
Coventry and Warwickshire City Deal (Advanced Manufacturing Growth Corridor)

Northamptonshire/Oxfordshire
(Advanced Manufacturing Cluster with particular strengths in motorsport and high performance technologies)

CW City Deal area key AME businesses and education and innovation assets that will deliver the G-AME Changer Programme.
Re-engineering engineering
Raising our game, becoming a global leader in manufacturing excellence

Delivering a GAME changer – the challenge
- Delivering Growth in Advanced Manufacturing and Engineering (GAME)
- Working across the region to deliver new engineers for the heart of country’s high value manufacturing and engineering corridor
- From East Midlands to Oxfordshire, West Midlands to the East
- Currently 18,000 high-level engineers needed in the West Midlands.
- CW Deal area will need more than 25,000 level 2 and 3 engineers to replace an ageing workforce over next five years.
- 90 per cent of local research and development concentrated in only five per cent of firms and GVA at £43,000 per head is below the national average.
- Shortage of space for growth for advanced manufacturing

What we’ll do
- Provide 5,000 new engineers over next two years and eliminate City Deal area’s engineering skills shortage by 2020.
- Encourage a quarter of all Advanced Manufacturing Enterprise (AME) businesses to invest in research and development.
- Eliminate the productivity gap by 2020 through investment and support for advanced manufacturing aiming for 20 per cent growth.
- Increase the net number of jobs in the area by 30,000 and raise the proportion of workforce employed in key sectors to 25 per cent by 2020.
- Work with Government to develop a local dedicated Innovation Fund of Research Council, Technology Strategy Board funding and other public resources.
- Develop a £0.3 billion local CW Infrastructure Fund to deliver key development sites for AME business growth and inward investment, facilitate housing and regeneration schemes, improvements to key road and rail corridors.

How we’ll do it, what we’ll need
We’ll
- Create Re-engineering Skills Board of local authorities, CWLEP business groups, universities, FE colleges, learning providers and centres of innovation.
- Launch G-AME Changer Skills Programme to provide skilled engineers from April 2014.

We’ll need the Government to
- devolve funding to fast track new Traineeships Programme and give local flexibility to adapt DWP Work Programme including mandatory attendance at G-AME Changer Skills Programme events for 18-24-year-olds
- release capital funding for development of AME Apprenticeships resource at Ansty Manufacturing Technology Centre