

## **Prosperous Overview and Scrutiny Committee**

Thursday 13 January 2022

**14:00**

Oak Room, County Buildings, Stafford

**NB.** The meeting will be webcast live and can be viewed here -

<https://staffordshire.public-i.tv/core/portal/home>

John Tradewell  
Director of Corporate Services  
5 January 2022

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### **A G E N D A**

1. **Apologies**
2. **Declarations of Interest**
3. **Minutes of the meeting held on 29 November 2021** (Pages 1 - 6)
4. **HS2 - Education, Skills and Prosperity for Staffordshire - Six Month Update**  
  
Oral report of Cabinet Member for Economy & Skills and Presentation by HS2  
  
**NB.** The Chairman requests that Members confine their debate to matters relating to Education, Skills and Prosperity only.
5. **Aspiration Future Economy and Enterprise All Party Working Group - Six Month Review of Action Plan Implementation** (Pages 7 - 18)  
  
Report of Deputy Leader and Cabinet Member for Economy and Skills
6. **Economic, Renewal and Transformation - Six Monthly Update Recovery** (Pages 19 - 30)  
  
Report of Deputy Leader and Cabinet Member for Economy and Skills

7. **Highways High Level Transformation**

Presentation by Cabinet Member for Highways and Transport

8. **Work Programme**

(Pages 31 - 40)

9. **Date of Next Meeting - Monday 28 February 2022 at 2.00 pm,  
County Buildings, Stafford**

10. **Exclusion of the Public**

The Chairman to move:-

“That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Schedule 12A (as amended) of the Local Government Act 1972 indicated below”.

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**Part Two**

(All reports in this section are exempt)

nil

**Committee Membership**

Tina Clements (Chairman)	Ian Lawson
Mike Deakin	Rev. Preb. M. Metcalf
Keith Flunder (Vice-Chairman (Overview))	Jessica Shulman
Philippa Haden	David Smith
Philip Hudson	Ross Ward (Vice-Chairman (Scrutiny))
Syed Hussain	Bernard Williams
Graham Hutton	

**Note for Members of the Press and Public**

**Filming of Meetings**

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Recording (including by the use of social media) by the Press and Public is permitted from the public seating area provided it does not, in the opinion of the chairman, disrupt the meeting.

**Scrutiny and Support Officer: Jonathan Lindop Tel: (01785) 276147**



**Minutes of the Prosperous Overview and Scrutiny Committee  
Meeting held on 29 November 2021**

Present: Tina Clements (Chairman)

**Attendance**

Keith Flunder (Vice-Chairman (Overview))	David Smith
Philip Hudson	Ross Ward (Vice-Chairman (Scrutiny))
Graham Hutton	Bernard Williams

**Apologies:** Philippa Haden, Syed Hussain, Ian Lawson, Rev. Preb. M. Metcalf and Jessica Shulman

**PART ONE**

**22. Declarations of Interest**

There were no Declarations of Interest made.

**23. Minutes of meeting held on 16 September 2021**

**RESOLVED** – That the minutes of the meeting held on 16 September 2021 be confirmed and signed by the Chairman.

**24. Flood Risk Management Report 2021**

The Committee considered a report of the Cabinet Member for Environment Infrastructure and Climate Change informing them of the proposed process and timescales for refreshing the Authority's Flood Risk Management (FRM) Strategy together with the County Council's FRM Team's workplan priorities for 2021/22 (schedule 1 to the signed minutes).

The County Council were designated Lead Local Flood Authority for Staffordshire under the Flood and Water Management Act 2010. As such the Authority had various responsibilities associated with floods and water including the development of a Local Flood Risk Management Strategy and monitoring progress and activity by all parties involved in flood risk management. Their current FRM Strategy had been prepared in December 2015 and was due to be updated in 2020. However, following a delay in publication of the Government's National Strategy this had been postponed until 2022.

However, Members noted that work had already commenced on the Strategy refresh and it was expected that external consultants would be appointed in early 2022 to assist in this process. In addition, key Stakeholder involvement was planned for Spring 2022 with a draft revised Strategy being submitted to Cabinet for approval during Autumn 2022 with final publication expected in Winter 2022.

Members heard that the FRM Team worked to fulfil the County Council's statutory duty under the Act by investigating incidences of flooding where either:- (i) five or more residential properties in one location had flooded; (ii) two or more commercial properties in one location had flooded or; (iii) one or more critical infrastructure in one location had flooded. Accordingly following floods which had met the above-mentioned criteria, 15 reports were due to be published before the end of 2021/22.

Since Autumn 2019 the Team's' priorities had changed in response to:- (i) an increased demand for flood investigations; (ii) the Covid-19 pandemic and; (iii) to take account of the various lessons learned over the previous flooding period. Their focus was now entirely on ensuring the Authority's statutory duties were being met and Members also noted the specific priorities set out in Appendix 1 to the report.

In response to a letter dated 18 May 2021 from Mr. S. Perren, Chairman of the Eccleshall Flood Action Group (EFAG) to the County Councillor for Stone Rural County Electoral Division (the previous Chairman of the Committee) regarding flooding in Eccleshall and suggested remedial actions (attached at Appendix 1 to the signed minutes), the Committee were addressed and given a PowerPoint presentation by Mrs. S. Bramall of EFAG (slides attached at Appendix 2 to the signed minutes) highlighting the Group's concerns. The Committee were interested to learn something of the detrimental impact flooding had on local communities in Staffordshire as a whole so that they could better hold the Cabinet Member to account and ensure that the County Council's duties and responsibilities were being met.

During the full and wide ranging discussion which ensued, Members gave detailed scrutiny to the Strategy and Team's priorities etc, asking questions and seeking clarification on various matters, where necessary, including:- (i) the responsibilities of adjacent land-owners in maintaining drainage on their property and the enforcement powers of the County Council; (ii) the importance of effective partnership working with Stakeholders such as the Environment Agency and Water Companies; (iii) the need for effective communication between the County Council and local communities impacted by flooding; (iv) the efforts being made to improve data collection and sharing by the County Council with stakeholders; (v) the role of early warning systems in helping to mitigate damage to property; (vi) progress by the County Council in implementing

their Highways gully emptying programme and measures to improve its effectiveness in the future and; (vii) the use of 'greywater' systems in helping to reduce incidence of flooding.

The Chairman then thanked Mrs. Bramall for her interesting and informative presentation which had helped the Committee understand the various issues involved.

**RESOLVED** – (a) That the report be received and noted.

(b) That the concerns of Eccleshall Flood Action Group regarding flooding in Staffordshire, be noted.

(c) That the County Council's Flood Risk Management Team's priorities for 2021/22 be supported.

(e) That the proposed process and timescales for the Flood Risk Management Strategy refresh be supported.

(f) That progress against the County Council's proposed Outcome Measures for the 2021/27 Flood Risk Management Strategy be brought to the Committee for scrutiny in six-months' time.

## **25. Infrastructure+ and Lighting for Staffordshire Performance Review**

The Committee considered a report of the Cabinet Member for Highways and Transport updating them on the operation of the County Council's Infrastructure+ (highway and non-property infrastructure services) and Lighting Contracts (schedule 2 to the signed minutes).

Infrastructure+ had gone live on 1 October 2014 since which time it had:- (i) delivered in excess of £300m highway maintenance operations and projects; (ii) achieved over £30m front-line service cost savings and; (iii) implemented in excess of £100m of Highway and transport infrastructure improvements.

A total of 905 Staffordshire households had responded to the 2021 National highways and Transport (NHT) survey, an analysis of the responses received had indicated they placed most importance on 'Safety on Roads' and 'Condition of Roads' and least importance on 'Demand Responsive Transport and 'Local Taxi or Minicab Services'. In addition, the public were most satisfied with 'street lighting' and least satisfied with 'Condition of Roads'.

Members noted that Staffordshire's overall theme scores in the 2021 NHT survey had generally declined when compared to those in 2020.

Respondents' considered that there were more potholes and damaged roads and the Authority were doing less to repair local highway infrastructure. However, a transformation programme comprising three elements ((i) Design of Future Service Deliver Model; (ii) Changing Arrangements Now, ready for the Future and; (iii) A new Investment Strategy) was currently being developed which would ensure better performance in the future. Specifically, the Programme aimed to:- (i) put communities and customers at the heart of service delivery; (ii) provide greater control and flexibility of resources; (iii) launch a new enhanced communities offer and; (iv) focus on quality, improving assets and demonstrating value for money.

With regard to lighting, Lighting for Staffordshire Limited had commenced their delivery of the street lighting Private Finance Initiative Contract in May 2003. Since this time the quantity of street lighting assets in the County had increased from 99,343 to 108,406 in 2021 (ie 9.1%). Members noted that contract performance took account of both the Asset Renewal Programme and general maintenance operations.

Members noted that the total number of assets renewed in the current five-year block period (2018-2023) was 7,160 against a target of 9,170. In addition, the number of assets renewed in the two previous blocks had exceeded their respective targets. During 2021, the total number of faults (including emergency faults) had reduced by approximately 50% when compared to 2003. Also, the number of lights lit remained consistently high at 99.3% compared to a target of 98%. According to the NHT survey, Staffordshire's customer satisfaction was 98%.

During the full and wide-ranging discussion which ensued, Members gave detailed scrutiny to the performance data set out in the report and appendices, asking questions and seeking clarification on various matters, where necessary, including:- (i) the significant reductions in carbon dioxide emissions achieved by the lighting renewal programme; (ii) the reliability of new equipment (lights and columns) installed; (iii) the standards required of new developments in respect of highway infrastructure prior to adoption by the County Council; (iv) and the arrangements for reporting defects by members of the public and County Councillors.

**RESOLVED** – (a) That the report be received and noted.

(b) That the performance achieved by the County Council's Infrastructure+ and lighting contracts, since their commencement, be noted and the efforts being made to improve customer satisfaction in the future be welcomed.

(c) That the feasibility of providing Members with additional information, via the County Council's electronic mapping system, on highway structures/assets within their Divisions, included in the above-mentioned lighting contract, be investigated.

(d) That on-going performance against the above-mentioned contracts be monitored closely.

(e) That further reports on the County Council's Highways Infrastructure Transformation Programme, in light of its revised priority status, be brought to future meetings for consideration/scrutiny, as required.

## **26. Bus Transport Inquiry Day (Friday 21 January 2022) Information Sharing Session**

The Committee received a briefing and PowerPoint presentation from the Director of Economy Infrastructure and Skills on the bus transport market in Staffordshire together with recent developments in national policy, relevant to their forthcoming Inquiry Day on 21 January 2022 (slides attached at Appendix 3 to the signed minutes).

## **27. Work Programme**

**RESOLVED** – That, with the addition of "Flood Risk Management Strategy 2021/27 Outcome Measures – Progress" (as set out in minute No. 24 above), the updated Work Programme (schedule 3 to the signed minutes) be approved.

## **28. Date of Next Meeting - Thursday 13 January 2022 at 2.00 pm, County Buildings, Stafford**

**RESOLVED** – That the date, time and venue of the next meeting be noted.

**Chairman**



<b>Local Members Interest</b>
N/A

## **Prosperous Overview and Scrutiny Committee - Thursday 13 January 2022**

### **Future Economy and Enterprise All Party Working Group – 6 month review of Action Plan implementation**

#### **Recommendations**

I recommend that the Committee:

- a. Consider the 6-month update of the council’s work to implement the recommendations of the All-Party Working Group on Future Economy and Enterprise;
- b. Scrutinise the update for any gaps or risks in the activities taking place ;
- c. Identify any opportunities to link work together or take the activity further in future plans.

#### **Report of Deputy Leader and Cabinet Member for Economy and Skills**

#### **Summary**

##### **What is the Overview and Scrutiny Committee being asked to do and why?**

1. Consider the 6-month review of the council’s work to implement the recommendations of the All-Party Working Group on Future Economy and Enterprise, identify any gaps or risks in the activity, and identify any opportunities to now take this further.

#### **Report**

##### **Background**

2. The Aspiration, Future Economy and Enterprise All Party Working Group undertook an Overview approach considering two research questions:
  - a. “How can we in Staffordshire raise aspirations around lifelong career learning and upskilling, ensuring all local people can progress into ‘better jobs’ throughout their working life?” and;

- b. "Given the impacts of Covid-19 and looking to our future local economy, how can we ensure that the Staffordshire workforce - of all ages - remain ambitious for their future, and how can we encourage entrepreneurship?"
3. The findings and recommendations of the All-Party Working Group investigations were submitted in late 2020 to the Leader of the Council; Deputy Leader and Cabinet Member for Economy and Skills; Cabinet Member for Education (and SEND); Cabinet Member for Environment, Infrastructure and Climate Change, for any initial response.
4. These findings and recommendations were then discussed by a meeting of the Cabinet in full on 16 June 2021 so that the recommendations could receive a formal Executive Response. A detailed action plan was developed and taken to Cabinet as part of the papers for this, with suggestions and planned activity against each recommendation.
5. At the meeting of Cabinet on 16 June 2021, the final reports for these two investigations were considered by Cabinet Members, along with initial Executive Responses from portfolio holders, which provided a planned course of action or update against each of the All-Party Working Group's recommendations. These were received by Cabinet and agreed.
6. They were then discussed at a meeting of Prosperous Overview and Scrutiny Committee on 27 July 2021, where it was agreed that a review of the activity would be brought back in around 6 months.
7. Attached as an Appendix to this report is a table setting out:
  - a. each of the agreed recommendations;
  - b. the organisation/lead Member or officer;
  - c. the action proposed (or already taken) in response to the agreed recommendations;
  - d. a suggested deadline for completion;
  - e. an update as at December 2021 giving the latest position and next steps for activity supporting each recommendation.

### **Link to Strategic Plan**

8. Be able to access more good jobs and feel the benefits of economic growth – the core principles of these two investigations are about how Staffordshire people can continue to access opportunities in the local economy, both now and in the post-Covid-19 context.

### **Link to Other Overview and Scrutiny Activity**

9. The recommendations of the two investigations have very close links to economic strengths and challenges already being looked at by Prosperous Overview and Scrutiny Committee, along with partnership work programmes around Economic Recovery, Renewal and Transformation.

### **Community Impact**

10. The All Party Working Groups were established to support the council's long term ambitions and putting forward proposals on how public services in Staffordshire could address economic issues that arise over the medium to long term, therefore they can have an impact on all communities in Staffordshire and all resident groups.

### **List of Background Documents/Appendices:**

Appendix 1: Action Plan and December 2021 Update

### **Contact Details**

**Director:** Darryl Eyers, Director for Economy, Infrastructure and Skills

**Report Author:** Peter Barker  
**Job Title:** Member Programme Lead  
**Telephone No.:** 07976918741  
**E-Mail Address:** [peter.barker@staffordshire.gov.uk](mailto:peter.barker@staffordshire.gov.uk)



**Future Economy and Enterprise All Party Working Group – 6 month review – DRAFT**

Prosperous Overview and Scrutiny Committee: January 2022

All Party Working Group Recommendation	Proposed action (or action already taken) defined in June 2021	Timescale set in June 2021	Lead Officers	Update January 2022 (report November 2021)
From investigation: <b><i>'How can we in Staffordshire raise aspirations around lifelong career learning and upskilling, ensuring all local people can progress into 'better jobs' throughout their working life?'</i></b>				
<p>1 <b>Create an over-arching brand</b> – Aspiration Staffordshire</p> <ul style="list-style-type: none"> <li>• Delivered by online channels: MyStaffs, social media/ explainer videos, 'step by step guides' and webinars</li> <li>• Possibly partner with tech companies (funding/set-up support/publicity)</li> <li>• Integrate what is already available out there.</li> <li>• Champion/showcase Aspiration</li> <li>• <b>'Building Blocks'</b> – Staffordshire wide aspiration survey, with a comprehensive methodology design to ascertain:                             <ul style="list-style-type: none"> <li>– Availability and relevance of Information about skills/careers/ jobs</li> <li>– Motivation – Attitudes and dispositions</li> <li>– Perceptions of access to training and better skilled jobs</li> <li>– Perceived opportunities/barriers</li> <li>– Individual confidence/capabilities</li> <li>– 'Mine' for future Influencers and champions</li> </ul> </li> </ul>	<p>Development of overarching <b>Staffordshire Story and brand identity</b> already completed and launched. County place branding work and Place Branding Manager are now in place, and we can ensure this ties into that overall approach.</p> <p>Already have key representation on the new Staffordshire Place Board from Staffordshire University and Keele University, as well partner who ran Staffordshire Business School and continues outreach programmes with the local education community.</p> <p>There is much activity on <b>webinars, step by step guides etc</b> already in existence. Next step is drawing together into an easily accessible, well-advertised place.</p> <p>Activity is happening around partnering with technology companies, including an organisation currently working with us around revitalising retail etc.</p> <p>Skills Hub activities include much of this recommendation but we are able to further promote access to training.</p> <p><b>Next steps:</b></p> <p>Further develop <b>network of Staffordshire Ambassadors</b> within higher education and in business, who can act as a vital link between students and potential employment</p> <p>Establish and build <b>links between We are Staffordshire work and existing mentoring and training</b> opportunities within key partners such as the Chamber of Commerce</p> <p><b>Explore a dedicated taskforce</b> within higher education institutions, apprenticeship providers and key partners such as SSLEP to develop a strategy to retain young, skilled professionals in Staffordshire and improve the pathways to employment</p>	<p>Review of progress and next steps in autumn 2021</p>	<p>Louisa Shaw, Clare Abbotts (SSLEP)</p>	<p>Aspiration Staffordshire is a programme under the overall brand of We Are Staffordshire, which exists already as an effective partnership brand.</p> <p>Key projects are built into Staffordshire University Business courses to embed approach into higher education, plus 2 placement opportunities offered for 2022.</p> <p>Additionally, engagement and collaboration are ongoing between Keele and Staffordshire Universities and We Are Staffordshire (WAS) through the Place Board, with launch of young person subgroup/taskforce in 2022.</p> <p>The mentoring offer from partner organisations remains an area for development.</p>
<p>2 <b>Aspiration Staffordshire – 'Toolbox'</b></p> <ul style="list-style-type: none"> <li>• Currently a huge range of support available online but lacks somewhere to come together 'under the same roof' in Staffordshire – for ease of access</li> </ul>	<p><b>Staffordshire Story and toolbox</b> launched in late 2020 – opportunity to grow and develop this as a platform and make materials accessible via the new We Are Staffordshire website, which will have a dedicated 'member portal' for Ambassadors to access/download assets</p> <p>Options paper has been produced for feasibility re a <b>'one stop' digital platform for information</b>. A web based approach will offer the comprehensive signposting solution required, and consideration is already being given to the</p>	<p>Further development through summer 2021</p>	<p>Louisa Shaw</p> <p>Anthony Bamsey</p>	<p>The digital platform now forms part of a wider scoping paper to create a County Council Job Brokerage model. Approval has been given to implement this over 3 phases, with phase one between December to March 2022. This will include the procurement via GCloud and implementation of a digital platform. Joint officer work is underway across SCC to progress this work.</p>

**Future Economy and Enterprise All Party Working Group – 6 month review – DRAFT**

All Party Working Group Recommendation	Proposed action (or action already taken) defined in June 2021	Timescale set in June 2021	Lead Officers	Update January 2022 (report November 2021)
	correct model.			
<p>3 <b>Aspiration Staffordshire - Ambassador Network</b></p> <ul style="list-style-type: none"> <li>• Cabinet member and Council officer leads</li> <li>• District / Divisional – Council members, local practitioners</li> <li>• Local Place – Schools, business, community groups</li> <li>• Linked though an online resource</li> </ul>	<p><b>Ambassador Network</b> is being developed as a central pillar of the Staffordshire placemaking work with a formal commitment process being developed in tandem with the new We Are Staffordshire website</p> <p><b>Programme of Ambassador events</b> scheduled bi-monthly as 'show and tell' of key updates and success stories in the county, as well as providing a platform for debate and networking</p> <p>Ambassadors will act as key 'salesforce' for Staffordshire, providing spokespeople and key speakers for targeted events or investment roadshows in Birmingham, Manchester, London and internationally</p> <p>Working with SSLEP and Make it Stoke &amp; Staffs on aligned approach for key investment events such as MIPIM, where key Ambassadors will be key to promoting the Staffordshire offer (JCB, Lucideon, Moog etc).</p> <p>The LEP and Local Authorities have supported the development of the <b>Stoke-on-Trent &amp; Staffordshire Careers Hub including the Enterprise Adviser Network (EAN)</b>. The Hub and EAN brings together schools and business leaders. The vision being 'School Improvement through the lens of careers' and moving schools to address the depth of the careers provision, to build a world class system and to move beyond the Gatsby benchmarks. The aim is to work with the 116 Stoke-on-Trent and Staffordshire schools. (This paragraph has been updated for the January 2022 update).</p> <p>Entrust coordinates the <b>Staffordshire STEM Ambassador Hub</b> to help inspire young people in Science, Technology, Engineering and Mathematics. Entrust are currently engaging with 1,240 STEM Ambassadors who aim to understand the needs of employers and engage with pupils and teachers to develop vocational, professional and technical skills and competencies within the STEM arena.</p>	<p>Ambassador Network launched already and in further development through 2021. Review of progress in autumn 2021</p>	<p>Louisa Shaw</p> <p>Nicola Kent, Lauren Hunt, Louisa Shaw</p> <p>Anthony Bamsey</p> <p>David Poole</p>	<p>Online Ambassador Portal has been launched containing merchandise store, free assets and fact 'pitch packs' on Staffordshire to aid promotion and ability for businesses to share good news on site.</p> <p>95+ businesses and individuals registered to be 'Staffordshire Ambassadors' and monthly 'welcome' events run online. We Are Staffordshire (WAS) attendance at all key Staffordshire events to raise awareness and recruit Ambassadors, including Let's Do Business, Staffordshire live Awards etc. WAS also funding collaborative presence at external events to 'sell' Staffordshire including the Midlands Development Conference and attendance at UKREiiF in May 2021.</p> <p>5 Ambassador Events were delivered in 2021, showcasing key attractions, developments &amp; businesses in Staffs. 3 virtual, attracting 150+ attendees each time, and 2 physical, attracting 50+ attendees plus 20 further via hybrid link. The next is being planned for 27<sup>th</sup> January in the large Hall in Shire Hall to help showcase the proposed Business Centre.</p> <p>The Staffordshire STEM Ambassador Hub and EAN have developed exponentially and following the success of securing wave 1 and wave 3 CEC funding, it is now entering into a new phase of development The Hub operates across four hub zoned areas, and for the academic year 21-22 it has match funding to support 82 schools from our total school network of 116, leaving 34 schools not engaged with the Hub at this time.</p> <p>Entrust' s STEM Ambassadors Hub has delivered 3,132 volunteering hours since January 2021, and Entrust has recruited over 4,630 STEM Ambassadors. 535 Organisations have engaged with the Hub since January 2021. In the last 12 months, there has been a 6% increase in STEM Ambassadors from Black and Minority Ethnic (BAME) backgrounds, to 15% of the total group. 49% of STEM Ambassadors are female, and 47% are aged 35 or under.</p>
<p>4 <b>Post Covid-19 world</b></p> <ul style="list-style-type: none"> <li>• Raising Aspiration in Staffordshire has never been more important as we face the post Covid-19 challenges</li> <li>• A key pillar of the recovery</li> <li>• Online usage has accelerated as a means of communication, learning and interaction'</li> </ul>	<p>Understanding and reacting to the impacts of Covid-19, and building on progress so far, is a major theme of the next investigation below.</p>	<p>See below</p>	<p>See below</p>	

## Future Economy and Enterprise All Party Working Group – 6 month review – DRAFT

From investigation: <b>Given the impacts of Covid-19 and looking to our future local economy, how can we ensure that the Staffordshire workforce - of all ages - remain ambitious for their future, and how can we encourage entrepreneurship?</b>					
First sub-theme: <b>Giving Support to existing businesses to help them to recover and grow</b>					<b>Update January 2022 (report November 2021)</b>
5	<p><b>Places for businesses to grow:</b></p> <ul style="list-style-type: none"> <li>• Create physical Enterprise Hubs as one stop shops for business support – town centre presence</li> <li>• Business growth units in town centres – use empty units, where possible, as low-risk popups</li> <li>• Introduce more small business units across the county – workshops needed more than office space</li> </ul>	<p>We have physical Enterprise Hubs, but need to <b>further develop what we have and explore need for creation of further new hubs</b>. There are 7 in Staffordshire with exploration around 2-3 more, including Shire Hall in Stafford as a pilot for flexible, creative and digital-targeted business space.</p> <p>Work is also underway to <b>make better use of existing SCC premises</b> to create space for business start ups, in the next year. Feasibility study is currently looking into areas this might need to target.</p> <p><b>Pop ups</b> could be trialled in town centre areas, and feasibility study may support this. These sites could stretch to showcase Staffordshire products or work with existing businesses to stock Staffordshire produce.</p>	Feasibility study released May 2021	Nicola Kent	<p>Shire Hall Business centre will be opening in June 2022 as a new model Enterprise Centre which includes flexible space which can be rented by the hour or day as well as monthly rolling licences for units. This will be targeted at start-up and young businesses who find it hard to commit to more permanent premises arrangements.</p> <p>Following the Feasibility Study which showed a need for additional workshop and industrial units in Staffordshire, a new Rural Enterprise Centre is being planned. Conversations are on-going with Engie about the creation of a business centre on the Rugeley Power Station site and work is on-going with Newcastle Under Lyme Borough Council about new units at Newcastle Enterprise Centre in Knutton.</p>
6	<p><b>Networks, Mentoring and showcasing:</b></p> <ul style="list-style-type: none"> <li>• Mentoring and peer support networks can be developed further, alongside showcasing positive Staffordshire examples – share inspirational examples between businesses.</li> <li>• Use parish-level and community networks, and councillors, to champion this approach in Rural /urban areas</li> <li>• Through a holistic communications package, promote the support that is <u>already out there</u> especially to hard to reach communities</li> <li>• Consider a financial incentive for businesses to get involved</li> </ul>	<p>Staffordshire Chamber of Commerce co-ordinate a lot of this activity already, including <b>peer support networks and manufacturing-related groups</b>. Recently completed a BEIS-funded series of peer-to-peer networks with another round forthcoming.</p> <p>A <b>mentoring programme</b> does already exist within Staffordshire Chamber of Commerce, so there is an opportunity to work with them to develop a collaborative mentoring programme, supported by local universities and colleges</p> <p>Feedback is needed from customer-side about where these new networks should focus and how they should be structured. Communications support will be required to spread this message</p> <p>Final draft of <b>rural economic strategy</b> has been developed. A task group of people will be assembled to focus on making it happen.</p> <p>As above, the <b>education, youth retention and diversity sub group</b> and the innovation and business subgroup could also support the creation of a mentoring programme between businesses and young professionals/those in education aged 18-25</p>	In development through summer 2021	Nicola Kent / Louisa Shaw	<p>We Are Staffordshire support around mentoring/training to be developed in 2022 – at present focus is targeted on engaging/supporting young people in education through targeted activity (projects with Staffordshire University).</p> <p>The Start-up mentoring scheme operated by the Chamber of Commerce on behalf of SCC has been extended for a further 2 years. SCC start-up team work closely with the Chambers delivery team to ensure a holistic approach to start-up support.</p> <p>A second year of Peer to Peer Networks are underway in Staffordshire. Year 1 saw 12 cohorts of businesses working together to help solve problems and learn from each other. A further 14 cohorts are now being delivered in partnership between the Growth Hub and the Staffordshire Chamber of Commerce.</p> <p>The Rural Strategy is now in final form and a forum is being developed to enable interested stakeholders to work together to the benefit of businesses based in rural areas. Projects will soon start to help develop the rural towns and ensure that they remain sustainable and flourish in the future.</p>
7	<p><b>Staffordshire Business Branding</b></p> <ul style="list-style-type: none"> <li>• Further develop the Staffordshire Brand, and consider rolling campaigns with local authorities &amp; Parishes and Chamber of Commerce partners, Business improvement districts (BIDs)</li> </ul>	<p>Roll out of the <b>Staffordshire place branding</b> continues with collaboration across key partnerships including SSLEP &amp; Make it Stoke &amp; Staffs plus the Staffs DMP.</p> <p>The work mentioned in row 1 could include <b>exploration of the local marketplace</b> concept and thinking around this will be developed as outlined in recommendation 5 through pop-</p>	Feasibility study in April 2021	Nicola Kent / Louisa Shaw / Clare Abbotts (SSLEP), Lauren Hunt	<p>Project is underway supporting the rebrand of Enterprise Centres to align more closely to wider We Are Staffordshire brand.</p> <p>Ambassador Portal has launched with a merchandise/branded store offer (see Recommendation 3 above). Feasibility studies on wider branded 'Made in Staffordshire'</p>

**Future Economy and Enterprise All Party Working Group – 6 month review – DRAFT**

	<ul style="list-style-type: none"> <li>Develop a Staffordshire-branded Amazon-style marketplace for local products and businesses to use as a platform</li> </ul>	ups and high footfall destinations.			<p>merchandise has identified Enjoy Staffs/DMP as most appropriate vehicle. Test case in planning to put We Are Staffordshire/Place merchandise into physical gift stores (Cannock AONB etc) to test market (early 2022).</p> <p>SCC branding is being incorporated into a specific start-up logo to give the Staffordshire start-up offer an identity linked to SCC.</p>
8	<p><b>Going digital</b></p> <ul style="list-style-type: none"> <li>Ensure that online working and cyber security, in particular, are addressed in local &amp; micro business economy through greater signposting to Chamber and partner support</li> <li>Consider local authority partner campaigns, as above, to focus on this</li> </ul>	<p>This is recognised as a key challenge and a <b>major partnership campaign</b> has been underway around this, including work with Staffordshire Police, Action Fraud and others. Opportunities will be explored to do more around this.</p> <p>Chamber of Commerce run a government-funded scheme that helps individual businesses to recover from becoming victim of cyber fraud.</p>	Campaign continuing	Partnership work, Nicola Kent lead from SCC side	<p>Work to help and support local businesses to engage with digital technology continued through the ITBEP project and the #DoDigital campaigns designed to help businesses become more aware of what is available for them to help grow and develop their businesses via technology.</p>
9	<p><b>Use of existing survey data</b></p> <ul style="list-style-type: none"> <li>Extensive business survey data is already feeding into the county and partner response and gives an overview of sectors most affected and priority sectors for recovery</li> </ul>	<p><b>Survey data is collated and used centrally</b> within Staffordshire County Council and its key economic partners. This helps to shape forward planning on the entire economic recovery agenda.</p> <p>Opportunity to develop <b>further surveys on key priorities</b> (climate, business, youth retention, regeneration etc) through Staffordshire placemaking work, <b>utilising novel technologies</b> to be explored further through placemaking work/Place Board.</p>	Further exploration through summer 2021	David Poole, Darren Farmer	<p>SCC has developed a full Economy and Skills Evidence Base to inform COVID-19 recovery work and the development of the COVID-19 Recovery, Renewal and Transformation Strategy and the new Economy and Skills Strategy (shared with Cabinet/SLT).</p> <p>Alongside this we produce a monthly <a href="#">Economic Bulletin</a> which is published on SCC website and shared with over 600 partners. Alongside information on the Claimant Count and Job Vacancies that will be a part of every Bulletin, it also looks at the latest Government data regarding the Coronavirus Job Retention Scheme (CJRS) Furloughed Workers and Self-Employment Income Support Scheme (SEISS) and portrays the level of engagement by partners and employers.</p> <p>Both the full evidence base and Economic Bulletin utilise national survey data from the ONS including BICS, BRES and APS, regional survey data such as from the Growth Hub, and local survey data from the Chamber of Commerce.</p> <p>We work closely with the Midlands Engine Intelligence Community contributing and utilising regional business consultation and research to guide our future economy.</p> <p>Produced the DfE <a href="#">SAP Local Skills Report</a> which includes the SSLEP Skills Strategy and Action Plan and is published on the SSLEP website, we are just producing the latest refresh.</p> <p>To inform the Local Skills Report and work of the SAP we have commissioned several business surveys over the last couple of years including a <a href="#">Skills and Labour Market Survey</a>, <a href="#">Digital Skills Survey</a>, CEIAG and Work Placements consultation research (ongoing) and are in the process of commissioning a Future Skills Survey and Business Start-ups/Scale-ups research.</p> <p>Officers are now leading on commissioning 2 studies, on behalf of the LEP's Skills Advisory Panel: A deep dive study</p>

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					to review current employer and education provider relationships in terms of the provision of work placements for CEIAG and broader skills programmes and a second study in the form of a business skills survey, to understand the changing requirements within the local economy with a particular focus towards the Digital and Green Economy sectors.  Officers are also in the process of commissioning a specific start-up / step-up insight piece which will be carried out from Jan to June 2022.
10	<p><b>A focus on the Hospitality Industry</b></p> <ul style="list-style-type: none"> <li>Following that local insight, consider grant and support programme specifically focused on a range of hospitality businesses that have been heaviest hit</li> </ul>	<p>Recent work with this industry has revealed some challenges around <b>resilient business practices</b> for companies in the sector.</p> <p>Opportunities are being explored for how to address this, but includes promotion to support already available, as above.</p>	Exploration through summer 2021	Nicola Kent, Andrea Sammons	The Growth Hub and SCC continue to signpost businesses to relevant business support including the Additional Restrictions Grants being offered by the District and Borough Councils from government Covid-19 support funds. Businesses from this sector are also able to benefit from Staffordshire Means Back to Business which is jointly funded between SCC and all the District and Borough Councils and offers fully funded apprenticeships, workforce training, and small business grants.
Sub-theme 2: <b>Giving new businesses and entrepreneurs the best start and ongoing support</b>					
All actions below are designed to complement Staffordshire Start Up Prospectus:					
11	<p><b>Ongoing support and mentoring group:</b></p> <ul style="list-style-type: none"> <li>Mentoring support for new businesses is successful when carried out over 3 years, but support should be considered for extending this to 5 years to aid on-going growth</li> </ul>	<p>An option being explored for how to deliver this is around a specific business advisor whose role is to provide this support to the fifth year</p> <p>Staffordshire Start Up Scheme and existing mentoring support like Let's Do Business are great successes, but can run alongside the above.</p>	Exploration during summer 2021	Nicola Kent	<p>Interest-free Start Up loans scheme was introduced in December 2020 to compliment the start-up mentoring scheme. This was launched as a pilot and has awarded interest-free loans to approximately 15 start-up businesses over that 12-month period. We are looking to extend this scheme to run for the same timeframe as the mentoring scheme. On 1st November 2021, we also launched the Get Started scheme as a result of successfully securing CRF. This is a marketing and accounting facility provided to start-up businesses by agencies procured by the County Council to allow the business to test their idea. 10 awards have been made in the first month.</p> <p>Due to the continuation of the Job Retention Scheme for longer than expected, the success of the Staffordshire start-up scheme will be evaluated in the new year. Many of the participants were unable to kick start their own business and remained in the Start Up scheme for longer than originally intended whilst they waited for their employers to make decisions about redundancy or a return to work.</p>
12	<p><b>'Matching for mentoring' scheme:</b></p> <ul style="list-style-type: none"> <li>Introduce a pre-start-up programme to match those with ideas to business-minded partners and support – 'Business Angels' approach</li> </ul>	This has been explored previously but it can be challenging to find Business Angel partners in a rural county area. Options are being explored to identify and replicate successful approaches in other similar areas.	April 2021 for engagement with other areas	Nicola Kent	As above, a new scheme called Get Started has been launched on 1st November. This scheme matches start-up businesses with a consultant in the field of accountancy or marketing depending on the type of business being established. This provides the business with professional advice and support on their next steps after registration.
13	<p><b>Staffordshire Graduate Retention Programme</b></p> <ul style="list-style-type: none"> <li>Across all sectors, develop a greater</li> </ul>	Partnership conversations with universities and FE colleges in the county will help to develop next steps on this recommendation and ties into wider place marketing work.	Ongoing as part of other workstreams	David Poole, Louisa Shaw, Lauren	A dedicated subgroup for this is being launched within We Are Staffordshire Place Board in 2022 to focus on young people/retention.

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	<p>understanding of our graduate retention and in partnership with our Universities focus on improving the rate</p> <ul style="list-style-type: none"> <li>Consider how social circles for young entrepreneurs can be improved and developed</li> </ul>	<p>A thriving cultural offer is a key aspect of this so town centre recovery from Covid will need to include this thinking.</p> <p>Incubation and start-up hubs, and/or newly converted pop up spaces being considered above could support this.</p> <p>Mentoring could be considered as per point 6.</p> <p>Education youth and diversity focus group (as a strand of placemaking work) will feed into this</p>	through summer 2021.	Hunt/Caroline Mairs	Projects with young people already underway as addressed above (Staffordshire University projects/placements, see Recommendations 1 and 6).
14	<p><b>Consider a Rural Business Loans scheme</b></p> <ul style="list-style-type: none"> <li>Building on the success of previous phases of the Staffordshire Business Loan Fund, establish a new phase business loan fund – using SCC investment for targeting rural SMEs as part of a wider joint approach covering the whole of Staffordshire and Stoke-on-Trent.</li> </ul>	<p><b>This scheme is now approved and is launching from 1 April.</b> Using £490k of SCC funding which is ringfenced for rural businesses, and partner input from Stoke-on-Trent City Council and BCRS, <b>£2million has been raised for this 5 year scheme</b>, with loans between £10k and £50k.</p>	1 April	Nicola Kent, Ian Jackson	<p>The first Steering Group meeting took place in December 2021 and a new marketing campaign will follow in the near future. Due to the on-going availability of the Covid-19 recovery loans which are available at a lower interest rate than the Staffordshire Scheme, the loan has been slow to start:</p> <ul style="list-style-type: none"> <li>3 loans approved/released (non-rural) totalling £85,000</li> <li>5 current pipeline deals being worked up.</li> <li>76 Staffordshire enquiries received</li> <li>32 Stoke-on-Trent enquiries received</li> <li>SCC working with BCRS on Marketing Campaign (We Believe in Local Business).</li> <li>Quarterly Loan Fund update meetings arranged with SCC/BCRS</li> <li>Initial slow take-up of SCC/BCRS loans due to Govt COVID business support loans/grants available.</li> </ul>
Page 16	<p><b>Accessible funding Opportunities</b></p> <ul style="list-style-type: none"> <li>Historically some businesses are precluded from accessing funding currently by EU funding regulation red tape – when local arrangements to replace EU funding are developed, ensure (through lobbying or local design) that we avoid replicating that</li> </ul>	<p>EU funding regulations will still apply until 2023, but we will explore any alternative funding options which emerge before then as we move towards the United Kingdom Single Prosperity Fund.</p>	Ongoing	Nicola Kent, Sarah Simpson	<p>Bids were invited for the Community Renewal Fund and the Levelling up Fund earlier in the year. We produced and submitted a bid for CRF for approx £850,000 and this was successful at approx £750,000. The Get Started scheme is one element being delivered through this along with To Thrive, Apprenticeship 500, Carbon Literacy and Nil Cost Training. The schemes have to be delivered by end June 2022 and serve as pilot schemes for the emerging UK Single Prosperity Fund which will be inviting bids in the near future based on performance on delivery of CRF and Levelling Up.</p>
16	<p><b>Ignite +</b></p> <ul style="list-style-type: none"> <li>Look to expand the pilot approach from FE colleges to include 6th forms and Schools as soon as is practicable</li> </ul>	<p><b>This scheme starts in September 2021.</b> Mature FE students are being directed into the Start Up scheme.</p> <p>A bespoke student start-up programme for young entrepreneurs, Ignite, has launched, delivered in an engaging and interactive way through an online platform. It is a 3 year, county-wide initiative designed to encourage young people to understand the basics of entrepreneurialism and enterprise. In year 1 it aims to engage 4,000 students through a dedicated programme leading to 300 engaged online with 100 taking the intensive 5-day programme. This will lead to a target of 20 business starts. <b>To be rolled out to School 6th Forms from 21/22.</b></p>	21/22	David Poole	<p>The Ignite programme was launched in January 21 at the four Staffordshire FE Colleges and it was launched with Staffordshire School 6<sup>th</sup> Forms in September 21. The programme has faced some challenges during the last 12 months due to the pandemic. However, it has been successful and has been able to reach 7,000 students, raising interest in entrepreneurship, with many over 300 students accessing support through the online start-up platform or the intensive sessions.</p>
17	<p><b>Developing an Enterprise Ecosystem</b></p> <ul style="list-style-type: none"> <li>Continue to work with local partners around extending out from Keele</li> </ul>	<p>As above, a thriving cultural offer will be key to getting the most economic benefit from the activity and ecosystems around our universities.</p>	June 2021 deadline for Community	District and Borough councils	<p>Levelling Up Fund bid criteria prospectus will be published by central government in Spring 2022, SCC will submit a bid</p>

<p>University and Staffordshire University) into towns and communities</p> <ul style="list-style-type: none"> <li>• Tap into Staffordshire University Catalyst centre development and Keele’s IC6 centre/ wider ‘Keele Deal’ pledges</li> </ul>	<p><b>Major bids recently into the Towns Fund, Future High Street Fund and support from the Community Renewal Fund</b> have seen major investment into Newcastle and other areas of Staffordshire, and work is underway about how to ensure the benefit of this is felt in wider areas, including around skills development.</p> <p>Regeneration and culture is another key focus area for Staffordshire placemaking work with an opportunity to explore a taskforce/subgroup of the Place Board together with key partners.</p>	<p>Renewal Fund and Levelling Up Fund</p>	<p>leading on Town Fund and Future High Streets Fund</p> <p>Anthony Hodge leading on Levelling Up Fund and Anthony Baines on Community Renewal Fund</p>	<p>accordingly.</p> <p>A number of district councils have been successful in securing town deal/high street funding. SCC is supporting as appropriate, and actively looking for regeneration opportunities in other towns /smaller settlements; for example, work is underway with Newcastle-Under-Lyme Borough Council on the Knutton Improvement Plan which includes SCC’s Enterprise Centre.</p> <p>Staffordshire County Council has secured £1.5m UK Community Renewal Funding to deliver 3 projects in Newcastle-under-Lyme and surrounding districts. The successful projects are Staffordshire County Council, Staffordshire Means Back to Business £736,824, Newcastle-under-Lyme Borough Council, Carbon Reduction &amp; Sustainable Energy Creation Programme, £215,000 and Staffordshire University, Innovation and Productivity Pathfinder project, £527,828. The UK Community Renewal Fund aims to support people in communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place local business and supporting people into employment.</p>
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WORKING DRAFT



<b>Local Members Interest</b>
N/A

## **Prosperous Overview and Scrutiny Committee - Thursday 13 January 2022**

### **Economic, Renewal and Transformation - Six Monthly Update Recovery**

#### **Recommendations**

I recommend that the Committee:

- a. Considers the six-monthly update provided on progress made against the Staffordshire Economic Recovery, Renewal & Transformation Strategy.
- b. Considers the interventions already made by the County Council and partner organisations and recommends further interventions to be considered by Cabinet that the Committee believes would help to enable the successful delivery of the Strategy

#### **Report of Cllr Philip White, Deputy Leader and Cabinet Member for Economy and Skills**

#### **Summary**

##### **What is the Overview and Scrutiny Committee being asked to do and why?**

1. The purpose of this report is to provide the Overview and Scrutiny Committee with an opportunity to consider and comment upon progress made in relation to the Economic, Recovery, Renewal & Transformation Strategy. The Strategy has been flexible enough to be able to respond to relevant issues and opportunities as they've arisen. The Council is currently developing our new Economic Strategy to outline how we will support the growth of the local economy in the coming months and years, and which will be brought to the Select Committee to consider and help shape in due course.
2. The successful delivery of the Strategy in achieving the vision and aims that it sets remain dependent on many factors, not least the identification and delivery of appropriate projects and programmes. A range of interventions were made by the County Council, HM Government and other partners to respond to the immediate crisis whilst work has continued to deliver our longer-term ambitions for the Staffordshire

economy, including those projects and programmes outlined within this report.

3. Monitoring the County Council's performance in delivering the Strategy will be vital to ensuring we ultimately achieve its vision and aims. The Overview and Scrutiny Committee has an important role in scrutinising our performance over the duration of the Strategy.

## **Report**

### **Background**

4. Our Economic Recovery, Renewal and Transformation Strategy was agreed by Cabinet and scrutinised by the Prosperous Select Committee in June 2020. The ultimate impacts of the pandemic were always and remain somewhat uncertain, although what is clear is that the delivery of local and national support measures, alongside the vaccine rollout, have been hugely successful in averting the severe economic downturn that had been predicted by many.
5. As we are now in a very different position to what many economic commentators thought we might be, it is now an opportune time to consider the economic priorities for the authority in the coming months and years. Through the ongoing development of the Strategic Plan, four economic priorities have been agreed that will form the basis of a new Economic Strategy for the Council that will be brought to the Select Committee for consideration in early 2022.
6. However, it is recognised that some challenging times remain and that these will likely impact some of the county's businesses and residents. The Council remains committed to helping mitigate these impacts in whatever ways we can.
7. Continuing these updates, this six-monthly report provides a summary of the wealth of work being undertaken by the Council and crucially, its partners, to ensure our economy can continue to thrive as we navigate through the Covid pandemic.
8. A detailed 'live' assessment of the impact of the crisis is being updated frequently and informed the development of our Economic Recovery, Renewal & Transformation Strategy and continues to inform the development of interventions / projects / programmes. The Strategy sets out our priorities for the next five years through four non-linear phases:

- a. Respond – support our businesses and residents through the COVID-19 pandemic.
  - b. Recover – create the conditions to support our businesses and residents to return-to-work as soon as possible.
  - c. Renew – continue to progress those priorities that will play an important role in achieving our ambitions to develop the local economy beyond the current crisis.
  - d. Transform – utilise the opportunities presented by the current economic conditions by supporting the transformation of the local economy to be digital, clean and higher-value.
9. The five economic themes of **business environment**, **people**, **infrastructure**, **place** and **ideas** that form the integral part of the national and local industrial strategies remain relevant. There are several key issues to consider that cut across all of the themes including the need to meet carbon-neutral targets, supporting inclusive growth to ensure all our residents benefit from the development of the local economy including within urban and rural areas and communicating and engaging effectively with our businesses and residents, thereby creating a strong Staffordshire identity. Our Strategy is fundamentally based on the principles of achieving sustainable growth and we are also keen to underpin future growth within our businesses, places and through the skills of people with the latest innovations in digital technology and infrastructure such as 5G and other emerging technologies.
10. To effectively respond to the challenges we face, we must be able to see behind the headlines and understand the full picture that can often be so revealing and helpful in terms responding appropriately with pace. To this end, Staffordshire County Council continues to produce an Economic Bulletin that we are currently publishing on a monthly basis to coincide with the release of data on the main Government economic support measure (i.e., Universal Credit, Coronavirus Job Retention Scheme and Self-Employment Income Support Scheme).
11. Overall, the proportion of working age Staffordshire residents on one of these Government support schemes is estimated to be around 9%, lower than the national average of 11% as greater numbers of Staffordshire residents have been able to return to work. This figure, which covers the period up to September 2021, has reduced substantially over recent months as the number of people on furlough has fallen.
12. The claimant count (Universal Credit) in Staffordshire saw a modest reduction in the number of claimants (a reduction of 565) between August and September 2021 to a total of 19,445 claimants with a claimant rate of 3.6% of the working age population. Whilst there have been some announcements of potential redundancies, due to the move

to Universal Credit, claimant count figures now also include those that have had a lower income through Covid-19, including furloughed staff and part time employees, short-term layoffs and self-employed that have paused or ceased operating.

13. The claimant count rate is still relatively low in Staffordshire (3.6%) compared to regionally in the West Midlands (6.1%) and nationally (5.1%) at the time of writing. Although unemployment and those claiming benefits has recently declined, there remained a large number of employees furloughed with the county (13,700) at the end September 2021 when the scheme ended. In the coming months it will become clear as to the impact of the furlough scheme ended, including the extent to which people have re-entered the workforce or become unemployed.
14. There is room for optimism, with the Office of Budget Responsibility (OBR) projecting a far swifter recovery of the economy at the Autumn Budget in October than had been estimated previously. The UK economy is now expected to return to pre-Covid levels by early 2022, far sooner than originally expected. Positively, the OBR has also reduced its anticipated unemployment peak rate to a figure of 5.2% compared to a peak of close to 12% that was predicted at the start of the pandemic.
15. We have seen a rapid increase in job vacancies in Staffordshire in recent months, reflective of the increasing demand we are seeing for workers across much of the economy. Staffordshire saw vacancies increase by 18% between September and October 2021, equivalent to over 5,400 more job vacancies.
16. There have been several positive major job creating announcements in recent months including fashion retailer ASOS opening its new £90m fulfilment centre at Fradley near Lichfield which is set to create 2,000 jobs. Pets at Home are developing a new national headquarters at Redhill near Stafford due to open in summer 2022 and forecast to employ 800 people, whilst numerous other employers within the county have been recruiting extensively, particularly in the run up to Christmas.

### **Ongoing and Completed Interventions**

17. We continue to respond to the Covid pandemic through a series of interventions which have been designed to meet the key elements of recovery, renewal and transformation as set out in our Strategy.
18. In the early part of the Covid-19 pandemic, our interventions started immediately with a number of interventions directly undertaken by the County Council with the aim of supporting businesses and individuals. An Emergency Grant Fund providing up to £1,000 for businesses to pay

an outstanding supplier bill and a pack of PPE for those with no choice but to work in close proximity with others, were launched in June 2020 on a short-term basis. More recent developments include:

- a. A three-year Staffordshire and Stoke-on-Trent Business Loans Fund launched in April 2021, as part of the Staffordshire Means Back to Business long term strategy. The Loans Fund sees the County Council working in partnership with Stoke-on-Trent City Council and not-for-profit organisation BCRS Business Loans, who administer the programme for both councils. The total value of the fund is £2 million and loans of between £10,000 and £50,000 are being made available to companies across a range of sectors as they look to overcome the impact of the Covid 19 pandemic.
- b. A partnership with the Federation of Small Business (FSB), County Council and all 8 District and Borough Councils to provide business support to very small employers is the first such scheme of its kind in the UK. This scheme has been jointly funded and administered through the District and Borough Councils providing business support in the form of legal, financial, HR and H&S advice to micro businesses which employ between 1 and 4 people. 215 businesses were able to take advantage of this offer and it was launched on 1<sup>st</sup> March 2021 and will be operational until March 2022. At the time of writing 196 businesses have met the criteria and have been accepted onto the FSB business support programme
- c. Using part of the investment identified to support the economy and economic development activities from the Medium-Term Financial Strategy, the County Council is working with district and borough councils across Staffordshire to pool investment as part of the £3.47 million Staffordshire Back to Business Grant Scheme. By working in partnership, Staffordshire County Council's investment of £1.4 million is leveraging a further £2.1 million of investment from our district and borough councils into activities which will support apprenticeship and training provision, business start-up support (including for young entrepreneurs) and small business to thrive financial support. In November 2021 the County Council was successful in a Community Renewal Fund bid which will bring a further £726,824 and two new business support schemes into the programme.
- d. Working closely with local authority partners across Staffordshire and Stoke-on-Trent, we are enhancing investment and supporting our visitor economy sector through the Staffordshire Destination Management Partnership (DMP). Using part of the investment in the economy and economic development activities identified through the Medium-Term Financial Strategy and additional public sector

contributions from our district councils, the proposals have already helped our visitor economy emerge from the recent difficult periods, and take advantage of the 'Staycation' opportunities that lie ahead and build a better future for tourism and for the people who work within the industry in Staffordshire. A Visitor Economy Partnership Development Manager has been recently appointed to increase our resource to support the sector and will lead on the development of a new Visitor Economy Strategy. Through enhanced marketing over the summer and autumn periods of 2021 and into 2022 we are highlighting Staffordshire's fantastic visitor offer.

- e. A pilot Start-Up Loans scheme providing new businesses with loans of between £3,000 and £5,000 at no interest and no fees was launched in November 2020. The sum borrowed is to be repaid after 12 months and is open to those who complete the Staffordshire Start up or partner organisation's course. £100,000 has been allocated to the scheme which was launched at the beginning of November. At the time of writing fourteen loans have been approved to date from the Start-Up Loans scheme.
- f. A £0.360m Staffordshire County Council Start-up support scheme for those who are looking to start a business in a priority sector. The targets are 1,000 engagements with pre-start individuals, 300 participants on the course and 200 new businesses established in a year. It is being delivered by the Chambers of Commerce and 308 people have signed up to the scheme as of the 31<sup>st</sup> October 2021 and 120 businesses have started trading.
- g. A new start-up scheme called Get Started was launched on 1<sup>st</sup> November 2021. This provides business who have been trading for less than two years with access to the services of a professional marketing agency or an accountant, both of whom have been procured by the County Council. Each package of support costs between £750 and £850 and will be funded via the County and the Community Renewal Fund allocation. To date over 30 applications have been received for this business support programme.
- h. The Countywide Redundancy Task Group has now worked together for 18 months. Set-up in June 2020 to support businesses and individuals across Stoke-on-Trent and Staffordshire, the group has 26 partners who continue to meet fortnightly. Partners work to minimise the impact of Covid-19 on jobs where possible, and support transition to work in growth sectors, plus support the implementation and delivery of the variety of Plan for Jobs initiatives, such as; Kickstart, Restart, Job-Entry Training Support, Sector-based Work Academies. It brings together the County Council, City Council, Districts/Borough Councils,

Government Departments, Chambers of Commerce, FSB and other national agencies and local partners. To date we have logged 76 businesses making a potential 8,205 redundancies, with 56 of these businesses submitting a HR1 (advanced notice of redundancy form) via the Insolvency Service, of which 45 have taken up the local offer of support. Following the conclusion of the Government's Coronavirus Job Retention Scheme (Furlough) on the 30<sup>th</sup> September, it is to date positive to say there are very few redundancy notification forms (HR1s) for the Staffordshire area, and this reflects the national situation. The few we have received mainly relate to changes in employees' terms and conditions and not potential risk of redundancy. In terms of the wider economy, we continue to see job vacancies increase in Staffordshire, which grew by 18% between September and October equivalent to over 5,400 more job vacancies. This is compared to 10% between August and September. Whilst these opportunities for employment are welcome, the need now is to ensure that there is a strong local labour pool with skilled workers able to fill these roles to encourage business recovery.

- i. The Stoke-on-Trent and Staffordshire Redundancy and Recruitment Triage service was one of the first in the country to provide a redeployment matching service for individuals at risk, and support to businesses to help their at-risk staff or fill their vacancies if experiencing high demand. Since April 2020 there have been over 12,500 web-hits for the Triage Service (over 7,200 business, 5,300 individuals). The Triage service has supported 2,085 individuals with 38% going direct into a positive outcome. The Triage service continues to be administered by the National Careers Service for the West Midlands. Recent work to refresh the communications for the Triage service has included:
  - i. Use of umbrella 'Now's Your Time' brand to frame messages in an aspiration.
  - ii. Repositioning - An Extension of the offer beyond a matching service to one that you can contact to explore your options, even if not at risk of redundancy – you can now begin a chat to explore your options.
  - iii. Separate messaging for these two target groups – 'Now's the Time to take control of your future' – for those not yet at risk but who should be starting to think about changing careers (they may have been on furlough, for example,) and should contact the service for advice. The 'Now's the Time to get straight back in a job' campaign targets those that are at risk/made redundant and illustrates the matching service element.
  - iv. The brand has been tweaked to the 'Stoke-on-Trent and Staffordshire Triage Service' – in recognition that people do not have

to have been made redundant to contact the service to get help i.e., stop automatic dissociation from the messaging.

- j. A bespoke student start-up programme for young entrepreneurs called 'Ignite' has been developed. The Ignite Programme, delivered by Staffordshire Chambers of Commerce, and funded by Staffordshire County Council with investment from 3 districts, is a new 3-year programme of free advice, workshops mentoring and support for students in year 12/13 looking to set up their own business in Staffordshire. It was launched in January 2021 at Burton and South Derbyshire College, Leek and Buxton College, Newcastle and Stafford College Group, South Staffordshire College, engaging 7,000 students and was launched with Staffordshire School 6<sup>th</sup> Forms in September 21. The aim of the programme is to make sure that young people in the final year of further education, who aspire to, or may be considering starting up on their own, are provided the support they need to make their new business a success. The scheme helps students to develop entrepreneurial thinking, alongside existing studies and thus open self-employment opportunities upon leaving further education.
- k. The next step in promoting Staffordshire as an excellent place to start a business is the creation of an electronic Start Up Prospectus using the We are Staffordshire branding. Our objective is to showcase Staffordshire as a great place to start a business, providing details of all the schemes and support available, and highlighting some of the fantastic work/life balance opportunities in the County. The intention is that it is an outward looking showcase of all the work the County Council and key partners are doing together such as Staffordshire and Keele Universities, City and District Councils, the Chambers of Commerce and the Prince's Trust to promote business start-ups.
- l. The Skills and Employability team are leading on the delivery of 4 skills projects funded by the SSLEP's Getting Building Fund. The £1.2m Digital Skills Centres by South Staffordshire College, provide digital hubs at Cannock & Tamworth to provide access to high quality skills training supported by state of the art physical and digitally simulated environments in order to develop the skills needed by local and regional employers. The £272k Automation & Robotics Suite by The JCB Academy will create an Automation & Robotics Suite to include a Control and Automation Suite, a cad & visualisation suite and an independent study area. The £350k Creative and Digital Industries project at Stoke-on-Trent College incorporates the completion of the remodelling and refurbishment of the New Library Building to create a collaborative learning space for the development of digital skills and the £165k Construction Industry Digital technologies project at Stoke-

on-Trent College will expand the use of the AR/ VR hubs at its sites to incorporate building information management hardware and software.

- m. In order to enhance further Staffordshire County Councils efforts and resources to assist and develop businesses in the rural economy, the County Council has been working with stakeholders on the creation of a Rural Economic Strategy which includes work to support the 5 rural hub towns. This strategy seeks to recognise and address opportunities and challenges to make a stronger rural economy and it will lead to practical business support programmes.
- n. The extensions to the Enterprise Centres at Cannock Chase and Silverdale designed to increase the number of small industrial units available for businesses are fully operational. An investment shared by the LEP and the County Council has provided £870,000 for these projects. The 9 additional units at Cannock Chase Enterprise Centre were fully occupied within a month of opening and they are once again operating a waiting list. At the time of writing 3 of the 12 units at Silverdale Units have been taken since the extension opened in August, 2 new tenants should be moving in shortly and there are 14 open enquiries who have been sent application packs. Work is now taking place on the potential development of three new Enterprise Centres and another extension. The first of the new sites will be opened in the Shire Hall in Stafford by June 2022.

### **Further Regeneration Initiatives**

- 19. The County Council is working with partners to deliver a number of projects across Staffordshire which will be integral in transforming the economy in a post Covid context.
- 20. Across Staffordshire County Council is working in close partnership with district and borough councils through several key town centre initiatives designed to re-ignite and reinvigorate our centres and high streets. These include projects accessing funding through the Future High Streets Fund (Newcastle-under-Lyme, Stafford, Tamworth), Town Funds (Burton-upon-Trent, Kidsgrove and Newcastle-under-Lyme).
- 21. More recently, Cannock town centre has been a successful recipient of £20m from round 1 of the Government's Levelling Up Fund. The funding will be used to develop a new cultural hub for the town centre, including a new cinema, enhanced theatre, workspaces, and education space aimed at entrepreneurs. The County Council worked closely with Cannock Chase Council to secure the funding and is excited to see the proposals come to fruition.

22. In Newcastle-under-Lyme the County Council is proposing to invest in the Chatterley Valley West employment site which is expected to see some 1,700 jobs and additional Gross Value Added output of some £67m per annum once fully built out. The County Council is working with Newcastle-under-Lyme Council and developers Harworth Group through viability gap funding to unlock the site which has been undeveloped for more than 20 years. Alongside SCC's investment of £3.5m, some £3.68m has been allocated from the Kidsgrove Town Deal.
23. In Stafford town centre, work continues to progress on the development of the Eastgate Regeneration Programme with demolition of the former Stafford Magistrate Court and adjoining Probation Building completed in November 2021. The cleared site, along with further underused land and buildings within the County Council's ownership will be regenerated to create a thriving town centre quarter which bridges the area between the Riverside retail development and the retail core. Soft Market testing with potential developers is informing a preferred direction for the scheme.

### **The UK Community Renewal Fund**

24. Staffordshire County Council has secured £1.5m UK Community Renewal Funding to deliver 3 projects in Newcastle-under-Lyme and surrounding districts. The successful projects are Staffordshire County Council, Staffordshire Means Back to Business £736,824, Newcastle-under-Lyme Borough Council, Carbon Reduction & Sustainable Energy Creation Programme, £215,000 and Staffordshire University, Innovation and Productivity Pathfinder project, £527,828.
25. The UK Community Renewal Fund aims to support people in communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place local business and supporting people into employment.

### **Link to Strategic Plan**

26. The Strategy primarily relates to the 'access to more good jobs and share the benefits of economic growth' Strategic Plan priority and all the associated priorities. However, there are aspects of the Strategy that cut-across all the Strategic Plan priorities with increased prosperity in the County having the potential to have positive impacts on resident's health, safety and happiness.

### **Link to Other Overview and Scrutiny Activity**

27. There have been regular updates to the Prosperous Overview and Scrutiny Committee over the past 18 months. There is a plan to bring a

draft of the emerging Economic Strategy (which will set out the Council's ambitions for the months and years to come) to the Committee in due course.

### **Community Impact**

28. The impact of the COVID-19 crisis has the potential to affect some demographic groups and locations more than others, although this is a situation that evolves rapidly and with some uncertainty. Inclusive growth is a theme that cuts across all the strategy and the aim is therefore for all residents to benefit from its delivery. A 'live' evidence base is being updated regularly to monitor the impact and a strategic priority within the Strategy is to support affected groups, allowing the County Council to respond accordingly.

### **List of Background Documents/Appendices:**

#### **Contact Details**

**Assistant Director:** Anthony Hodge, Assistant Director for Business and Enterprise

**Report Author:** Jon Vining  
**Job Title:** Head of Economic Growth and Delivery  
**Telephone No.:** 01785 277353  
**E-Mail Address:** [jonathan.vining@staffordshire.gov.uk](mailto:jonathan.vining@staffordshire.gov.uk)



## **WORK PROGRAMME – 13 January 2022**

### **Prosperous Overview and Scrutiny Committee**

This document sets out the work programme for the Prosperous Staffordshire Select Committee for 2021/22.

The Prosperous Overview and Scrutiny Committee are responsible for scrutiny of highways infrastructure and connectivity, flood and water management, education, learning and skills. As such the statutory education co-optees will sit on this committee. The Work Programme is linked to the Vision, Outcomes and Priorities detailed in the Council's Strategic Plan 2018-22.

We review our Work Programme at every meeting. Sometimes we change it - if something important comes up during the year that we think we should investigate as a priority. Our work results in recommendations for the County Council and other organisations about how what they do can be improved, for the benefit of the people and communities of Staffordshire.

#### **County Councillor Tina Clements**

Chairman of the Prosperous Overview and Scrutiny Committee

If you would like to know more about our work programme, please contact Jonathan Lindop - Scrutiny and Support Officer by emailing [jonathan.lindop@staffordshire.gov.uk](mailto:jonathan.lindop@staffordshire.gov.uk)

## Work Programme 2021/22

Date of meeting	Item	Details	Information/Action/Outcome from meeting
Friday 23 July 2021 am	<p>All Party Member Working Group (APMWG) Report - Future Economy and Enterprise Cabinet Member: Alan White Chairman APMWG: Simon Tagg Lead Officers: John Tradewell/Peter Barker</p>	<p>Raised at 15 January 2021 Committee meeting</p>	<p>(a) That the report be received and noted.  (b) That the Executive's response to the Aspiration, Future Economy and Enterprise All Party Work Group and the progress which had already been made to date, be welcomed.  (c) That a further update on the progress made in implementing the recommendations/Action Plan be brought to the Committee at their January 2022 meeting or following consideration by Cabinet, whichever is the later.</p>
	<p>Economic Recovery, Renewal and Transformation Quarterly Update Cabinet Member: Philip White Lead Officers: Darryl Eyers/Anthony Hodge</p>	<p>Requested at 15 July 2020 Triangulation meeting</p>	<p>(a) That the report be received and noted.  (b) That the early signs of economic recovery following the re-opening of the Staffordshire economy be welcomed.  (c) That a further update be brought to the Committee January 2022.</p>
	<p>HS2 Quarterly Update Cabinet Member: Philip White Lead Officers: Darryl Eyers/Sarah Mallen</p>	<p>Requested at 26 February 2021 Committee meeting</p>	<p>(a) That the oral report and presentation be received and noted.  (b) That arrangements be made for the Committee to visit HS2's Operator Skills/Apprentice Hub at Dunton Warf, Tamworth to see something of the work being undertaken to safeguard/promote prosperity in the County.  (c) That a further update be brought to the Committee in January 2022.</p>
Thursday 16 September 2021 am	<p>Household Waste Recycling Centres Mobilisation Update and Intended Changes Cabinet Member: Simon Tagg Lead Officers: Clive Thomson/Carole Smith</p>	<p>Requested at 2 July 2021 Pre-Agenda preview</p>	<p>(a) That the report be received and noted.  (b) That a further update report be brought to the Committee at their meeting in April 2022.  (c) That a further report be brought to the Committee setting out performance of the</p>

			new service against relevant Key Performance Indicators, in due course.
	<p>Proposal for Scrutiny Review - 20 mph Speed Limits by Mike Barr  Cabinet Member: David Williams  Lead Officers: Darryl Eyers/James Bailey</p>	Requested at 2 July 2021 Pre-Agenda preview	<p>(a) That the report and Proposal for Scrutiny Review Form be received and noted.</p> <p>(b) Not to undertake further scrutiny of the introduction of 20 mph limits/zones at this time but to keep the matter under review and consider undertaking further work at the appropriate time as necessary.</p> <p><b>RECOMMEND</b> Cabinet – (a) That the introduction of additional 20 mph limits/zones within local neighbourhoods should continue as identified in the County Council’s Strategic Programme of Work and as local community priorities established through the Members’ Divisional Highways Programme.</p> <p>(b) That residents of Staffordshire be encouraged to engage with their local County Councillors on matters relating to excessive vehicle speeds and traffic calming with a view to seeking local resolution of issues for the benefit of the communities concerned.</p>
	<p>Safer Roads Partnership  Cabinet Member: David Williams  Lead Officers: Darryl Eyers/James Bailey</p>	Requested at 2 July 2021 Pre-Agenda preview	<p>(a) That the report be received and noted.</p> <p>(b) That the work of the Staffordshire and Stoke-on-Trent Road Safety Partnership in reducing road accident casualties be welcomed.</p> <p>(c) That the governance structure and operating model of the Partnership, as outlined in the report, be supported.</p> <p>(d) That the on-going performance of the Partnership be monitored closely and further updates be brought to the Committee, as required.</p>
	<p><del>Climate Change Annual Report and draft Climate Change Action Plan 2</del>  Cabinet Member: Simon Tagg</p>	Requested by email from Clive Thomson 21 July 2021	

	Lead Officer: Darryl Eyers/Clive Thomson	Now to be considered by Corporate Overview and Scrutiny Committee with the agreement of the Chairmen	
	National Bus Strategy Cabinet Member: David Williams Lead Officer: Darryl Eyers/Clive Thomson	Added with the agreement of the Chairman, in leu of Climate Change Annual report (above)	That the report be received and noted.  <b>RECOMMEND</b> Cabinet - That the following priorities be reflected in the County Council's Bus Service Improvement Plan (BSIP):-  <ul style="list-style-type: none"> <li>• Improvements to be made to Roadside Information and Infrastructure including bus shelters, bus stops, timetable information and real time information etc.</li> <li>• Passenger information provided to be consistent and accurate at all locations.</li> <li>• Improvements to be made to the timing and reliability of local bus services.</li> <li>• Links to be made to other strategic agendas and policy areas, including climate change and access to education.</li> <li>• Engagement to be maintained with bus users and local communities as the BSIP and Enhanced Partnership are developed, particularly in the most rural areas of the County.</li> <li>• Residents to be encouraged to use local bus services in order to improve the financial viability and sustainability of services.</li> </ul>
<del>Thursday 11 November 2021 am</del> <i>NB Chairman on Jury Service</i>  Monday 29 November 2021 pm	Highways Partner Contract Performance and Transformation Cabinet Member: David Williams Lead Officers: Darryl Eyers/James Bailey	Requested at 2 July 2021 Pre-Agenda preview	(a) That the report be received and noted.  (b) That the performance achieved by the County Council's Infrastructure+ and lighting contracts, since their commencement, be noted and the efforts being made to improve customer satisfaction in the future be welcomed.  (c) That the feasibility of providing Members with additional information, via the County Council's electronic mapping system, on highway structures/assets within their

			<p>Divisions, included in the above-mentioned lighting contract, be investigated.</p> <p>(d) That on-going performance against the above-mentioned contracts be monitored closely.</p> <p>(e) That further reports on the County Council's Highways Infrastructure Transformation Programme, in light of its revised priority status, be brought to future meetings for consideration/scrutiny, as required.</p>
	<p>Flood Risk Management Cabinet Member: Simon Tagg Lead Officers: Darryl Eyers/Jamie Cooper</p>	<p>Requested at 2 July 2021 Pre-Agenda preview</p>	<p>(a) That the report be received and noted.</p> <p>(b) That the concerns of Eccleshall Flood Action Group regarding flooding in Staffordshire, be noted.</p> <p>(c) That the County Council's Flood Risk Management Team's priorities for 2021/22 be supported.</p> <p>(e) That the proposed process and timescales for the Flood Risk Management Strategy refresh be supported.</p> <p>(f) That progress against the County Council's proposed Outcome Measures for the 2021/27 Flood Risk Management Strategy be brought to the Committee for scrutiny in six-months' time.</p>
	<p><del>* Local Industrial Strategy/Strategic Infrastructure Plan Cabinet Member: Philip White Lead Officer: Anthony Hodge/Mark Parkinson</del></p>	<p><del>Item agreed at 30 October 2019 Triangulation Meeting. Added at request of Chairman at Pre-Agenda preview 31 August 2021 Cabinet Member advised scrutiny premature at this stage.</del></p>	
	<p>Bus Transport Inquiry Day (Friday 21 January 2022) Information Sharing Session</p>	<p>Item requested by Chairman at 29 October 2021 Inquiry day Planning Session</p>	<p>N/A</p>
<p>Friday 14 January 2022 - am</p>	<p>All Party Member Working Group (APMWG) Report - Future Economy and Enterprise - Update</p>	<p>Raised at 15 January 2021 Committee meeting; Update</p>	

<p><i>NB. Cabinet Member (PW) unavailable</i></p> <p>Thursday 13 January 2022 pm</p>	<p>Cabinet Member: Alan White Chairman APMWG: Simon Tagg Lead Officers: Darryl Eyers/John Tradewell/Peter Barker</p>	<p>requested at 23 July 2021 meeting</p>	
	<p>Economic Recovery, Renewal and Transformation quarterly six month Update Cabinet Member: Philip White Lead Officers: Darryl Eyers/Anthony Hodge</p>	<p>Requested at 15 July 2020 Triangulation meeting (amended at 23 July 2021 meeting)</p>	
	<p>HS2 quarterly six month Update Cabinet Member: Philip White Lead Officers: Darryl Eyers/Sarah Mallen</p>	<p>Requested at 26 February 2021 Committee meeting (amended at 23 July 2021 meeting)</p>	
	<p>Highways High Level Transformation Cabinet Member: David Williams Lead Officers: Darryl Eyers/James Bailey</p>	<p>Requested by email 14 December 2021 (James Bailey on behalf of Cabinet Member)</p>	
<p>Friday 21 January 2022 at 10.00 am (Inquiry Day)</p>	<p>Community Transport and the Supported Bus Network Inquiry Day Cabinet Members: David Williams and Mark Deaville Lead Officer: Clive Thomson</p>	<p>“The Committee agreed to monitor the impact of the removal of bus subsidies going forward. The Leader of the Opposition also requested that a report come back to the Committee on benchmarking with other local authorities. To include issues in respect of public transport and changes to the Your Staffordshire Card Scheme.” Work Programme April 2021.</p>	
<p>Friday 25 February 2022 am <i>NB. Cabinet Member (PW) unavailable</i></p> <p>Monday 28 February 2022 pm</p>	<p>Staffordshire Community Learning Service’s Annual Self-Assessment Report Cabinet Member: Jonathan Price Lead Officers: Helen Riley/Amanda Darlington</p>	<p>Requested by email 19 November 2021 (Amanda Darlington on behalf of Cabinet Member)</p>	
	<p>Town Centre Regeneration Programmes - Update</p>	<p>Requested at Triangulation Meeting 29 November 2021</p>	

	Cabinet Member: Phillip White Lead Officers: Darryl Eyers/Anthony Hodge		
	Countryside Review – Update Cabinet Member: Victoria Wilson Lead Officers: Helen Riley/Sarah Bentley	Requested at 29 November 2021 Triangulation Meeting	
	Highways Infrastructure Asset Management Plan	Requested by email 14 December 2021 (James Bailey on behalf of Cabinet Member)	
	'Bus Back Better' – Enhanced Partnership for Staffordshire	Requested by email 5 January 2022 (Louise Clayton on behalf of Cabinet Member)	
Friday 18 March 2022 am (Cabinet Member's availability confirmed)	Highways Infrastructure Transformation Cabinet Member: David Williams Lead Officers: Darryl Eyers/James Bailey	Requested at 12 November 2021 pre-Agenda Preview	
Wednesday 23 March 2022 pm (Re-arranged at request of Cabinet Member, Cabinet Members' availability confirmed)	County Economic Strategy (Pre-decision Scrutiny) Cabinet Member: Philip White Lead Officers: Darryl Eyers/Matthew Shufflebotham	Requested by email 8 December 2021 (Matthew Shufflebotham on behalf of Cabinet Member)	
Thursday 14 April 2022 am	Household Waste Recycling Centres New Service Mobilisation - Update Cabinet Member: Simon Tagg Lead Officers: Clive Thomson/Carole Smith	Requested at Committee meeting on 16 September 2021	
	Bus Service Improvement Plan Progress/Settlement Cabinet Member: David Williams Lead Officers Darryl Eyers/Clive Thomson	Requested at 29 November 2021 Triangulation Meeting	
	Skills, Jobs and Business Development – Update Cabinet Member: Phillip White Lead Officers: Darryl Eyers/Anthony Hodge	Requested at 29 November Triangulation Meeting	
	Digital Infrastructure Update Plan Cabinet Member: Simon Tagg	Requested at 29 November 2021 Triangulation Meeting	

Lead Officer: Darryl Eyers/James Bailey	
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\*Provisional matters requiring Committee confirmation/approval shown in green.

Additional Items for Discussion/Programme			
To be advised	Delivering Housing in Staffordshire Cabinet Member: Mark Deaville Lead Officer: Anthony Hodge/ Mark Parkinson/Matthew Shufflebotham	Aspire Housing and Homes England	Programmed for consideration at November 2020 Committee Meeting but Agenda full. However, nothing further to report at present.
To be advised	Live Labs Cabinet Member: Julia Jessel/Jonathan Price/David Williams Lead Officers: Clive Thomson/Louise Clayton/Nick Dawson		
To be advised	Household Waste Recycling Centres – New Service Performance against Key Performance Indicators Cabinet Member: Simon Tagg Lead Officers: Darryl Eyers/Clive Thomson	Requested at Committee meeting on 16 September 2021	
To be advised	Safer Roads Partnership Cabinet Member: David Williams Lead Officers: Darryl Eyers/James Bailey	Requested at Committee meeting on 16 September 2021	
	Home to School Transport Vacant Seats Pre-decision Scrutiny (prior to Cabinet decision on 15 December 2021) Cabinet Member: David Williams Lead Officers: Darryl Eyers/Clive Thomson	Considered for inclusion at Pre-Agenda Preview on 12 November 2021	No further action required owing to other Work Programme priorities with potentially greater financial impact.
To be confirmed	Bus Transport for Young People Cabinet Member: David Williams Lead Officers: Darryl Eyers/Clive Thomson	Requested at 29 November 2021 Triangulation Meeting	
May 2022 (provisional)	Flood Risk Management Strategy 2021/27 Outcome Measures - Progress	Requested at Committee Meeting on 29 November 2021	

\*Provisional matters requiring Committee confirmation/approval shown in green.

<b>Standing Items</b> (see above for programmed dates)			
Standing Item	HS2 <del>quarterly</del> six Monthly Update - Impact on Staffordshire Cabinet Member: Philip White Lead Officer: Sarah Mallen	Requested at 26 February 2021 Committee meeting (amended at 23 July 2021 meeting)	
Standing Item	Economic Recovery, Renewal and Transformation <del>quarterly</del> six monthly Update Cabinet Member: Philip White Lead Officer: Anthony Hodge	Requested at 15 July 2020 Triangulation meeting (amended at 23 July 2021 meeting)	

<b>Working Groups/Inquiry Days etc</b>			
<b>Date of Meeting</b>	<b>Item</b>	<b>Details</b>	<b>Background/outcomes</b>
Friday 21 January 2021 at 10.00 am	Community Transport and the Supported Bus Network Inquiry Day Cabinet Member: Mark Deaville Lead Officer: Clive Thomson	Requested at 2 July 2021 Pre-Agenda preview	<i>"The Committee agreed to monitor the impact of the removal of bus subsidies going forward. The Leader of the Opposition also requested that a report come back to the Committee on benchmarking with other local authorities. To include issues in respect of public transport and changes to the Your Staffordshire Card Scheme."</i> Work Programme April 2021.
To be confirmed	Sexual Harassment in Staffordshire Schools	Participation requested by Safeguarding Overview and Scrutiny Committee. Michael Metcalf (Prosperous Overview and Scrutiny Committee representative)	
Wednesday 24 November 2021 at 11.00 am on site	Site Visit to HS2 Apprentice Hub, Dunston Island, Curdworth, Warwickshire	Requested at Committee meeting on 23 July 2021	Site visit undertaken. Discussion held into what the Committee can do to assist Balfour Beatty Flanary in bridging the skills/labour gap. Signposted contractor to JCB Academy, undertook photo opportunity for wider dissemination.

**Membership**

Tina Clements (Chairman)  
Ross Ward (Vice-Chairman – Scrutiny)  
Keith Flunder (Vice-Chairman – Overview)  
Philippa Hadden  
Philip Hudson  
Syed Hussain  
Graham Hutton  
Ian Lawson  
David Smith  
Bernard Williams  
Mike Deakin (Co-optee)  
Rev. Preb. Michael Metcalf (Co-optee)  
Jessica Shulman (Co-optee)

**Calendar of Committee Meetings – Venues to be notified.**

~~Thursday 11 June 2021 am;~~  
~~Friday 23 July 2021 am;~~  
~~Thursday 16 September 2021 am;~~  
~~Thursday 11-29 November 2021 am;~~  
~~Friday 14 Thursday 13 January 2022 am-pm;~~  
~~Friday 21 January 2022 am~~  
~~Friday 25 Monday 28 February 2022 am-pm;~~  
**Wednesday 23 March 2022 pm**  
Thursday 14 April 2022 am