

**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>

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	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>	

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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>

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	<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 1 <sup>st</sup> 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>
15	<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>

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	<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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