



OxLEP Board Meeting Agenda

Sep 17th 2024 5:00pm - 8:00pm

Via Microsoft Teams

- | | | |
|--|------------------------------------|---------------|
| <p>1. Welcome, Apologies and Declarations of Interest
(Directors are asked to note the Declaration of Interest Register)</p> | <p>Alistair Fitt</p> | <p>5:00pm</p> |
| <p>2. Minutes To approve and note</p> <p>a. Board Meeting 39 (June 2024) - for approval</p> <p>b. Finance and Audit Committee Written Procedures (September 2024) - for note</p> <p>c. Nominations and Personnel Committee approved minutes (August 2024) - for note</p> | <p>Alistair Fitt</p> | <p>5:05pm</p> |
| <p>3. Items and recommendations 'as read'
Items for Decision/Information – Confidential Papers for approval as detailed Committee/Sub-Group recommendation (Exempt Information1)</p> | | <p>5:10pm</p> |
| <p>a. Financial Outturn report</p> | <p>Lyn Davies</p> | |
| <p>b. Forward workplan</p> | <p>Sadie Patamia</p> | |
| <p>c. Enterprise Zone Business Rate Forecast</p> | <p>Nigel Tipple
Lyn Davies</p> | |
| <p>d. Company Secretary Appointment</p> | <p>Nigel Tipple</p> | |

4. Transition Plan Update

5:40pm

Items for Decision/Information – Confidential Papers for approval as detailed Committee/Sub-Group recommendation (Exempt Information1)

- a. **Strategic Economic Plan** Nigel Tipple
- b. **Business Planning** Richard Byard
- c. **Board Succession** Sadie Patamia
- d. **Risk Register Update** Sadie Patamia

5. Questions from the public arising from the agenda (Max 3 mins per question – notified in advance in writing)

6:40pm

Public Section - Items for Decision/Information

6. Chief Executives Report (NT)

Nigel Tipple

6:50pm

Public Section - Items for Decision/Information

- a. **Annex A -Team Updates presentation**
- b. **Annex B - KPI Update presentation**

7. Meeting Closes

END
8:00pm



<u>Subject:</u> Chief Executive’s Report	
Author: Nigel Tipple Tel: 07792 907302 Email: ChiefExec@oxfordshirelep.com	Board Meeting No.40 17th September 2024 Agenda Item no: 05
Oxfordshire Local Enterprise Partnership Ltd: OxLEP Ltd, HQ Building, Thomson Avenue, Harwell Campus, Didcot, Oxfordshire, OX11 0GD	

Summary

The report is now presented as a key operational update covering the first quarter (Q1) reporting period to June 2024. Key highlights of which are detailed in the presentation pack at Annex A with additional information provided where appropriate in the report below and detailed KPI reporting at Annex B.

Recommendation

That the Board notes:

The latest paper provides updates on key operational progress up to the end of Q1 2024/25 and is supported by the following documents:

- Annex A -Team Updates presentation
- Annex B – KPI Reporting Summary Q1 reporting

Operational Updates

1. Support for Business Team

Over the last quarter the team have continued to deliver core growth Hub service support but also extended programme support to districts and regional and national programmes such as Code red and Regional activity such as the Made Smarter Manufacturing Adoption programme.

The table below sets out our Growth Hub 2024/25 operational programme:

Activity	Funding where appropriate
Core Growth Hub delivery	£462k (£261k government funding)
West Oxfordshire Business Support programme	£185k
Code Red – Resilience	£27,500
Cherwell Business Support Programme - launching Oct 2024	£155k
Cherwell Rural Grant Scheme – due to launch in October 2024	£350k
Made Smarter Adoption programme - manufacturing - April 2025	£1.2 million for entire South-East but not until April 2025
Facilitate Net Zero discussions – including one stop shop (landing page) and Net Zero Show case	No funding available

We continue to run the successful Business Support Toolkit, an on-line accessible diagnostic self service application which supports the largest “live” business intelligence surveys in the County [Business Support Tool - OxLEP Business](#) , highlights of the survey are detailed in the attached annex A along with wider programme activity supported over the Q1 2024/5 period.

2. Skills Team

Oxfordshire Careers Hub – Priorities 24/25

The team has developed a comprehensive programme of support building on success of previous years and will include:

- Continue to progress quality of careers provision in Oxfordshire schools/colleges through strong careers leadership and engagement of school/college and Trust Senior Leaders.
- Support for young people moving onto positive destinations at key transition points, reducing the number that become NEET. Especially focused on those from disadvantaged backgrounds and young people with SEND.
- Students from Year 7 upwards, teachers, parents/carers and communities to understand the local labour market and key growth sectors, and the various pathways available, especially apprenticeship and technical education routes.
- All young people to have their aspirations raised and be work ready through meaningful engagement with employers throughout secondary education.
- Support Oxfordshire employers to be inclusive in their school outreach, recruitment and onboarding on young people with diverse needs.

Social Contract (SCP): Community Employment Plans - Events

Since the Social Contract Programme started, we have provided advice and support to 42 projects in developing Community Employment Plans along with the creation of multiple resources to explain and support developers to communicate and implement with these plans and maximise local community and/or individual benefit.

We work with all Local Authorities to provide guidance and evidence to support policy. The Social Contract Programme, through our CEP initiative has supported 55 apprenticeships, 1043.75 volunteering hours, 31 work experience placements, 21 educational site visits and secured £35,885 charitable donations.

Other support highlights include:

Harwell Campus: Careers in Construction Day

- 40+ students attended from 4 schools
- Over £1000 worth social value generated through education engagement
- Comments from Careers Leaders attending:
“A real eye opener in terms of roles and opportunity”
“Students were inspired by what they heard and are considering a wider range of career options”

Pathways to Progress: Unlocking Potential in NEET & SEND Young People

- Promote and champion skills programmes and pathways for NEET and SEND Young People. Presentations from SOFEA, Activate Learning, Oxfordshire County Council and Mollie’s.

- Over 20 attendees at the event with feedback:
“Absolutely terrific event and one I feel we need to do more of”
“It was very inspiring to see all the work that is being done to support young people”

DfE Skills Bootcamps 2024/25

The programme offer the following support:

- £1.7m DfE Contract to offer free, flexible training programmes lasting up to 16 weeks, based on employer/ sector ‘in-demand’ skills.
- Aimed for adults 19+.
- Minimum of 312 learners to be achieved 2024/25.
- Lab Skills by CSR Scientific Training already started with others starting next month.
- Currently 9 Skills Bootcamps courses on offer:
 - Health & Life Sciences – (Lab Tech launched)
 - Engineering & Manufacturing
 - E-Bikes
 - Green Construction
 - Green Sustainability
 - Hospitality
 - Cloud Services
- Jobseekers will be offered an interview from an employer on completion of the Skills Bootcamp.

Industry	Providers	Level	Course Outline
Health & Life Sciences	CSR Scientific Training	3	Pathway to Laboratory Technician Apprenticeship with a focus on laboratory assistant or a laboratory technician roles.
Health & Life Sciences	Skills4Pharmacy	3	Pharmacy/Pharmaceutical Manufacturing Technician Skills Bootcamp -focus on Laboratory Technicians, Health Care Scientists, Production Scientists and pharmacy Assistant.
Engineering & Manufacturing	Abingdon & Witney College	3	Aligns with the Pearson BTEC Advanced Manufacturing Engineering qualification. Elements also align with the Engineering Technician apprenticeship standard. The potential roles are Machinist, Manufacturing operative, Engineering Toolmaker, Engineering Technician.
Cloud Services	CoGrammar	3	Cloud Engineering is aligned to local business demands, rather than Apprenticeship or Standard. Optional accredited certification in Networking. The potential roles Cloud Engineer, Cloud Architect and Cloud Administrator.
E-Bikes	Activate Learning	1-3	E- Bikes course is made up of Cytech technical one, technical two and Cytech e-bike. The potential role of Cycle Maintenance.
Green Construction	Abingdon & Witney College	2	Content influenced by the Level 3 Plumbing and Domestic Heating Technician (Renewable Technology pathway) and the Level 3 Low Carbon Heating Technician apprenticeship standard. The potential roles Retrofit Coordinator or Advisor , Plumbing and Domestic Heating Technician (Renewable Pathway), Low Carbon Heating Technician (with prior plumbing experience), Sustainability Coordinator.
Green Construction	Reed in Partnership	3	RiP and OEA will jointly deliver. The courses are accredited by BPEC (British Plumbing Employers Council) and aligned to industry standards in the Building Services Engineering sector. The potential roles Retrofit Coordinator or Advisor , Plumbing and Domestic Heating Technician (Renewable Pathway), Low Carbon Heating Technician (with prior plumbing experience), Sustainability Coordinator.
Green Sustainability	Abingdon & Witney College	2	Accredits learners with the NOCN Level 3 Award in Sustainability in the Workplace. The additional content has also been influenced by the IfATE approved Corporate Responsibility and Sustainability Practitioner Higher Apprenticeship. IfATE approved Corporate Responsibility and Sustainability Practitioner Higher Apprenticeship and so graduates from the bootcamp will also be well-placed to progress on to a higher apprenticeship.
Hospitality	Kiwi & Yuzu Ltd	3	Content is linked to the Hospitality Supervisor, covering financial risk and legislation in business, motivation and supervision when working with people, leaderships styles and characteristics, and food and beverages. Chefs, Bar and Catering Supervisors, Restaurant Managers.

3. Strategy and Internationalisation Team Strategy

Strategic Economic Plan Review

- Review underway, workshop two held on 29th July
- Draft revised SEP presented to Board

Green Investment Pipeline & Prospectus

- commissioned for Oxfordshire County Council, managed by OxLEP

- Consultants have been appointed following a tender process.
- Prospectus due end of March 2025

Culture & Visitor Economy - The Visitor Economy Renaissance Programme (VERP)

- £31,100 of VERP underspend has been reallocated to deliver three Destination Management Plan projects. Delivered by three partners- Experience Oxfordshire LVEP, Cotswolds Plus LVEP, and Oxford City Council City Centre Management team

Internationalisation/Inward Investment

Foreign Direct Investment (FDI) success up to March 24

- 46 FDI successes since April 23 and 13 of these are within the highest value 'A' Investment Band Category
- Total job numbers (new and safeguarded) 2,486
- Total value over £570 million

April 2024 Q1 progress :

- Fortescue - Expansion of UK operations following acquisition of Williams Advanced Engineering (WAE), with the creatinf and safeguarding 120 jobs in this first phase.
- Samsung Electronics - acquisition of Oxford Semantic Technologies
- Pipeline Year to date - 25 FDI enquiries

Inward Investment service

- Investment focused microsite, 'Oxford Calling' has been fully launched – link to microsite [Oxford Calling – Inspire, Innovate, Invest – Oxford Calling](#).
- The team represented Oxfordshire at various conferences and events over the period: MOVE 2024 - London; UKREiF - Leeds; EV Summit - Oxford; Sciences Supercluster Conference - London; Battery Cells & Systems Expo – Birmingham- Specific investor follow up work in progress
- Strong progress in account management, company visits, and relationship building with commercial agents and asset managers. Tours of available and upcoming laboratory and manufacturing spaces across the county to better understand our offer and effectively manage inward investment enquiries.

4. KPI Impact Reporting

Attached at annex B is our KPI reporting data for Q1 2024/25 financial year operating period.

Operational Team Updates

17th September 2024

Item 05 CEO Update paper - Annex A

Additional commentary – Communications KPIs of note

Increasing collective followers across social media channels by 2% quarter on quarter:

- We remain on track to deliver on this KPI. Over the past year, we have consistently tracked in and around 2% growth on social media audiences – this past quarter has seen this quarter-on-quarter figure drop from 1.7% to 1.12%. This will require further analysis, though it may correlate with the summer holidays and less people 'being at work'.

Reach a collective average level of 3% engagement across OxLEP-generated social media posts:

- We are currently tracking at 6.01% for this KPI, demonstrating that our content is engaging our audiences and maintaining users' interest in our work, impact and current businesses supported.

Ensure all LinkedIn lead generation paid activity maintains a cost per click (CPC) score of below per lead:

- Our paid campaigns continue to offer exceptional value for money at 61p per click – significantly below expected cost for similar campaigns. With multiple campaigns running, maintaining strong CPC metrics, it demonstrates the volume of content is not changing our engagement levels to the detriment.

Business support delivered

Programmes	Examples of webinars/workshops	Other activity
Monthly OxBOost Networking	How to WOW Investors	Business Directory – increased to 97
Quarterly OxLEP Women in Business Networking	West Oxfordshire Spark – Cycle 1 workshop 4 - Developing your year 1 plan	Completed VEG 2
Business and coffee drop-ins	West Oxfordshire Accelerator - Investment planning for growth masterclass	Ongoing Code Red – Resilience project – Collaboration with TVLEP and BBF and working closely with Oxford Emergency planning team. Texting pilot due to start.
Start Up Bootcamps	Investment Ready - SEIS/EIS approval explained	Launch of new OxLEP Business website
Mentoring	Innovation – More Than Just Inventing Things	Ongoing facilitation of Net Zero/Carbon Reduction Group. Ongoing development of Oxfordshire one stop shop.
Strategic Business reviews	5 People things that small businesses need to know	Launch of Sponsored OxLEP Business Market Place and Celebration (October)
Investment Readiness Club	Why an innovative brand identity is so powerful	Support of Oxford Climate Awards – including judging panel member
Foundations to Growth		Monthly newsletter on behalf of OxLEP
121 support (20 advisors)		
Launched WODC UKSPF business support programme – Cohort 1 complete		

Business challenges highlighted through Business Support Tool

Business Challenge	No of Businesses
Grant funding to grow my business	156
Grow my customer base	124
Develop a plan to grow my business	112
Improve my business networks	102
Improve our communications and marketing	88
Improve our online presence and website	85
Getting Started	63
Improve the way I access and manage finances	50
Launch a new or different product to market	53
How to become ready for Investment	41
Make sure my business is resilient to the next shock	40
Improve my business leadership	41
Improve or use and adoption of digital technologies	38
Improve research, development, and Innovation	39
Improve our sustainability and net zero performance	29
Explore options & processes for exporting my products or services	20
Exploring apprenticeship opportunities for my staff	16
We are ready to take an apprentice or school leaver and need support	14
Help with importing activities	8

Delivery based on a two-year contract -2023/25

Activity	2 year target	Output to date
Business support Tool	N/A	850
Business Support Plan's	2500	2032
Hours of support delivered through webinars and workshops etc	2900 Combined KPI	2701
Hours of support delivered through 121's		1079
Mentoring support - hours	240	120
Strategic business reviews – hours of support	80	119 – 2 year target achieved
Jobs created - due to be reported in September	80	222 – target achieved
Jobs safeguarded - due to be reported in September	600	553
Referrals including Skills Hub	500	3174 – 2 year target achieved
Business surviving beyond 6 months	200	519 – target achieved

Social Contract (SCP): 'No Limits' Employability Programme Extension

UK Shared Prosperity Fund (£296K) awarded by all Oxfordshire district councils to enable the continuous delivery of 'No Limits 3' to March 2025.

District & (Delivery Sub Contract)	Triage staffing	£ Award	Person centred Support	Flexible budget	CEP Advisor Focus	Apprentice-ship Advisor Focus	Green Skills Course Referrals	Outcomes	Participants
Cherwell (SOFEA)	1.0FTE	£95,610	✓	✓	0.5FTE (6mths) ✓	0.5FTE (6mths) ✓		<ul style="list-style-type: none"> Economically inactive individuals engaging with keyworker support services People sustaining engagement with keyworker support and additional services People engaged in job searching following support <ul style="list-style-type: none"> People in employment following support People in education/training following support 	40 30 10 10 10
City (Aspire)	1.0FTE	£60,000	✓	✓				Estimated minimum of Oxford residents should be impacted	40
South & Vale (SOFEA)	1.0FTE	£84,000	✓	✓			✓	At least 35 People per district received support to attend a green skills course leading to a qualification or completion of a course following support.	70
West (Aspire)	1.2FTE	£105,303	✓	✓		0.5FTE (6mths) ✓		<ul style="list-style-type: none"> People experiencing reduced structural barriers into employment and into skills provision <ul style="list-style-type: none"> People in education/training following support Number of people with basic skills following support People gaining a qualification or completing a course following support 	50 40 40 25

Oxfordshire Careers Hub Progress 23/24



Helping every young person find their best next step

Gatsby Benchmark (GBM) Results 2023/24

- Achieving 6.1 GBMs against a national average of 5.9 GBMs (target of 5.5).
- Deprived areas meeting an average of 7 GBM and special schools an average of 6.5 GBM.
- 10 schools are meeting all 8 GBM.

From 2024/25 academic year = Full Coverage:

61 schools and colleges including FE, SEND and Alternative Provision.

Supported by:

- 50 Enterprise Advisers
- 307 engaged businesses
- 13 Cornerstone employers who work together to drive better outcomes for young people .



Gatsby Benchmark 1
A stable careers programme



Gatsby Benchmark 5
Encounters with employers and employees



Gatsby Benchmark 2
Learning from career and labour market information



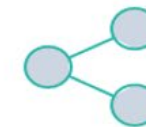
Gatsby Benchmark 6
Experiences of workplaces



Gatsby Benchmark 3
Addressing the needs of each student



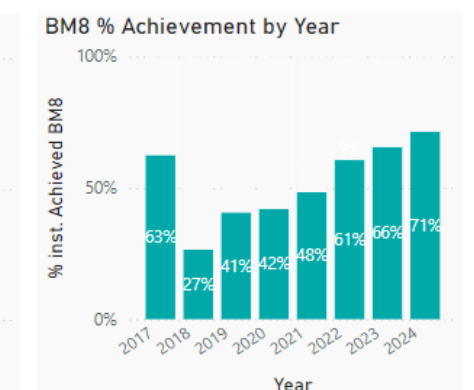
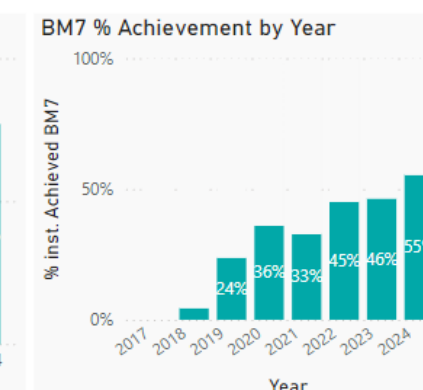
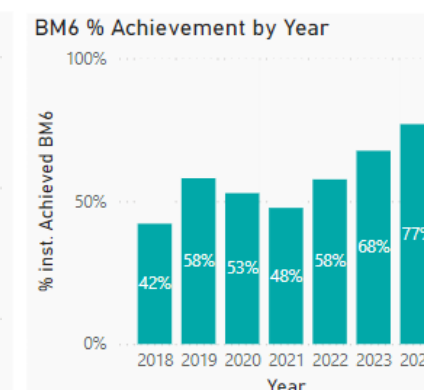
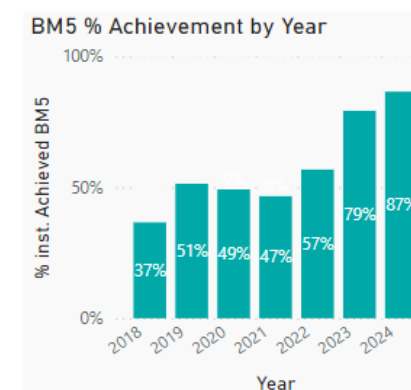
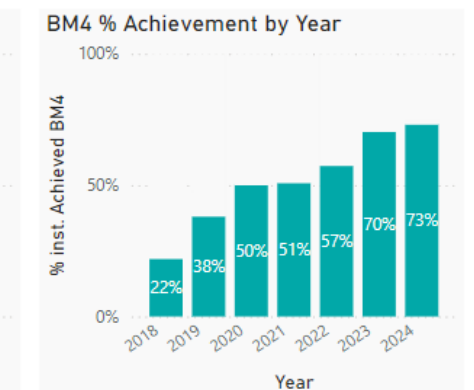
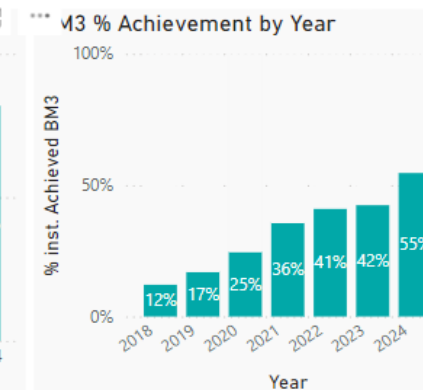
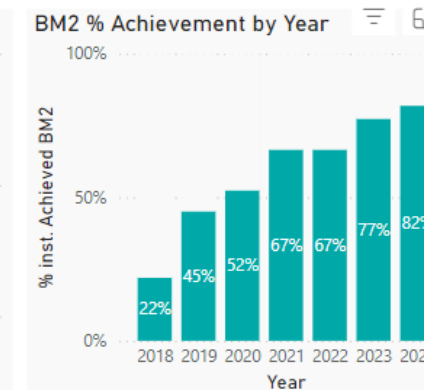
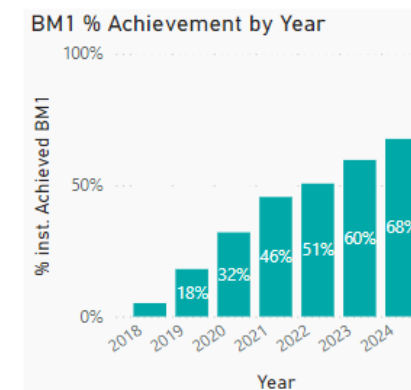
Gatsby Benchmark 7
Encounters with further and higher education



Gatsby Benchmark 4
Linking curriculum learning to careers



Gatsby Benchmark 8
Personal Guidance



OXFORDSHIRE APPRENTICESHIP AWARDS 2025

Benefits of being a sponsor or supporter includes:

- Publicity for your organisation
- Promote your apprenticeship scheme
- Attend the fantastic celebration evening in May '25
- Opportunity to judge a category
- Network with other employers
- Lunchtime support webinars with Skills Hub team and Awards Committee

<https://oxlepskills.co.uk/oaawards>



Strategy Progress

Strategic Economic Plan Review

- Review underway, workshop two held on 29 July 24
- Revised draft presented to Board, then to FOP and OCC Cabinet for Approval.

Green Investment Pipeline & Prospectus

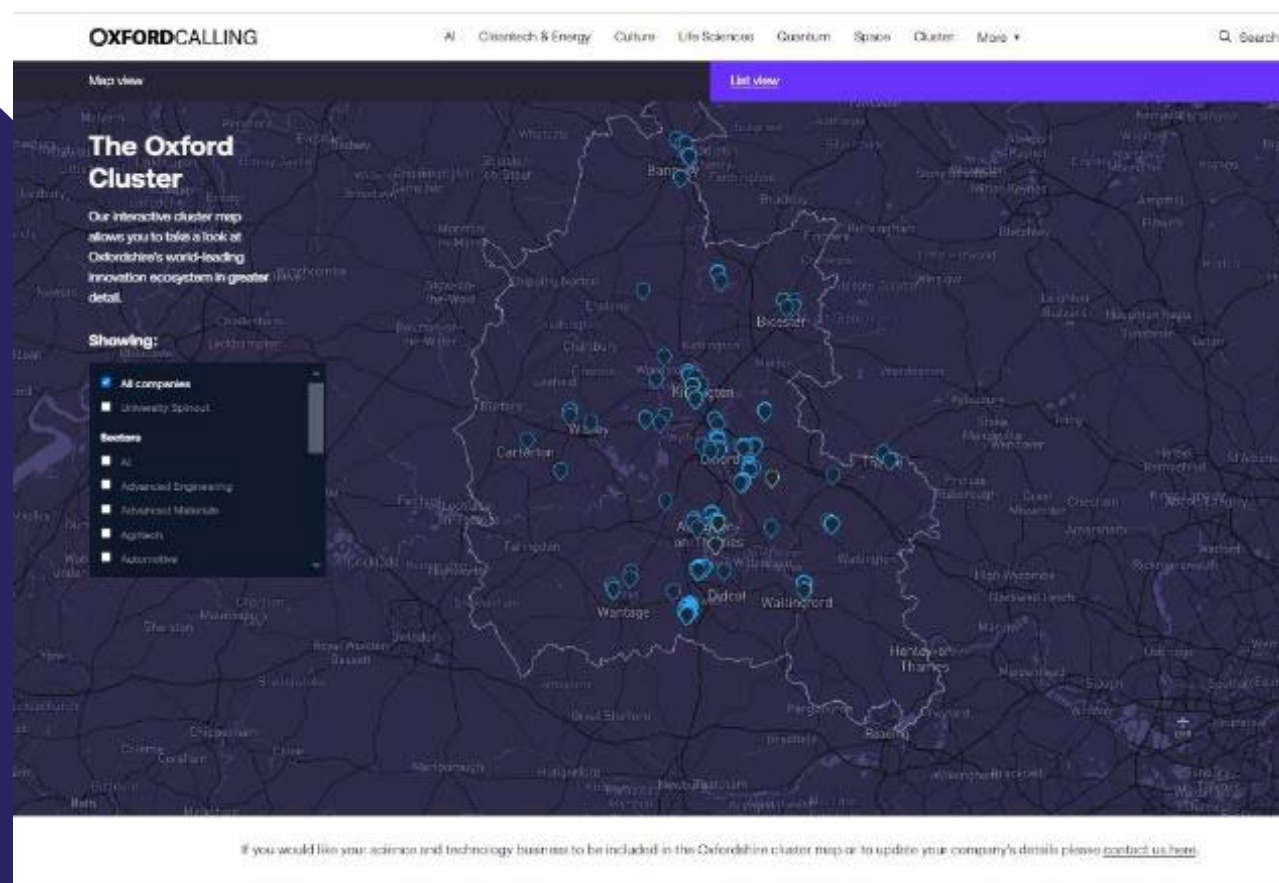
- Consultants have been appointed following a tender process.
- Prospectus due for March 2025

Visitor Economy Renaissance Programme

- £31,100 of VERP underspend reallocated to deliver three Destination Management Plan projects

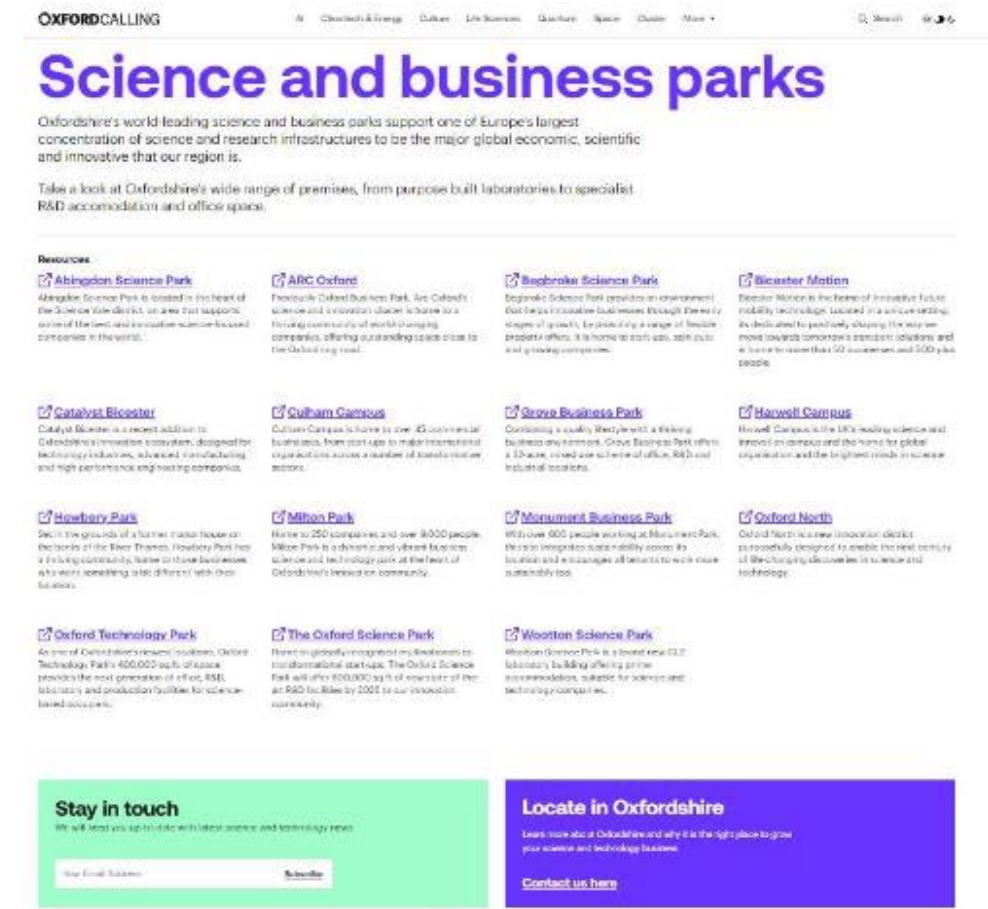
Oxford Calling

Includes a cluster map of Oxfordshire, a 'live' map listing innovative businesses and institutions



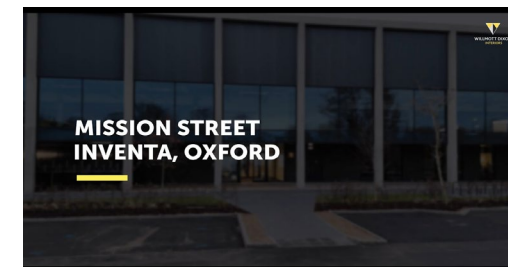
Links to Oxfordshire's various Science and Business Parks, Innovation space and Networks and resources for users to explore

Content led platform promoting the Oxfordshire innovation cluster and latest investment news



Inward Investment Activity 2024/25

- 25 inward investment enquiries from April 2024 onwards
- Increase in account management and company engagement. Relationship building with commercial agents and asset managers.
- Site visits of available and upcoming laboratory and manufacturing spaces to better understand our offer and effectively manage inward investment enquiries

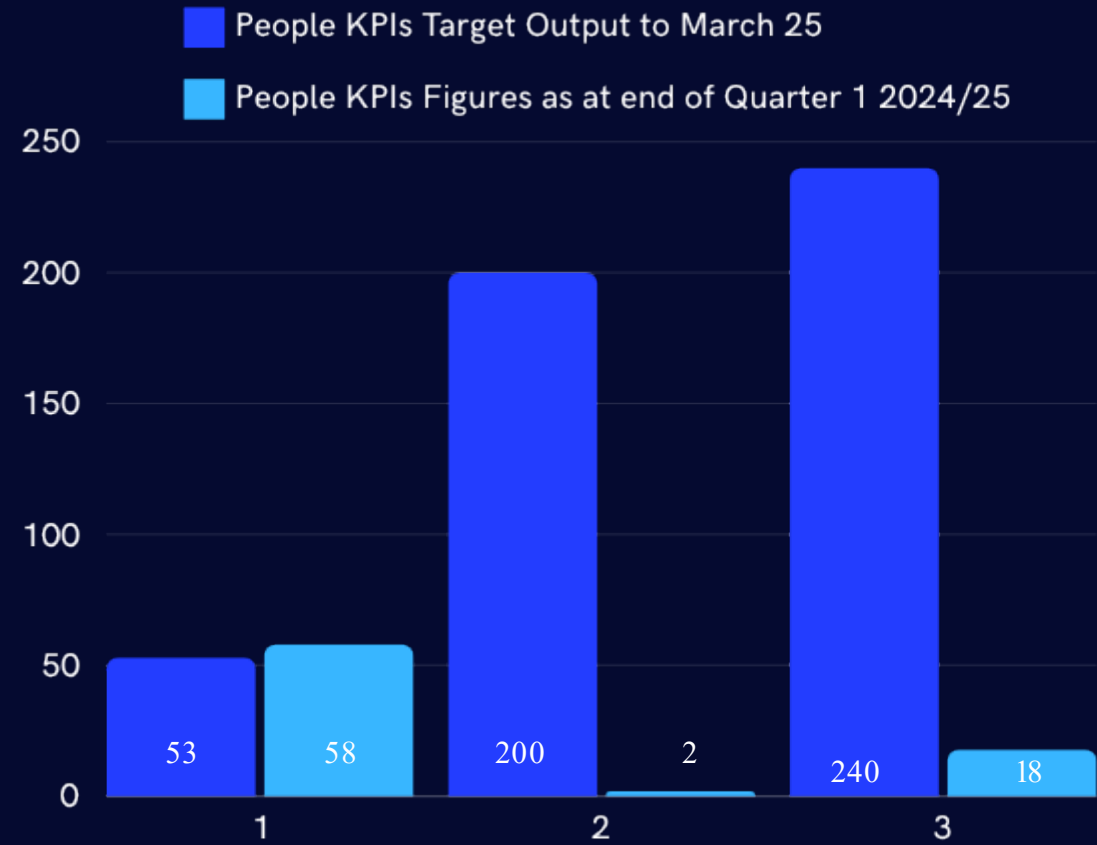


Key Performance Indicators (KPI)

Snapshot of KPIs for People, Business, Investment and
Communications year to date



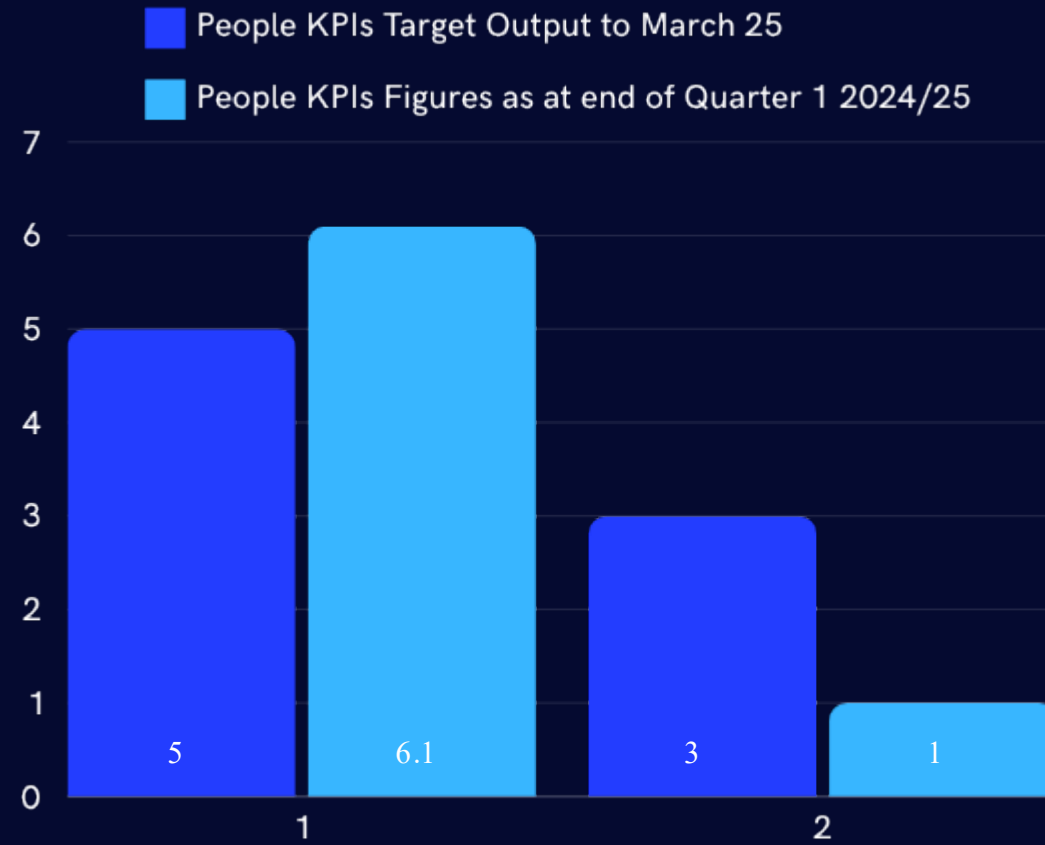
People KPIs



Key:

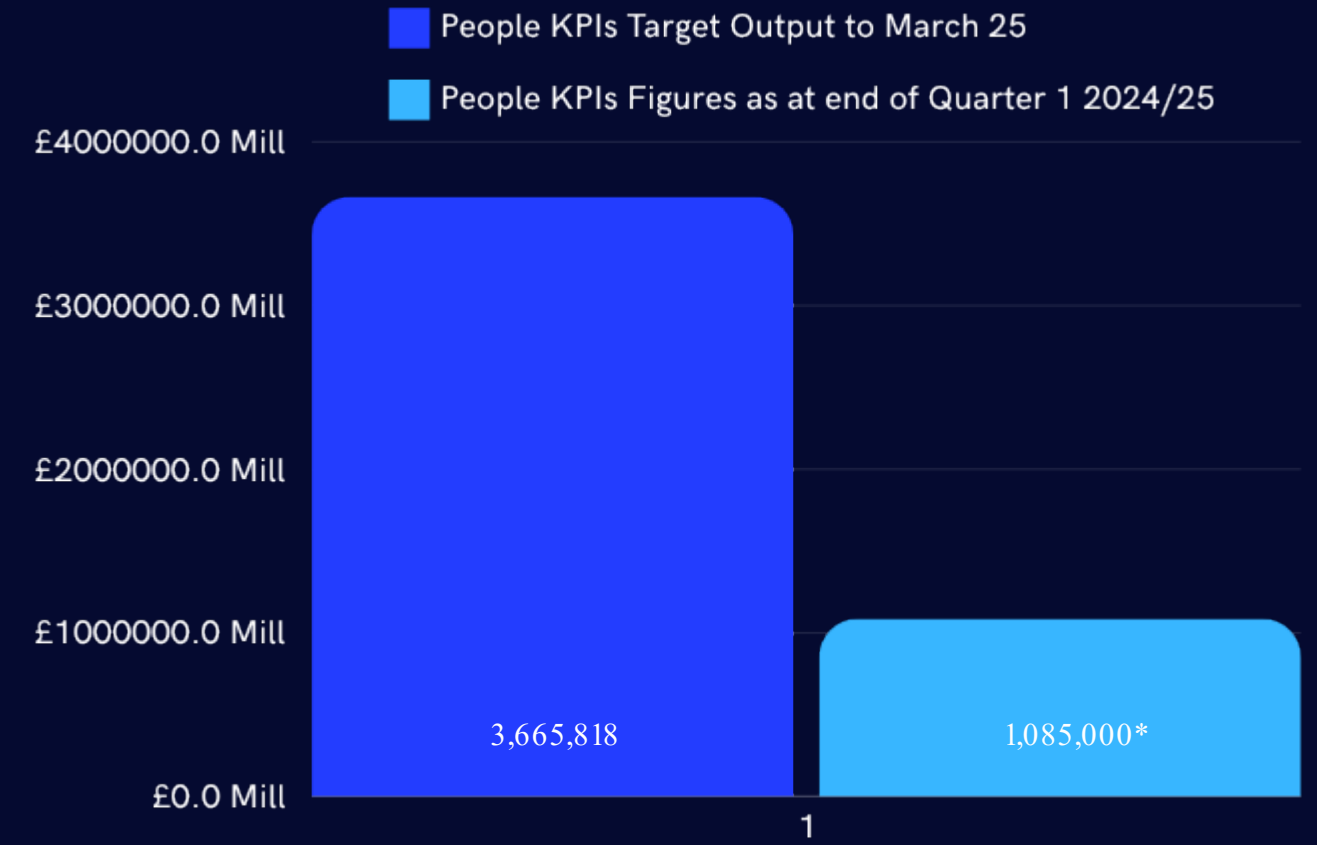
- 1. Number of Schools/colleges engaged in careers education*
- 2. Number of businesses and business volunteers
- 3. Number of businesses engaged in unlocking/accessing the Apprenticeship Levy

* To be revised 24/25 academic year



Key:

- 1. Gatsby Benchmarks achieved by our Careers & Enterprise Company CEC Careers Hub
- 2. Optimise level of engagement of Higher Education, Further Education and independent training/education providers on the local labour market and skills

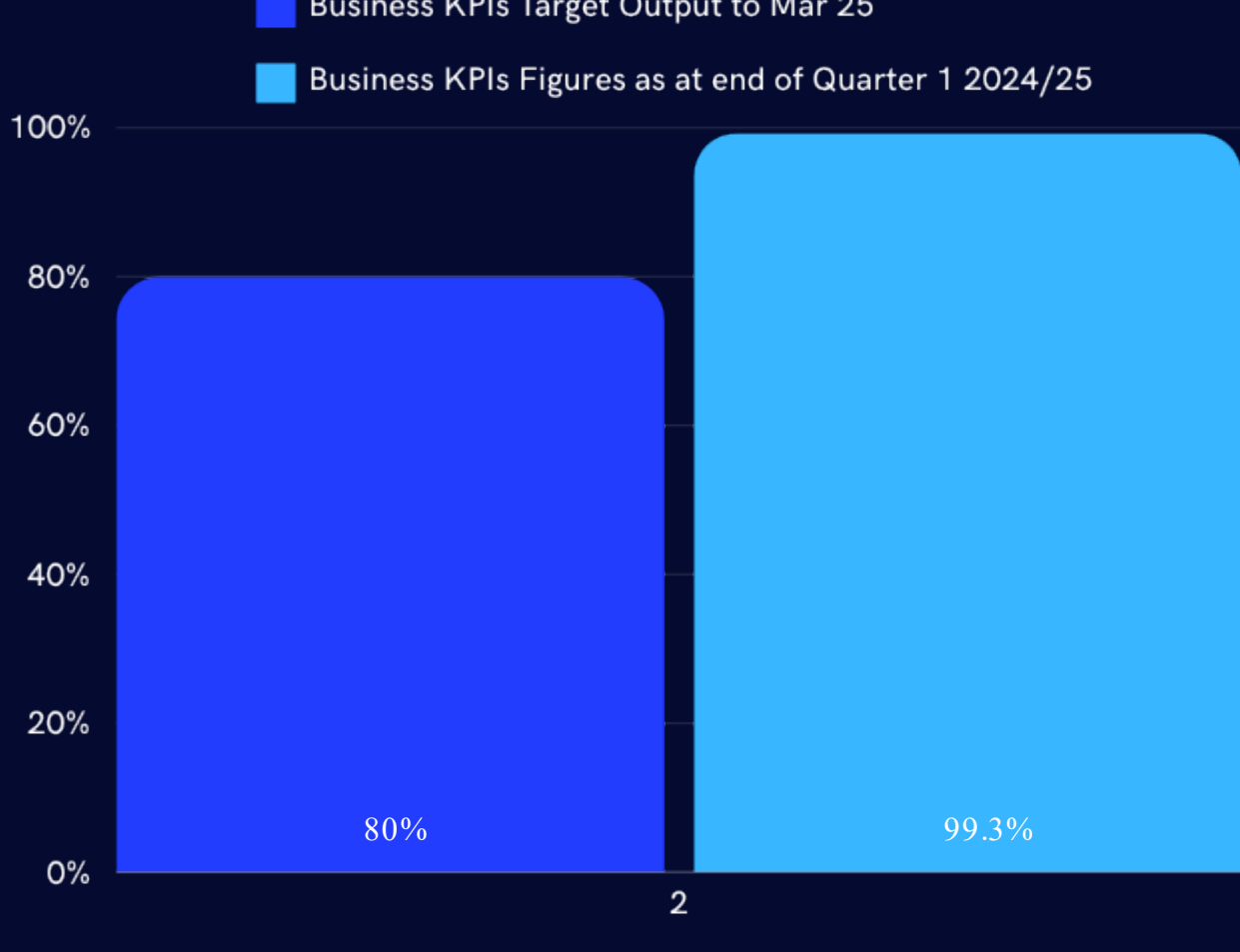
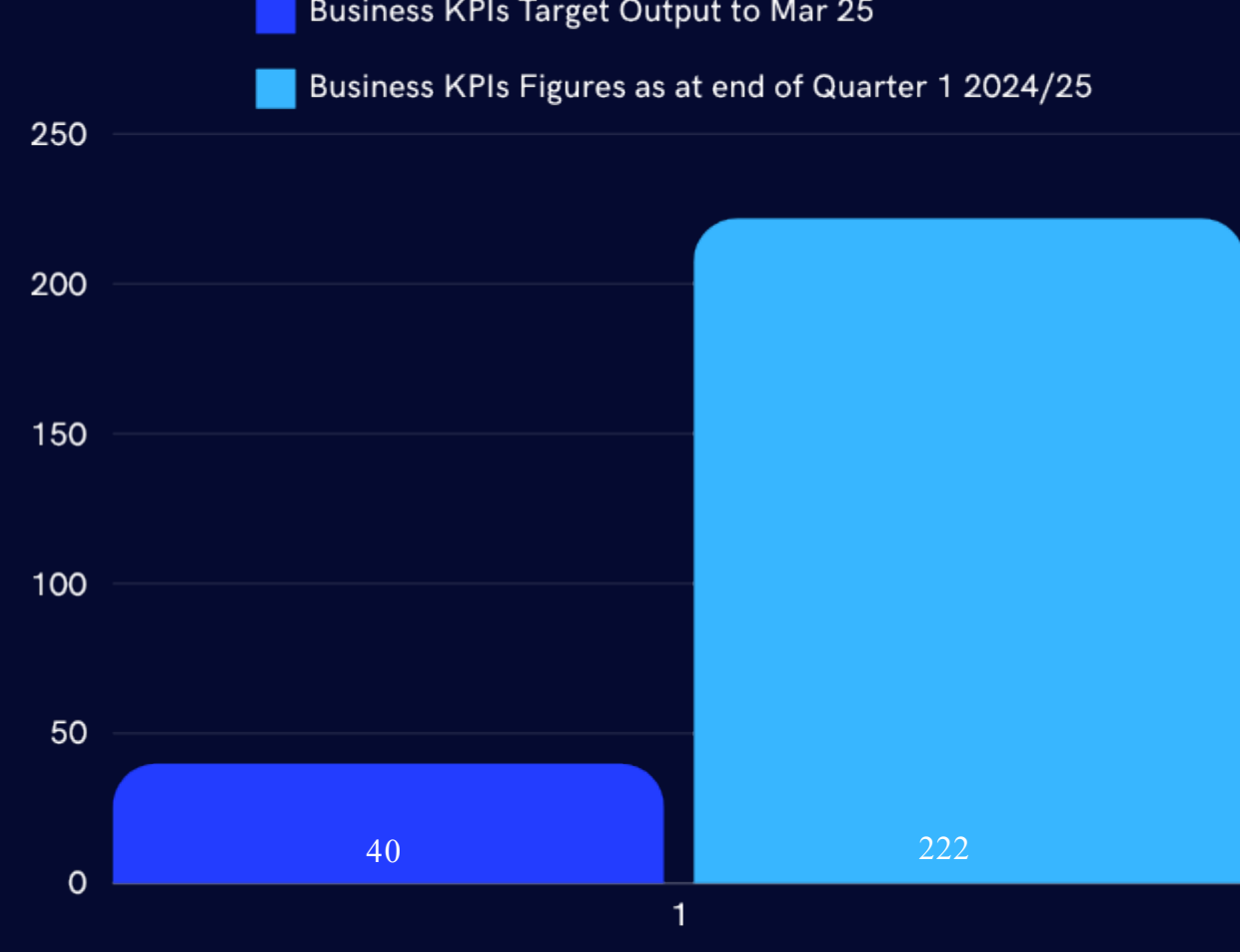
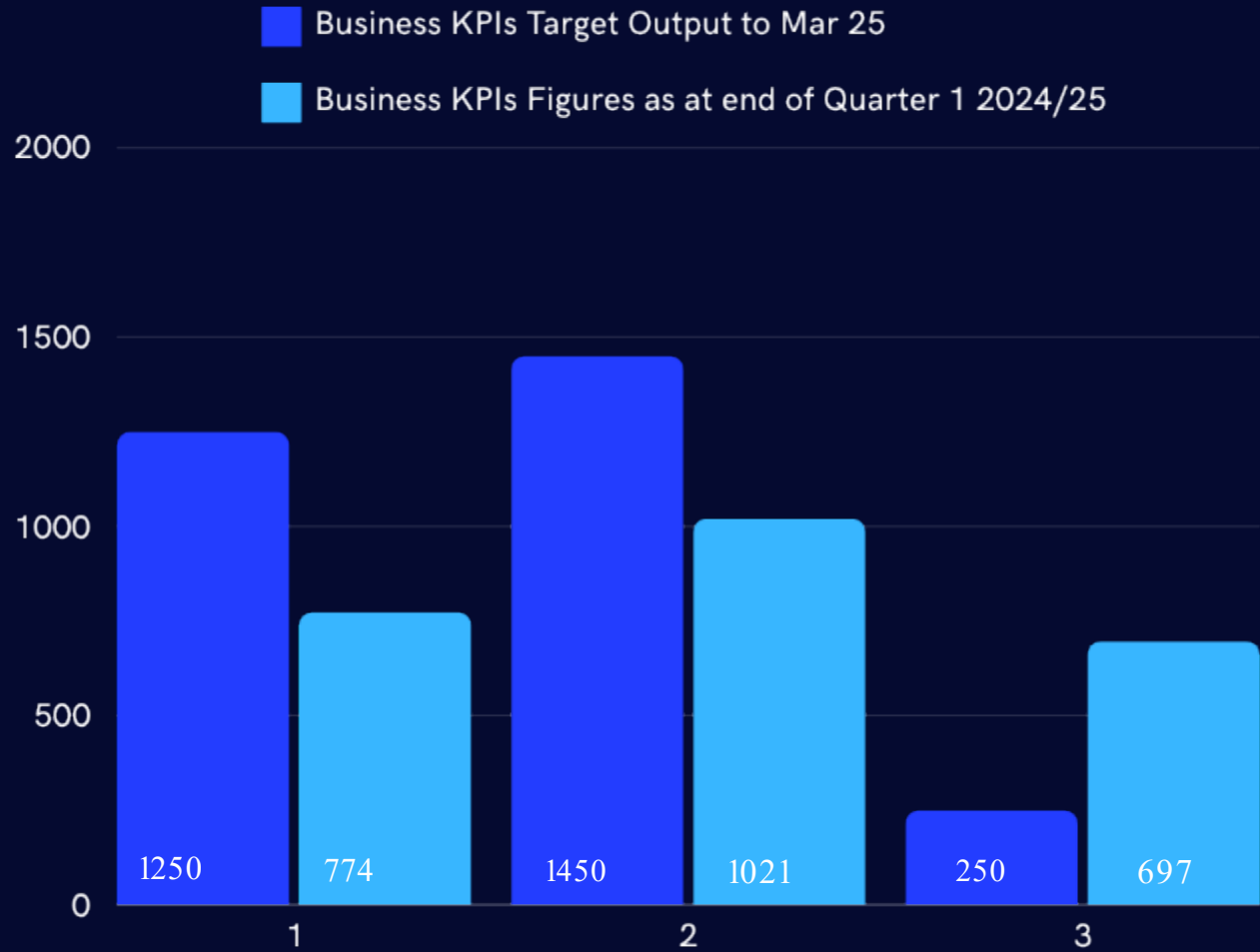


Key:

- 1. Value of secured Apprenticeship Levy in Oxfordshire £3,665,818. Original target £1.3million.

*Value of defrayed apprenticeship levy at 30 June 2024

Business KPIs



Key:

- 1. Number of businesses supported through light and medium touch engagement and/or triaged via the business support tool*
- 2. Hours of support provided to SME's
- 3. Number of referrals to other programmes, including ERDF and Skills

*Target to March 2025 is 2500

Key:

- 1. Number of jobs created (direct and supported) and safeguarded. Original 2 year target (2023-2025) 80 allocated 50/50 per year.

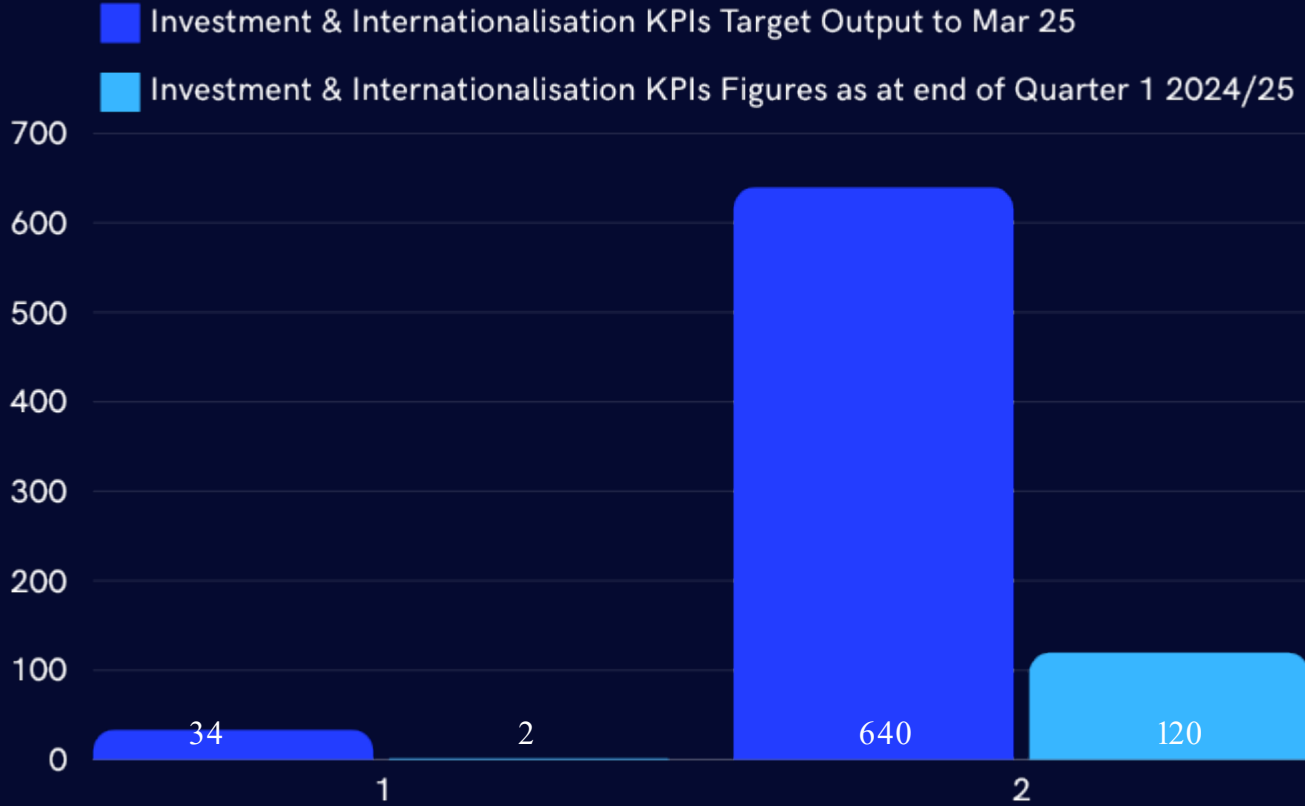
Key:

- 1. Industry benchmark of 80% of businesses satisfied with event attended or the quality of the support received. Quarterly performance tracked against benchmark.



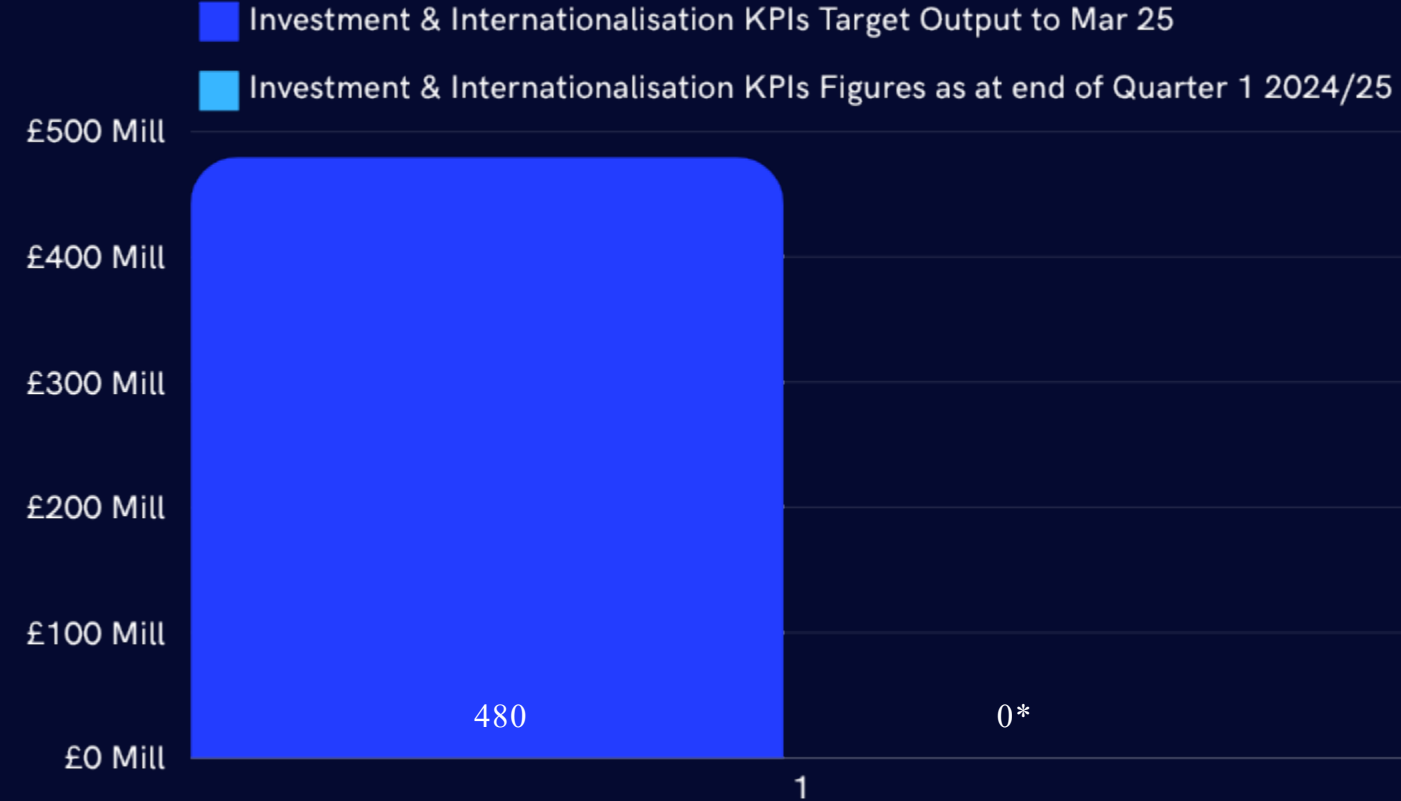
Investment and Internationalisation

KPIs



Key:

- 1. Target number of Foreign Direct Investment (FDI) projects in Oxfordshire 24/25
- 2. Total jobs supported



Key:

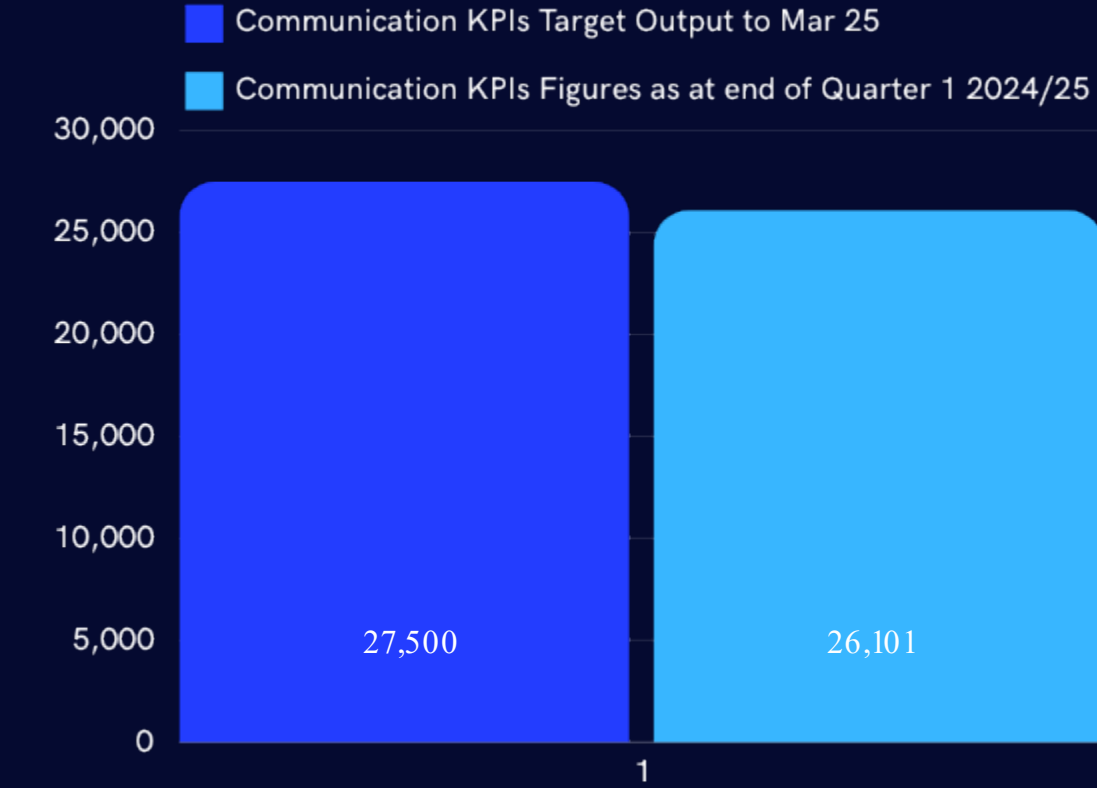
- 1. Value of FDI projects (investment into Oxfordshire in £'s)*

* N.B to be verified by Department of Business and Trade.



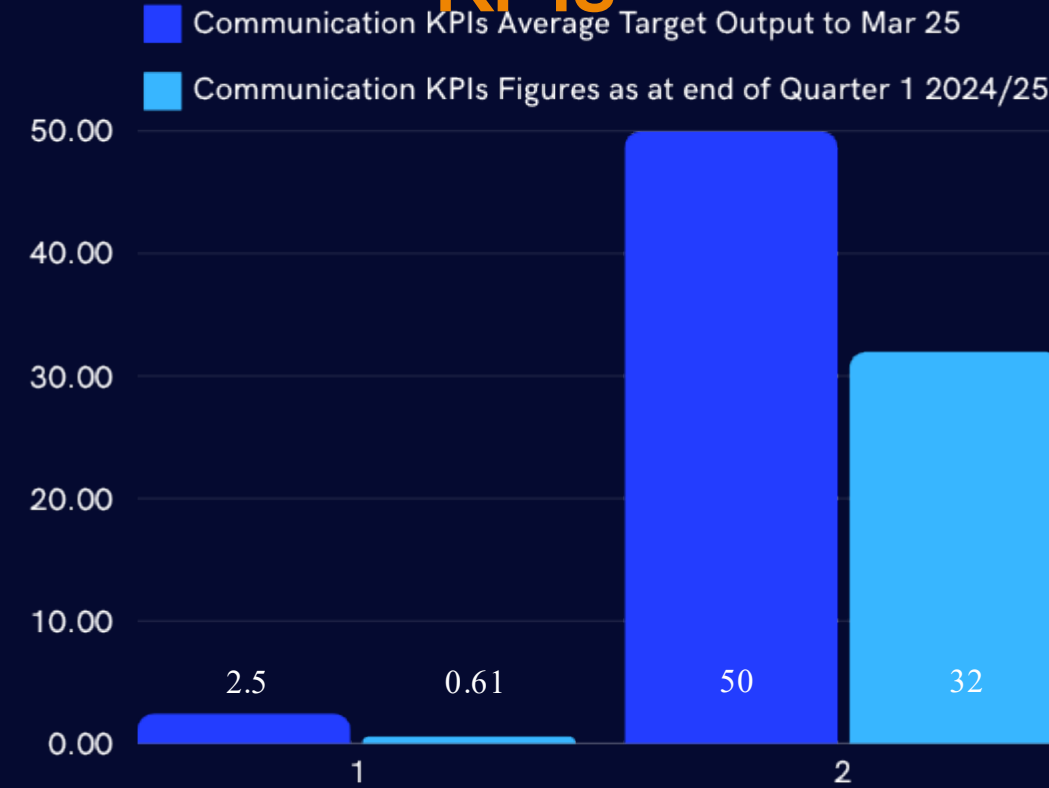
Communication

KPIs



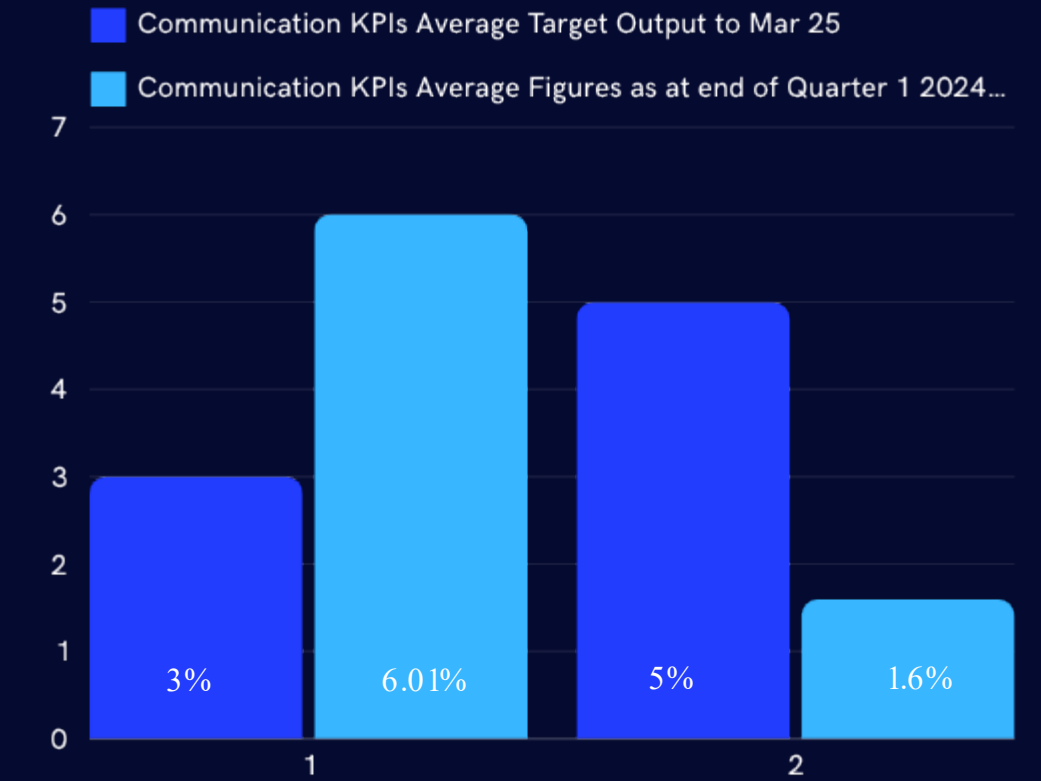
Key:

1. Increase number of collective followers, across all OxLEP social media channels, by 2% quarter on quarter, reaching 27,500 by March 2025



Key:

1. Ensure all LinkedIn lead generation paid activity maintains a benchmark cost per click of £2.50 or below
 2. Ensure that the average OxTalks podcast episode download averages 50 downloads across the first 90 days of release



Key:

1. Achieve at least a 3% engagement in organic (non paid) social media posts by March 2025
 2. Score an average monthly YouTube click-through-rate of at least 5% per month for all generated content.