

**REPORT TO:** Employment, Learning and Skills, and Community Policy and Performance Board

**DATE:** 20 February 2017

**REPORTING OFFICER:** Strategic Director Enterprise, Communities and Resources

**SUBJECT:** Inward Investment Scrutiny Review Update

**WARD(S):** Borough Wide

## **1.0 PURPOSE OF THIS REPORT**

1.1 The purpose of this report is to update the Board on the implementation of the recommendations arising from the Inward Investment Scrutiny Review which concluded in September 2015.

## **2.0 RECOMMENDATION: That**

2.1 It is recommended that Members of the PPB note progress being made to implement the recommendations.

## **3.0 REPORT**

3.1 A Scrutiny Review Topic Group on Inward Investment was established in 2015. The Topic Group was commissioned as the Liverpool City Region (LCR), together with Local Authorities were looking at the approach to inward investment and considering how a collaborative approach would make better use of resources.

3.2 The Topic Group made a number of recommendations.

3.3 The recommendations, together with a brief update on progress is provided below.

### **Recommendations on Inward Investment**

#### **Local Recommendations**

- Implement rigorously the client management system (Evolutive) to iron out a number of inconsistencies with the information that we log.

*This recommendation has been implemented. In fact, Halton was the first to adopt the programme. The system is being rolled out across the Liverpool City Region.*

- Develops and implements an Investment Social Media Strategy to link Halton with export agencies from around the world.

*This recommendation has been superseded by the approval of the ERDF Place Marketing project (which is covered elsewhere on the agenda).*

- Pursue relationships and links with the top 50 businesses in Halton to ensure retention and growth of businesses.

*The Business Improvement and Growth Team has been working with a locally based IT company to further refine the Council's Business Attractiveness model.*

### **Liverpool City Region Recommendations**

- Channel foreign investment enquiries through the LCR/LEP, where appropriate.

*This is being picked up through the development of a Single Investment Agency for the Liverpool City Region described below.*

*The City Region Local Authorities, Liverpool Vision and the Local Enterprise Partnership have been working together for more than 18 months as a virtual inward investment service for the whole of the Liverpool City Region. This approach was given considerable impetus by the necessity to develop combined marketing messages and marketing collateral for International Festival of Business 2016 and MIPIM London and MIPIM Cannes.*

*Liverpool City Region prospectuses for all key growth sectors and a pan-City Region Commercial Property Prospectus have been developed informed by input from Sector Groups for each of the LCR Growth Sectors. Halton Borough Council is represented on all sector groups.*

*More recently partners have begun to share investment enquiries to develop a Liverpool City Region Investment Pipeline*

*A Single Investment Fund (SIF) application was submitted by the LEP in December 2016 seeking funding of £100,000.00 to develop further the City Region Single Investment Team concept. Significantly, the proposal included business aftercare\investor development, traditionally the preserve of the Local Authorities*

*On February 03 2017 it will be announced whether the SIF application has been successful. If successful there will follow a period of partner consultation to inform the development of a full business case for SIF funding for a June submission deadline.*

- With limited resources, there is a need to focus on collaborative working across Local Authorities and the LCR.

*As above*

- Focus on strengths that Halton and the wider LCR has to offer.  
*As above*

- There is an opportunity to demonstrate a collective approach and the Liverpool brand to potential investors, particularly of benefit to Halton.

*The City Region ERDF Priority Axis 3d 'Place Marketing - Inward Investment' programme has been contracted with DCLG.*

*The bid is focused upon the development and promotion of a series of marketing proposition to attract new inward investment to the City Region and then to internationalise that offer with a series of overseas visit and attendance at key inward investment events.*

*The programme will also appoint, by competitive tender, a number of 'International Locational Consultants' who will promote the City Region offer in the key territories of the Americas, Asia, Indian and, to a lesser extent, Europe.*

*A detailed 'Activity Plan' for the lifetime of the programme is in development and the procurement exercise, managed by Liverpool Vision, has commenced.*

*The make-up of the Activity Plan will be driven by the LCR Sector Groups. Decisions with respect to which element of the Activity Plan are funded and which are not will rest with the LCR Inward Investment Board. Halton Borough Council are represented on the LCR Inward Investment Board*

*Halton Borough Council will provide cash match, not exceeding £25,000.00 each year, for a three year period. The total Halton Borough Council match will be £74,546.00 over the lifetime of the programme.*

### **Other recommendations**

- Focus skills required to support key sector business needs and their growth in Halton.

*The Business Improvement and Growth Team has established an Advanced Engineering and Manufacturing Cluster Group. A sub-group of this is an HR Group which comprises Heads of HR from respective companies. They meet to discuss and share skills issues as a collective.*

- Work together with planning to help ensure, where appropriate, that businesses in Halton expand and grow.

*There are several examples of where this works well, for example, the development of the Inovyn Site and links to wider West Runcorn spatial priorities, or the bringing forward of the LPW expansion at the Widnes Waterfront.*

## **4.0 POLICY IMPLICATIONS**

- 4.1 Inward Investment is an important element in growing the economy of the Borough. It is highlighted as a key priority in the Liverpool City Region's Single Growth Strategy.

**5.0 OTHER/FINANCIAL IMPLICATIONS**

5.1 There are no “other or financial” implications arising from the report.

**6.0 IMPLICATIONS FOR THE COUNCIL’S PRIORITIES**

**7.0 RISK ANALYSIS**

7.1 There are no significant risks arising from this report.

**8.0 EQUALITY AND DIVERSITY ISSUES**

8.1 There are no Equality and Diversity issues arising from this report.

**9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

None under the meaning of the Act.