

WIRRAL PLAN 2020: BUSINESS

OVERVIEW

DELIVERY PLAN (PHASE ONE)

- ❑ Shows direction of travel against all Pledges and commitment from all Partners to work towards one shared set of goals.
- ❑ All associated Strategies to support the Pledges to Cabinet in January 2016.
- ❑ Delivery Plan (phase two) in February; including resident insight, settlement, devolution information.
- ❑ Fully integrated with Medium Term Financial Strategy.

CHANGING THE COUNCIL

These are our ‘building blocks’ to enable us to set up Wirral to deliver our ambitions. Key components.

- ❑ **ORGANISING INTERNALLY:** Making sure we have the right attitudes, abilities, skills and finances to deliver our vision for Wirral.
- ❑ **EMPOWERING LOCALLY:** Giving back power and responsibilities to communities and tailoring our support to the needs of local areas.
- ❑ **LEADING COLLECTIVELY:** Everything in collaboration; agreeing a shared vision and set of priorities.
- ❑ **ACTING REGIONALLY:** Maximising the potential benefits of Devolution and getting the best deal for Wirral.



BUSINESS: STRATEGIC DIRECTION

Wirral is a place where employers want to invest and businesses thrive.

- Business knows how to lead business.** Our role is to support, to enable, business to grow in Wirral.
- Our role is to drive inward investment, and sell Wirral to the world. Our role is to make sure the infrastructure is in place to make Wirral the perfect location for business.
- Our role is to make sure economic growth is felt by our residents.
- We will work with our partners to develop one, joint, Growth Plan for Wirral: combining resources aimed at supporting small business, attracting investment and improving the skills of residents.

Transport / Infrastructure plan

Financial Planning Budget / Income

Business growth:

- New Business
- Sector Growth
- Export
- Business space

Employment:

- Access
- Engagement
- Upskill

Housing Growth:

- New sites
- Existing sites
- Enabling
- Marketing

Asset Plan



Inward Investment:

- Attracting new business
- Marketing place
- Supply chain growth

Tourism:

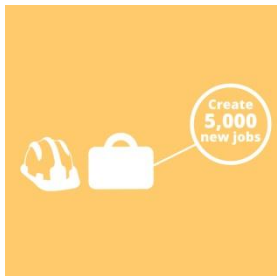
- Events
- Place marketing
- Strong businesses

Skills:

- Skills for growth
- Skill gaps
- Meeting business needs
- Links to schools

Partnership / Collaboration

Core Strategy



GREATER JOB OPPORTUNITIES IN WIRRAL

DELIVERY PLAN (PHASE ONE)

- Economy is worth £3.9bn, 15% of the Merseyside total and its highest ever value.
- Faster reduction in JSA claimants than anywhere in the City Region and the highest concentration of fast growing businesses in the UK.
- Redevelop our Growth Plan and our Investment Strategy to ensure the best possible return for the resources available.



GREATER JOB OPPORTUNITIES IN WIRRAL

HOW WE WILL GET THERE

- Complete a review of the current provision and existing investment strategy.
- Identify enhanced models of working and delivery to develop the new approach.
- Agree a new 5-year Wirral Growth Plan which will include a refreshed Investment Strategy and an overarching approach for growth across the borough.



GREATER JOB OPPORTUNITIES IN WIRRAL

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- The creation and safeguarding of 5,000 jobs by 2020.
- Increase economic productivity in Wirral.
- More people are in work.



WORKFORCE SKILLS MATCH BUSINESS NEEDS

DELIVERY PLAN (PHASE ONE)

- Build on already excellent partnership arrangements with organisations such as Wirral Chamber of Commerce, Wirral Met College and the LCR Employment and Skills Board.
- Work to redesign the local and regional skills system (as part of ongoing Devolution negotiations).
- Business will be in the driving seat – determining the skills they need to boost productivity now and in the future.



WORKFORCE SKILLS MATCH BUSINESS NEEDS

HOW WE WILL GET THERE

- Deliver a skills survey; designed and carried out in partnership with the Chamber of Commerce and other business partners.
- Complete analysis of our primary insight, and use it to develop the approach of the workforce skills delivery plan.
- Agree a new five-year Wirral Growth Plan which will include a workforce skills delivery plan.



WORKFORCE SKILLS MATCH BUSINESS NEEDS

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- More Wirral residents will have the skills that employers require.



INCREASE INWARD INVESTMENT

DELIVERY PLAN (PHASE ONE)

- Wirral has the ambition and opportunity to become a world-class location for investment in a number of key sectors.
- A real partnership between the public and private sectors is required.
- In a competitive market, we will develop a distinctive offer and a sustained plan of investment promotion activities.



INCREASE INWARD INVESTMENT

HOW WE WILL GET THERE

- We will develop a focussed inward investment delivery plan, aligned with an international strategy for Wirral Chamber of Commerce.
- We will carry out detailed consultation with the Investment Strategy Board.
- We will agree a new five-year Wirral Growth Plan which will include the new inward investment delivery plan.



INCREASE INWARD INVESTMENT

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- We will secure £250 million of private sector investment.
- We will secure growth within our key supply chains.



THRIVING SMALL BUSINESSES

DELIVERY PLAN (PHASE ONE)

- ❑ Key partner is Wirral Chamber of Commerce, the country's fastest growing Chamber.
- ❑ Refresh the Business Support Framework in Wirral, working in partnership with the LEP and LCR partners.
- ❑ We will empower local businesses to drive our new approach, capitalising on initiatives such as the BID in Birkenhead.



THRIVING SMALL BUSINESSES

HOW WE WILL GET THERE

- Review the collaboration agreement between the Chamber and the Council, review best practice and consult with businesses to shape our new approach.
- Ensure a five-year partnership business support framework is agreed and implemented.



THRIVING SMALL BUSINESSES

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- We will deliver an additional 250 (net) new businesses in Wirral over the next five years.



VIBRANT TOURISM ECONOMY

DELIVERY PLAN (PHASE ONE)

- ❑ Wirral has the fastest growing tourism economy in the Liverpool City Region, valued at over £355 million, employing 4,800 FTE and attracting 7.5 million visitors per year.
- ❑ It has grown by 40% since 2009.
- ❑ We will build on this success through delivering a reinvigorated tourism strategy, which will increase the value of the tourism economy by at least 5% each year.



VIBRANT TOURISM ECONOMY

HOW WE WILL GET THERE

- Complete the 2015-16 Tourism Implementation Plan.
- Be in a position by March 2016 to commission a Wirral Visitor Research Study, to inform the new strategy.



VIBRANT TOURISM ECONOMY

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- We will increase visitor numbers in Wirral to 9.1 million by 2020.
- We will increase Wirral's visitor spend to £450 million by 2020.



TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

DELIVERY PLAN (PHASE ONE)

- We must make sure that we become more agile, and able to deliver in a modern, technology-led environment.
- We will also be working to get the best deal possible for Wirral on transport infrastructure as part of the Devolution negotiations.
- Internally, we will be making sure that we are able to operate in a digital world and that our systems and equipment are modern and fit for purpose.



TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

HOW WE WILL GET THERE

- Develop a three-year technology strategy in partnership with public sector organisations across Wirral, which responds to the needs of our residents.
- Progress the proposals outlined within the City Region devolution asks regarding transport infrastructure and networks.
- Develop a new road safety strategy, based on detailed insight.



TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

HOW WE WILL GET THERE (CONTINUED)

- Carry out the replacement of the two Dock Bridges, a major infrastructure improvement commitment.
- Take part in the National Highways and Transport public satisfaction survey to get national benchmarks and feedback on our highway network.



TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- We will deliver high-speed broadband network across Wirral with 98% by 2017.
- The condition of our roads will be measured, as will the reduction in casualties and injuries on our roads.
- We will measure customer satisfaction and ensure we act on the feedback we receive.



ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL BUSINESSES

DELIVERY PLAN (PHASE ONE)

- We will look to optimise the use of our real estate assets for all types of commercial activity.
- We will review existing Council owned commercial property, and look for opportunities to release council-owned premises for commercial development.
- We will look to generate additional capital resources in order to facilitate new-build schemes in a difficult market.



ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL BUSINESSES

HOW WE WILL GET THERE

- Complete a business survey regarding asset requirements, to develop our approach to remodelling available assets.
- Identify council-owned sites which could be released for commercial/business development.
- Review joint opportunities for commercial development of existing sites with our partners.

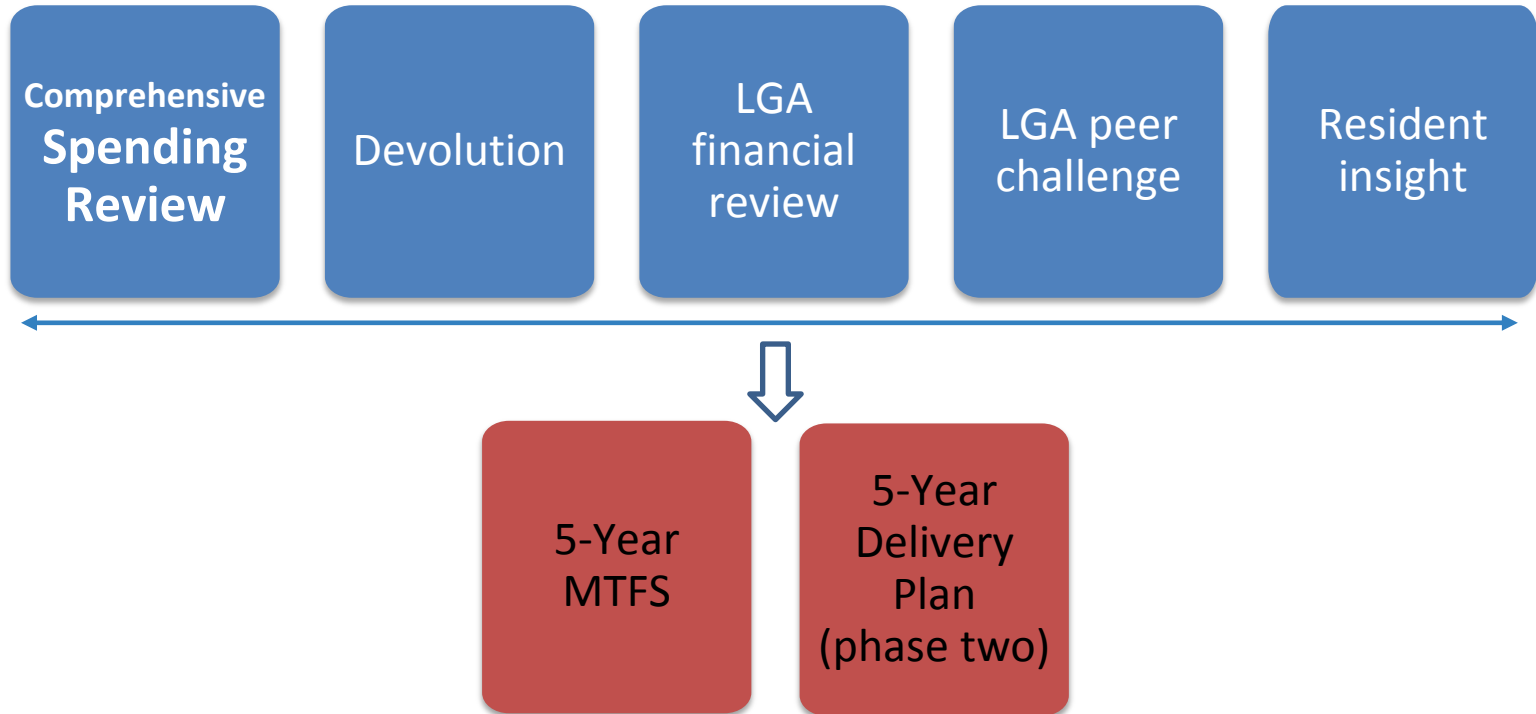


ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL BUSINESSES

HOW WE WILL MEASURE IF WE'RE GETTING IT RIGHT

- Contribute to the provision of new and refurbished commercial space.

WIRRAL PLAN 2020: NEXT STEPS



KEY DATES

- ❑ Budget Proposals – Cabinet Mid December
- ❑ Consultation on Budget Proposals – from Mid December.
- ❑ Scrutiny of Budget Proposals – January
- ❑ Medium Term Financial Strategy and Wirral Delivery Plan to Budget Cabinet – February (with Budget Council to follow)