

Report of Assistant Director Governance and ICT

Scoping Report on Local Productivity Levels and High Value Jobs

Summary

1. This report explores the possibility of a scrutiny review around Local Productivity Levels and High Value Jobs and the considerations of the Task Group to date.

Background

2. At a meeting on 25 March 2014 the Economic & City Development Overview & Scrutiny Committee (ECDOSC) considered briefing papers on three possible scrutiny review topics - Universal Credit, Bulk Buying of Energy and Addressing fuel poverty and Local Productivity Levels and High Value Jobs (Annex A).
3. The Committee agreed that Local Productivity Levels and High Value Jobs could be worthy of scrutiny review and appointed a Task Group comprising Councillors Burton (Chair), Semlyen and Cuthbertson to examine the proposed topic further.

Consultation

4. The Economy and Enterprise Manager and the Business & Economic Intelligence Unit have both provided information in support of this scoping exercise.

Information Gathered

5. At a meeting in early April, the Task Group met with the Economy and Enterprise Manager and learnt that City of York Council has already identified four sectors as targets for higher value inward investment – agro-tech, bio-tech, rail and green-tech. Another suggestion from the task group was pre fabricated and specialist construction.

6. Of the four sectors in the York Economic Partnership investment plan, green technologies is the least developed strategically at present and it was thought by the Economy and Enterprise Manager to be where there is least duplication of effort if ECDOSC were to investigate its investment attraction potential.
7. However, the Task Group agreed that before a decision is taken on whether to proceed with a review focussing on how best to promote York to green technology businesses, evidence is required that shows those businesses offer high Gross Value Added (GVA) jobs.
8. The Economy and Enterprise manager has therefore been asked to identify which, if any, green sector businesses have higher than the existing average GVA and wages per job. Should these exist in the green- technology sector then the Task Group agreed the review would be worthwhile.
9. They also agreed there may be scope for looking at York's marketing strategy to promote the city as a place to grow GVA jobs in general and in particular to ensure it includes ways of better attracting green sector businesses.
10. Having considered a promotional video from Exeter City Council and learning that other local authorities had also taken that approach, the Task Group were keen to investigate the possibility of producing a similar video promoting York as an attractive place in which to invest.
11. With this in mind, and subject to there being evidence of high GVA jobs in the green- technology business sector, the Task Group agreed a review could be undertaken based on the following suggested work plan:

Suggested Aim and Objectives

12. To identify cost effective ways to attract higher value inward investment by green technology companies to encourage their start up or relocation in York enabling the employment of local people at higher than average wages.

Objective	Method	Deadline
Identify improvements to the way York attracts high value green jobs	Consider best practice from other local authorities on what they are doing to encourage green investment and assist companies to relocate, including other councils' investment videos and investment services menus	By end of May?
Identify an improved marketing strategy for York in general and as a place to grow GVA jobs in green sector businesses	<ul style="list-style-type: none"> • With support from the Economic Development Unit, consult with a marketing expert on inward investment from York Professionals on priorities for presenting York as an attractive location for green-tech firms. • Work with the Economic Development Unit to investigate the possibility of producing a video promoting York as a place in which to invest. • Identify individuals who could provide suitable endorsements for inclusion on York Means Business website • Consider York's current investment services menu and propose any updates that may improve the offer. 	<p>By end of June</p> <p>End of July</p>

Council Plan

13. This review is linked to the create jobs and grow the economy element of the Council Plan 2011-15.

Implications

14. There are no known implications associated with this report. Should the Committee agree to carry out a review any implications arising from the final review recommendations will be addressed accordingly.

Risk Management

15. There are no known risks arising from the report as it is presented for information only.

Recommendations

16. Having considered the information provided within this report, and subject to there being evidence of high GVA jobs in the green-technology business sector, the Committee are recommended to agree whether or not to proceed with the review.
17. Should a decision be taken to proceed the Committee are recommended to:
- i. Set up a Task Group to carry out the work on the Committee's behalf
 - ii. Agree the review remit as suggested above in paragraph 12
 - iii. Agree a timeframe for the completion of the review

Reason: To ensure compliance with scrutiny procedures, protocols and work plans.

Contact Details

Author:

Steve Entwistle
Scrutiny Officer
Tel: 01904 554279
steven.entwistle@york.gov.uk

Chief Officer Responsible for the report:

Andrew Docherty
Assistant Director Governance and ICT
Tel: 01904 551004

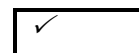
Report
Approved



Date 17 April 2014

Wards Affected:

All



For further information please contact the author of the report
Annex A - Briefing Paper on Local Productivity Levels and High Value Jobs