

SCRUTINY WORK PROGRAMME 2015-18 AND ONWARDS

1 Purpose

- 1.1 This report outlines the purpose and function of the Scrutiny Work Programme and asks Members to consider items for the 2015-18 Scrutiny Work Programme.

2 Recommendations/for decision

The Scrutiny Committee is asked to:

- 2.1 Consider the points raised in this report ahead of seeking to agree the future work programme at the 15 September 2015 Economy and Business Development Scrutiny Committee meeting.

3 Executive summary

- 3.1 Setting the Work Programme for the Scrutiny Committees is an important stage in the scrutiny process. An effective work programme will identify the key topics that scrutiny will consider over the coming year. A well planned work programme will also help both officers and members plan their workloads as well as providing a clear picture to the public of planned scrutiny activity. It is vital that scrutiny members take responsibility for both drawing up and managing their own work programme.
- 3.2 Please remember that the Committee has been appointed for a four year term and selection of items for the work programme should reflect the time available.
- 3.3 Some of the key principles for members to consider in setting the future Work Programme include:-
- (i) topics included in the Work Programme must add value to the work of the authority.
 - (ii) where appropriate involve partners, stakeholders and the public.
 - (iii) allow some flexibility to enable topics to be included as and when they arise.
 - (iv) the Work Programme should represent the views and concerns of the Community
 - (v) the Work Programme should reflect a realistic use of resources.
- 3.4 There are many different ways to identify issues for the Scrutiny Work Programme, such as:
- (i) outcomes of public consultation (annual satisfaction surveys etc).
 - (ii) suggestions from elected members (especially non-executive members).
 - (iii) suggestions from the Corporate Board.
 - (iv) Cabinet's Forward Plan.
 - (v) the Quarterly Performance and Finance Digests.
 - (vi) issues identified through the budget setting and monitoring process.
 - (vii) issues identified through the performance management role of scrutiny.

- 3.5 It is important to bear in mind the points raised earlier about scrutiny adding value when selecting items for the Scrutiny Work Programme. The Work Programme should reflect all types of scrutiny activity such as policy reviews, reviews of external organisations and performance management.
- 3.6 In order to ensure consistency in selecting items for the Scrutiny Work Programme a *Selection Criteria* has been devised, a copy is attached to this report at Appendix 4. The Selection Criteria consists of 9 statements which should be considered by the Scrutiny Committee before any item is included in the Scrutiny Work Programme.

4 Scrutiny Work Programme.

- 4.1 Members of the Scrutiny Committee now have the opportunity to re-visit the current Work Programme and consider whether the issues identified on it remain appropriate work programme items as well as considering any additional items for inclusion onto the future Work Programme. Members will no doubt bear in mind that the Work Programme needs to be manageable both from the Committee's perspective and resourcing work by Officers.
- 4.2 The following "one off" items are some that were examined or reported on during the past year.
- Key Employment Sites
 - East West Rail
 - Local Enterprise Partnerships
 - Economic Performance
 - Broadband
 - Aylesbury Vale Estates Business Plan
 - Skills Update (Skills is ongoing)
 - Support for Business growth in the Vale

Work areas currently being worked on are:

- Inward Investment
 - Economic Development Strategy & Action Plan
 - Skills
 - Business Support
 - Start up businesses
 - European funded programmes
- 4.3 The following information is attached to this report to further assist Members in the process of deciding which items to examine during the next four years :-
- Appendix 1 – Terms of Reference of Economy Scrutiny Committee
Appendix 2 – Current Scrutiny Work Programme.
Appendix 3 – Economic Development Scene Setting
Appendix 4 – Selection Criteria
- 4.4 Members are asked to consider any areas of Economic Development they wish to include in the Work Programme for discussion in preparation for the meeting.

5 Resource implications

- 5.1 Members will no doubt bear in mind that the Work Programme needs to be manageable both from the Committee's perspective and resourcing work by Officers.

6 Response to Key Aims and Objectives

- 6.1 The work of overview and scrutiny, particularly on making recommendations on matters which affect the area or its residents all support the key aims and objectives that Aylesbury Vale District Council is striving to achieve.

Contact Officer
Background Documents

Charlotte Gordon (01296) 585060
Current Scrutiny Work Programme

Appendix 1 – Terms of Reference
ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE

Membership: 11 Councillors

Terms of Reference

The Committee will contribute towards the Council achieving the following Key Aim and Objectives:-

Key Aim: To grow the economy of the Vale.

Objectives:

To attract new businesses to the Vale.

To improve our infrastructure.

To deliver town centre projects.

To improve our communications and interaction with our customers (as it relates to the issues that fall within their remit).

* * * * *

In doing this the Committee will undertake the overview and scrutiny function in relation to:

1. the improvement of private sector housing;
2. grants and loans to owner occupiers, tenants, landlords and/or developers;
3. policies and strategies of the Council and other bodies which affect the economic development of Aylesbury Vale;
4. the Council's Sustainable Community Strategy, in particular, relating to the economic well-being of Aylesbury Vale;
5. the provision, planning and management of the Council's car parking and markets;
6. town centre development and promotion;
7. the Council's leisure function in relation to tourism;
8. the Council's work being done to contribute to, and benefit from, the legacy being generated by the 2012 Olympics;
9. the implementation of policy framework plans as they relate to the remit of this Committee; Economic Development Action Plan, and Parking Strategy for Aylesbury Town Centre.
10. the Council-wide property and asset strategy;
11. the management of commercial estates and property including asset acquisition and disposal.

**ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE
WORK PROGRAMME 2015/16**

17 JUNE, 2015

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
Work Programme & Terms of reference	Tracey Aldworth				X									

15 SEPTEMBER 2015

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
Work Programme	Tracey Aldworth						X							
Economic Development Strategy and Review of Economic Development Action Plan	Tracey Aldworth						X							
Inward Investment Strategy	Tracey Aldworth						X							

26 OCTOBER 2015

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
Quarterly Performance – Quarter 2	Tracey Aldworth							X						
Future work programme and Economic Development scene setting	Tracey Aldworth							X						

7 DECEMBER 2015

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
										X				

1. Purpose

To provide some context to the Vale's economy, and a brief overview of AVDC's economic development activity.

2. Executive summary

- 2.1 The report provides summary contextual information about Buckinghamshire and the Aylesbury Vale economy, including a profile of the population, its businesses and employment, employment growth in the Vale and the work of the Local Enterprise Partnerships (LEPs).
- 2.2 The report also provides some context of the 2015 – 18 Economic Development strategy, which is due to be refreshed this year (2015). This includes details of the key areas of activity, which have been undertaken in the last couple of years in line with the Economic Development strategy, together with a forward look for the activities, which have been prioritised for 2015-16.
- 2.3 High level economic indicators for the Vale and rest of Buckinghamshire are outlined in the following sections.

3. Population

- 3.1 Aylesbury Vale population is at 181,071, the population increase by 3,278 in 2012 -13 accounted for almost three quarters of Buckinghamshire's increase (Table 1 overleaf), with a rise of 1.8 % over the year, the 10th highest increase of all 326 local authorities and the 27th highest absolute rise.
- 3.2 In comparison Buckinghamshire's population rose 4,608 to 2013, to reach 516,096, Aylesbury Vale's 3,278 increase in population numbers was the highest growth area of the districts in Buckinghamshire.
 - Aylesbury Vale working age residents now account for 63.5% of the population making it the highest of the all the Buckinghamshire districts and the South East
 - At 16.1% Aylesbury Vale has lowest number of people over the working age of 64.
 - Wycombe is the next highest at 16.9% with Chiltern and South Bucks at just over 20%.
- 3.3 Buckinghamshire's 4,608 (0.9%) population rise in the year to June 2013 is the third highest rise among county councils and the fifth highest among Local Enterprise Partnerships (LEPs). This increases Buckinghamshire's population density to 329 people for every km², up from 327 in 2012, the 9th highest among county councils and the 23rd highest among LEPs.
 - Buckinghamshire's working age residents now account for only 62.0 per cent of the population.
 - Natural change and migration from other parts of the UK were responsible for most of the increase, with international migration adding 313 residents

- 3.4 Despite rising by only 0.2 per cent, Buckinghamshire recorded the 8th highest rate of increase in working age residents, with 23 of the 39 LEPs seeing falls. All LEPs saw an increase in the number of residents aged 65 and over, with Buckinghamshire seeing the fourth highest rate of increase at 3.5 per cent, with the strongest growth recorded among residents in their 70s.
- 3.5 The sub-national population projections (May 2014) suggested Buckinghamshire's population could reach 546,933 by 2021 and 582,760 by 2031.

Table 1. Population Changes

	Total Population	Annual Change			0-15		16-64		65+	
		No.	%	Rank	No.	(%)	No.	(%)	No.	(%)
Aylesbury Vale	181,071	3,278	1.8	10	36,928	(20.4)	115,049	(63.5)	29,094	(16.1)
Chiltern	93,250	296	0.3	228	19,063	(20.4)	54,741	(58.7)	19,446	(20.9)
South Bucks	67,941	506	0.8	121	13,041	(19.2)	40,924	(60.2)	13,976	(20.6)
Wycombe	173,834	528	.03	231	35,484	(20.4)	109,052	(62.7)	29,298	(16.9)
Buckinghamshire	516,096	4,608	0.9	3	104,516	(20.3)	319,766	(62.0)	91,814	(17.8)
BTVLEP	516,096	4,608	0.9	5	103,550	(20.1)	319,766	(62.1)	91,814	(17.8)
Coast to Capital	1,960,824	16,888	0.9	6	364,472	(18.6)	1,231,372	(62.9)	361,628	(18.5)
Enterprise M3	1,654,318	10,248	0.6	16	313,360	(19.0)	1,027,803	(62.2)	310,849	(18.8)
Hertfordshire	1,140,706	11,610	1.0	4	227,265	(20.0)	724,182	(63.6)	186,655	(16.4)
London	8,416,535	108,166	1.3	1	1,667,211	(19.9)	5,756,197	(68.7)	960,336	(11.5)
Northamptonshire	642,435	4,932	0.8	12	127,054	(19.8)	405,830	(63.3)	108,474	(16.9)
Oxfordshire	666,082	5,310	0.8	9	123,976	(18.6)	428,850	(64.5)	112,426	(16.9)
SEMLEP	1,757,041	21,938	1.3	2	359,467	(20.5)	1,124,925	(64.2)	267,357	(15.3)
TV Berkshire	878,431	7,452	0.9	7	181,841	(20.8)	567,430	(64.8)	126,097	(14.4)
South East	8,792,626	67,889	0.8	3	1,676,085	(19.1)	5,511,357	(62.7)	1,605,184	(18.3)
England	53,865,817	372,088	0.7	-	10,209,238	(19.0)	34,351,400	(63.8)	9,305,179	(17.3)

Source: MYPE, ONS, 2014

- 3.6 For Aylesbury Vale various population projections assessed by GL Hearn in the Updated Development Projections Report, 2013 indicated population growth to be anything from 7,000 to 39,000 up to 2031.

4. Employment

- 4.1 Aylesbury Vale has a successful local economy which has taken on the challenge of the 2009 recession and has steadily recovered. Total employment stood at 85,000 in 2012 which was an increase of 7,700 over the level a decade earlier (2002-12), equivalent to 10% employment growth compared to 5.7% achieved across the South East and 5.5% across the UK, based on Cambridge Econometrics' data. In 2012, we saw a further increase of over 11% of the total number of people that were employed in the Vale. In 2014, the figure stood at 94,500, this includes those in self-employment. These figures are from annually produced Government data, which is the only consistent and reliable data set that relates to the total numbers of jobs nationally.
- 4.2 In terms of unemployment, the latest figures for March 2015 show that the total rate of unemployment in the Vale was 0.8% (921 people) and this rate is lower than the average for Bucks at 0.9% and for the South East, which was 1.2%. This is also lower than both the LEPs, with BTVLEP at 0.9% and SEMLEP at 1.6%.

Table 2: Employment Numbers 2014

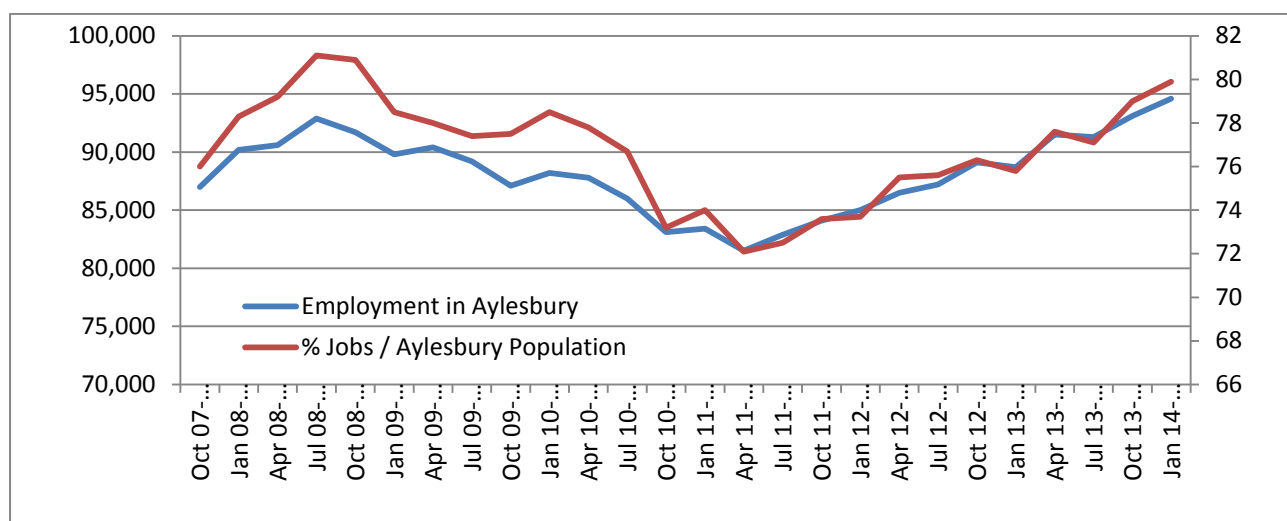
	Employees				Self Employed				Total Employment			
	Total	No.	Change %	Rank	Total	No.	Change %	Rank	Total	No.	Change %	Rank
Aylesbury Vale	63,500	-5,300	-7.7	361	17,300	800	4.8	157	80,800	-4,500	-5.3	298
Chiltern	30,600	-400	-1.3	125	9,000	1,500	20.0	65	39,600	1,100	2.9	54
South Bucks	30,800	-100	-0.2	84	6,900	2,300	50.0	11	37,700	2,200	6.3	17
Wycombe	72,700	-3,100	-4.1	261	12,500	-2,300	-15.5	309	85,200	-5,400	-5.9	321
Buckinghamshire	197,500	-8,900	-4.3	24	45,800	2,400	5.5	11	243,300	-6,500	-2.6	20
Berkshire	446,300	-19,900	-4.3	-	50,800	600	1.2	-	497,100	-19,300	-3.7	-
Oxfordshire	310,000	-5,000	-1.6	11	49,500	-3,100	-5.9	25	359,500	-8,100	-2.2	18
Hertfordshire	508,900	-12,600	-2.4	16	84,400	-7,000	-7.7	26	593,300	-19,600	-3.2	25
SEMLEP	733,200	-29,800	-3.9	-	125,200	2,300	1.9	-	858,400	-27,500	-3.2	-
South East	3,652,600	-114,100	-3.0	6	595,300	17,700	3.1	3	4,247,900	-96,400	-2.2	6
Great Britain	26,206,100	-783,500	-2.9	-	3,702,200	38,800	1.1	-	29,908,300	-744,700	-2.4	-

4.3 Out of the 94,500 jobs in Aylesbury Vale, 80,800 are employees who reside in the area. The remainder are taken by people travelling in to work. Of the 80,800 jobs 17,300 are self employed and the remaining 63,500 are employees.

4.4 Employee numbers peaked at 91,700 in the twelve months Jun 2008 and 09. In 2010, Aylesbury Vale saw a deep recession taking the employee numbers down to the lowest level, 81,500 in the twelve months Apr 2011 – 12. From 2012 onwards, Aylesbury Vale has seen a gradual increase in jobs to the current 94,500? Jobs, recording a higher percentage of people in employment than both the South East and Great Britain.

4.5 Looking at Buckinghamshire over the last ten years (2003-13) the number of jobs has not changed dramatically. However, the distribution of the jobs has not been evenly spread, both Aylesbury Vale and South Bucks having seen jobs increase by 5,000 and 4,000 respectively. Chiltern has seen a fall of 1,000, with Wycombe seeing 8,000 jobs lost. Urban areas performed better than rural areas, with jobs densities rising in the Aylesbury, Chesham and Amersham and Wycombe constituencies but falling in Beaconsfield and Buckingham.

Aylesbury Vale Employment Timeline



Source ONS Annual Population Survey 2014

4.6 Having seen the third highest jobs growth among LEPs from 2011 to 12 at 3.3 per cent, Buckinghamshire’s stock of jobs was unchanged in 2013, the 32nd weakest rate of growth among the 39 LEPs.

- 4.6 This lack of growth, combined with the 1.7 per cent rise across the country as a whole means Buckinghamshire's jobs density has fallen below the national level for the third time in four years.
- 4.8 Figure 1 below shows the increase in the number of jobs expected in 2033 from 2013 levels. Over the 20-year period studied the East of England Forecast Model (EEFM) forecast expects an increase of around 10,500 jobs – this is an increase of about 12.5% from 2013 levels. The Cambridge Econometrics (CE) forecast is somewhat higher with an increase of 12,900 jobs (a 14.9% increase from a slightly higher baseline estimate of the number of jobs). It should be noted that the EEFM only provides a forecast to 2031, and we have therefore projected employment to 2033 based on the change in the number of jobs in the CE. (These do not take account of Local factors which) forecast.

Figure 1: Baseline Employment Forecasts – Employment Growth, 2013-33

Projection	Jobs (2013)	Jobs (2033)	Change (2013-33)	% change from 2013
EEFM	83,900	94,400	10,500	12.5%
Cambridge Econometrics	86,300	99,200	12,900	14.9%

- 4.9 The rate of employment growth over the last 4 years shows steady growth but is not sufficient to achieve the longer term growth requirements of between 10,000 to 13,000 new jobs by 2033.
- 4.10 By broad industry group, health employs the most people in Aylesbury and Buckinghamshire, with 24,600 working in the sector ahead of retail (22,400), education (21,300) and the professional scientific and defence sector (20,900). At the two digit level, retail is the largest sector (21,500), ahead of education (21,400), wholesale (17,900) and human health activities (13,700). The full results are presented in chart 2 below. Computer programming provides employment for 7,900 people to rank 6th, accounting for 3.6 per cent of the all jobs in the county, the third highest share of the 39 LEPs.
- 4.11 The largest employment sectors in the district are business support services, education, retail, health and the public sector. Besides business support services, these are large employment sectors in many areas. The table shows the comparison with wider Buckinghamshire area.

Sector	Aylesbury		Buckinghamshire	
	Jobs	%	Jobs	%
Health	9,400	13.2%	24,000	11.1%
Education	7,400	10.4%	21,300	9.6%
Retail	6,800	9.5%	21,500	10.2%
Business Administration	6,400	9.0%	17,000	7.7%
Manufacturing	5,300	7.5%	15,000	6.8%

- 4.12 As confirmed in the Housing & Economic Needs Assessment (HEDNA) by GL Hearn in October 2014 Aylesbury Vale has an above average representation (in relative terms) of employment in the motorsport sector (principally in the north of the Vale); in public administration (particularly in Aylesbury); and in the agricultural sector and food and drink manufacturing.

Table 5: Total employment by broad industry group, 2013

	1: Agriculture, forestry & fishing (A)			2: Mining, quarrying & utilities (B,D and E)			3: Manufacturing (C)			4: Construction (F)			5: Motor trades (Part G)			6: Wholesale (Part G)			7: Retail (Part G)			8: Transport & storage (inc postal) (H)			9: Accommodation & food services (I)					
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank			
Aylesbury Vale	100	0.2	122	500	0.7	258	5,300	7.5	236	3,800	5.3	165	1,800	2.5	69	4,700	6.6	42	6,800	9.5	277	1,900	2.7	304	4,300	6.0	253			
Chiltern	-	0.1	163	100	0.3	353	2,500	7.3	239	1,800	5.2	185	600	1.7	269	3,100	8.9	7	3,500	10.2	239	400	1.2	378	2,000	5.8	266			
South Bucks	-	0.1	233	200	0.4	331	1,400	4.1	322	1,800	5.2	178	700	2.1	160	3,300	9.5	6	3,100	8.9	305	900	2.7	299	3,300	9.5	62			
Wycombe	100	0.1	164	1,600	2.0	56	5,700	7.0	243	4,900	6.1	105	2,000	2.4	104	6,800	8.5	11	9,100	11.2	154	1,900	2.4	329	5,200	6.4	217			
Buckinghamshire	300	0.1	17	2,400	1.1	18	15,000	6.8	23	12,300	5.5	15	5,100	2.3	10	17,900	8.1	1	22,400	10.2	18	5,200	2.3	27	14,800	6.7	19			
BTVLEP	300	0.1	15	2,400	1.1	24	15,000	6.8	34	12,300	5.5	8	5,100	2.3	14	17,900	8.1	1	22,400	10.2	26	5,200	2.3	39	14,800	6.7	19			
Coast to Capital	900	0.1	19	9,600	1.2	19	37,400	4.6	38	39,000	4.8	19	14,700	1.8	35	34,300	4.2	19	89,300	11.0	12	40,100	5.0	16	63,100	7.8	7			
Enterprise M3	1,100	0.1	14	8,000	1.0	29	48,500	6.2	36	43,700	5.6	7	15,200	1.9	29	40,100	5.1	11	76,800	9.8	31	23,500	3.0	35	59,800	7.6	10			
Hertfordshire	600	0.1	22	3,100	0.6	38	35,900	6.5	35	32,600	5.9	3	10,500	1.9	31	30,700	5.6	6	65,900	11.9	4	17,800	3.2	32	30,500	5.5	37			
London	2,200	0.0	33	25,100	0.5	39	109,500	2.3	39	152,700	3.2	39	36,400	0.8	39	162,500	3.4	31	401,800	8.5	39	219,700	4.6	19	354,800	7.5	14			
Northamptonshire	200	0.1	27	3,600	1.1	23	40,000	12.4	12	11,400	3.5	38	7,800	2.4	9	23,500	7.3	2	28,400	8.8	38	26,100	8.1	1	18,100	5.6	35			
Oxfordshire	300	0.1	25	2,500	0.7	37	24,400	7.2	31	15,300	4.5	26	6,800	2.0	26	12,700	3.8	27	32,100	9.5	33	10,600	3.2	33	25,900	7.7	8			
SEMLEP	900	0.1	20	6,100	0.8	36	77,800	9.6	23	33,600	4.1	35	21,900	2.7	2	48,100	5.9	5	78,000	9.6	32	52,400	6.5	2	44,900	5.5	36			
Thames Valley Berkshire	200	0.0	34	8,000	1.7	5	27,400	5.7	37	18,100	3.8	36	8,600	1.8	36	29,900	6.2	4	44,200	9.2	36	18,500	3.8	28	29,400	6.1	26			
South East	48,800	1.2	8	43,100	1.1	9	248,600	6.3	10	199,000	5.0	3	79,200	2.0	7	185,900	4.7	3	418,500	10.5	5	162,100	4.1	8	293,000	7.4	5			
England	322,100	1.3		265,600	1.1		2,020,200	8.2		1,098,700	4.5		438,900	1.8		1,019,400	4.2		2,462,700	10.0		1,100,100	4.5		1,694,400	6.9				
Great Britain	455,900	1.6		349,700	1.2		2,338,000	8.3		1,294,000	4.6		510,400	1.8		1,126,200	4.0		2,838,700	10.0		1,238,200	4.4		1,982,100	7.0				
	10: Information & communication (J)			11: Financial & insurance (K)			12: Property (L)			13: Professional, scientific & technical (M)			14: Business administration & support services (N)			15: Public administration & defence (O)			16: Education (P)			17: Health (Q)			18: Arts, entertainment, recreation & other services (R,S,T and U)					
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank
Aylesbury Vale	2,700	3.7	111	1,700	2.4	116	1,100	1.6	203	5,600	7.9	106	6,400	9.0	92	3,900	5.5	104	7,400	10.4	117	9,400	13.2	198	3,700	5.3	101			
Chiltern	2,100	6.1	44	1,000	2.8	101	800	2.2	78	4,100	11.8	35	1,400	4.2	333	600	1.6	355	4,300	12.4	50	4,300	12.3	230	2,000	5.7	71			
South Bucks	2,500	7.2	32	700	2.1	128	900	2.5	49	4,000	11.5	42	3,100	8.9	97	500	1.3	370	2,500	7.2	327	3,700	10.7	276	2,000	5.9	65			
Wycombe	6,600	8.2	22	1,500	1.8	153	1,900	2.3	66	7,200	8.9	74	6,100	7.6	155	1,600	2.0	325	7,100	8.8	233	7,200	9.0	322	4,300	5.3	95			
Buckinghamshire	13,900	6.3	3	4,900	2.2	12	4,600	2.1	6	20,900	9.4	7	17,000	7.7	15	6,500	3.0	25	21,300	9.6	10	24,600	11.1	23	12,000	5.4	4			
BTVLEP	13,900	6.3	4	4,900	2.2	23	4,600	2.1	8	20,900	9.4	7	17,000	7.7	22	6,500	3.0	36	21,300	9.6	19	24,600	11.1	35	12,000	5.4	4			
Coast to Capital	33,300	4.1	8	42,600	5.3	2	14,600	1.8	17	62,100	7.7	16	63,100	7.8	20	32,000	4.0	28	79,200	9.8	13	111,000	13.7	18	42,700	5.3	5			
Enterprise M3	59,100	7.5	2	23,500	3.0	13	11,900	1.5	25	80,000	10.2	5	65,900	8.4	13	21,400	2.7	37	71,600	9.1	28	87,900	11.2	34	47,300	6.0	1			
Hertfordshire	26,800	4.8	7	12,700	2.3	21	11,700	2.1	7	60,700	11.0	4	76,400	13.8	1	14,600	2.6	39	46,000	8.3	37	52,300	9.5	38	24,100	4.4	23			
London	355,000	7.5	3	343,500	7.3	1	133,800	2.8	1	660,100	14.0	1	478,800	10.1	3	212,200	4.5	15	354,700	7.5	38	477,900	10.1	37	247,600	5.2	6			
Northamptonshire	8,300	2.6	26	9,500	2.9	15	4,300	1.3	37	20,100	6.3	22	27,800	8.6	10	10,600	3.3	34	29,600	9.2	25	37,700	11.7	31	15,200	4.7	12			
Oxfordshire	18,500	5.5	5	5,100	1.5	34	5,000	1.5	26	38,100	11.3	2	21,500	6.4	33	10,400	3.1	35	51,000	15.1	1	40,100	11.9	28	16,500	4.9	8			
SEMLEP	32,500	4.0	10	23,200	2.9	16	12,500	1.5	24	63,200	7.8	14	76,200	9.4	6	33,000	4.1	26	77,100	9.5	21	91,300	11.2	33	39,300	4.8	9			
Thames Valley Berkshire	64,700	13.4	1	10,000	2.1	27	7,000	1.5	31	53,100	11.0	3	39,300	8.2	15	12,900	2.7	38	41,700	8.6	33	40,300	8.4	39	28,800	6.0	2			
South East	243,000	6.1	2	125,300	3.2	5	59,300	1.5	7	326,800	8.2	2	311,400	7.8	7	138,200	3.5	11	403,700	10.2	2	479,000	12.1	9	209,100	5.3	1			
England	1,024,200	4.2		905,700	3.7		474,100	1.9		2,044,400	8.3		2,060,500	8.4		1,080,600	4.4		2,269,200	9.2		3,150,100	12.8		1,121,700	4.6				
Great Britain	1,108,500	3.9		1,022,200	3.6		524,500	1.9		2,276,200	8.0		2,310,600	8.2		1,313,100	4.6		2,584,100	9.1		3,733,300	13.2		1,291,800	4.6				

Source: IBDR, ONS, 2014

4.12 When analysed by location quotient, Wholesale (2.0), Information & Communication (1.6) and Motor trades (1.3) are the sectors where Buckinghamshire has the strongest representation compared to the country as a whole. The above table shows Buckinghamshire shares its sector strengths with its neighbouring LEAs.

5. Businesses

5.1 There are 9,570 businesses in Aylesbury Vale, the majority of which are small businesses. At 87% being less than 10 employees Aylesbury Vale is ranked 37 out of all the 380 local authorities in the country.

Aylesbury Vale size of business based on the number of employees is:

- 0-9 employees - 8390 (87%)
- 10-49 employees - 185 (10.2%)
- 250+ employees - 30 (0.3%)

5.2 The Chilterns has the 2nd highest number of small businesses out of all 380 local authorities in the country, with over 90% of its businesses having fewer than 10 employees.

5.3 Wycombe has the most businesses in Buckinghamshire at 9,615, just ahead of Aylesbury Vale (9,570). Wycombe also has the highest share of bigger companies, with 255 employing over 50 people compared to 215 in Aylesbury Vale and 205 in Chiltern and South Bucks combined.

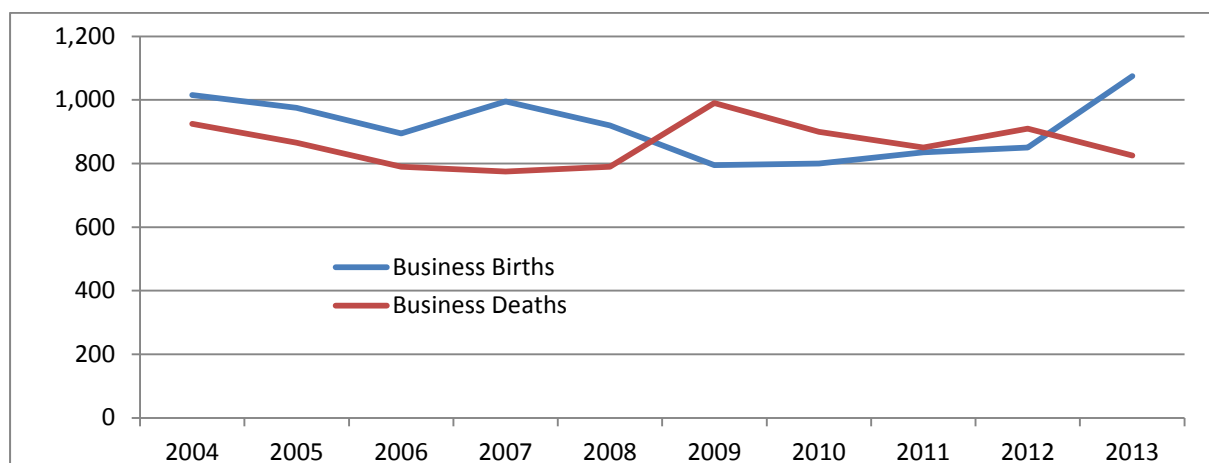
Table 6: Buckinghamshire's business population by number of employees, 2014

	0-9			10-49			50-249			250+			Total
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	
Aylesbury Vale	8,380	87.6	37	975	10.2	352	185	1.9	313	30	0.3	223	9,570
Chiltern	5,440	90.4	2	485	8.1	378	90	1.5	365	5	0.1	370	6,020
South Bucks	4,490	88.0	28	505	9.9	359	100	2.0	308	10	0.2	322	5,105
Wycombe	8,210	85.4	109	1,140	11.9	286	240	2.5	217	25	0.3	259	9,615
Buckinghamshire	26,520	87.5	1	3,105	10.2	27	615	2.0	26	70	0.2	24	30,310
BTVLEP	26,520	87.5	1	3,105	10.2	39	615	2.0	38	70	0.2	39	30,310
Coast to Capital	77,390	85.3	5	10,960	12.1	35	2,070	2.3	36	320	0.4	27	90,740
Enterprise M3	76,885	85.4	4	10,625	11.8	36	2,230	2.5	30	285	0.3	29	90,025
Hertfordshire	50,675	85.9	2	6,660	11.3	38	1,405	2.4	33	235	0.4	22	58,975
London	394,130	85.5	3	53,145	11.5	37	11,670	2.5	29	2,080	0.5	15	461,025
Northamptonshire	26,355	83.5	17	4,170	13.2	28	910	2.9	17	135	0.4	18	31,570
Oxfordshire	27,630	83.2	19	4,505	13.6	24	920	2.8	22	135	0.4	21	33,190
South East Midlands	65,585	83.7	13	10,155	13.0	31	2,255	2.9	18	365	0.5	13	78,360
Thames Valley Berkshire	37,880	84.3	7	5,540	12.3	34	1,265	2.8	20	245	0.5	8	44,930
South East	348,655	84.3	2	52,580	12.7	8	10,765	2.6	7	1,530	0.4	7	413,530
Great Britain	2,187,375	82.9	-	365,075	13.8	-	75,345	2.9	-	11,545	0.4	-	2,639,340

Source: IDBR, ONS, 2014

- 5.4 Aylesbury Vale having the highest share of long established businesses at 46.3 per cent of all businesses. Across Buckinghamshire 11,870 businesses were established over ten years ago, within Buckinghamshire, 15.4 per cent of businesses are less than two years old. While this is the 8th highest share among county council areas, it ranks the county only 23rd among LEPs and well behind the 23.0 per cent recorded in London and the 19.9 per cent of the Thames Valley.
- 5.5 Buckinghamshire's new firm formation rate of 86.7 businesses for every 10,000 residents is the 3rd highest of all 27 county council areas, behind Surrey and Hertfordshire and the 4th highest among Local Enterprise Partnerships (LEPs) behind London, Hertfordshire and Thames Valley Berkshire.
- 5.6 There were 1075 business births in Aylesbury Vale in 2013, this was the highest number the highest since comparable records began in 2004, reversing the trend of more business deaths than births since 2009. At the time of the recession in 2009 the business deaths shot up from 790 in 2008 to 990 in 2009. Business deaths fell to 825 in 2013.

Aylesbury Business Births and Deaths



ONS Business Demography 2013

- 5.7 There were 3,570 business births in Buckinghamshire in 2013 and 2,650 business deaths fell the fewest since the start of the recession. Buckinghamshire's increase of 920 businesses was the largest in a single year on record, although the 24.2 per cent increase in new formation was only the 33rd highest among the 39 LEPs. The largest number of business births was in Aylesbury Vale and Wycombe.

Table 7: Business births and deaths in 2013

	Business Births			Business Deaths			Annual Change (%)	
	No.	Rate	Rank	No.	Rate	Rank	Births	Deaths
Aylesbury Vale	1,075	74.6	87	825	58.3	59	26.5	-9.3
Chiltern	750	101.2	30	515	69.7	24	32.7	-8.0
South Bucks	605	110.2	18	485	88.8	11	11.0	3.2
Wycombe	1,140	82.4	62	825	59.8	55	24.6	-8.8
Buckinghamshire	3,570	86.7	3	2,650	65.0	2	24.2	-6.9
BTVLEP	3,570	86.7	4	2,650	65.0	2	24.2	-6.9
Coast to Capital	11,745	73.7	8	8,360	52.9	6	26.3	-6.4
Enterprise M3	10,855	81.1	5	7,885	59.3	4	17.2	-8.7
Hertfordshire	8,185	89.9	2	5,800	64.3	3	30.0	-4.8
London	83,600	124.5	1	49,610	74.7	1	28.4	-1.5
Northamptonshire	4,195	74.3	6	2,600	46.4	13	35.5	-6.0
Oxfordshire	3,515	64.9	14	2,575	48.0	11	22.3	-2.1
South East Midlands	10,275	73.8	7	6,855	49.8	7	30.2	-2.4
Thames Valley Berkshire	6,115	88.2	3	4,000	58.0	5	22.1	-7.4
South East	50,895	71.5	2	36,665	51.9	2	23.4	-6.0
Great Britain	341,630	67.5		232,540	46.2		28.6	-6.1

Source: Business Demography, ONS, 2014, MYPE, ONS, 2014

- 5.8 With more than 60 per cent of businesses formed in 2010 still trading, Buckinghamshire has the 2nd highest three year survival rate of any county council area, ranking third among LEPs; Buckinghamshire's new firm formation rate is 28.4 per cent above the national level, having been almost 50 per cent higher in 2010.
- 5.9 As shown in the table overleaf, business intensity in Aylesbury Vale is strongest in Construction, Motorsport, Wholesale, Public Administration & defence, Education and Arts Entertainment / recreation. This reflects similar strengths across Buckinghamshire with the exception of Information & Communication and Property.

Table 8: Sectors by SIC Code

	2: Mining, quarrying & utilities (B,D and E)	3: Manufacturing (C)	4: Construction (F)	5: Motor trades (Part G)	6: Wholesale (Part G)	7: Retail (Part G)	8: Transport & storage (inc postal) (H)	9: Accommodation & food services (I)	10: Information & communication (J)	11: Financial & insurance (K)	12: Property (L)	13: Professional, scientific & technical (M)	14: Business administration & support services (N)	15: Public administration & defence (O)	16: Education (P)	17: Health (Q)	18: Arts, entertainment, recreation & other services (R,S,T and U)
Aylesbury Vale	0.6	0.9	1.2	1.4	1.7	0.9	0.6	0.9	1.0	0.7	0.9	1.0	1.1	1.2	1.1	1.0	1.2
Chiltern	0.3	0.9	1.1	1.0	2.2	1.0	0.3	0.8	1.6	0.8	1.2	1.5	0.5	0.4	1.4	0.9	1.3
South Bucks	0.4	0.5	1.1	1.2	2.4	0.9	0.6	1.4	1.8	0.6	1.3	1.4	1.1	0.3	0.8	0.8	1.3
Wycombe	1.6	0.9	1.3	1.4	2.1	1.1	0.5	0.9	2.1	0.5	1.3	1.1	0.9	0.4	1.0	0.7	1.2
Buckinghamshire	0.9	0.8	1.2	1.3	2.0	1.0	0.5	1.0	1.6	0.6	1.1	1.2	0.9	0.6	1.1	0.8	1.2
BTVLEP	0.9	0.8	1.2	1.3	2.0	1.0	0.5	1.0	1.6	0.6	1.1	1.2	0.9	0.6	1.1	0.8	1.2
Coast to Capital	1.0	0.6	1.1	1.0	1.1	1.1	1.1	1.1	1.1	1.5	1.0	1.0	1.0	0.9	1.1	1.0	1.2
Enterprise M3	0.8	0.7	1.2	1.1	1.3	1.0	0.7	1.1	1.9	0.8	0.8	1.3	1.0	0.6	1.0	0.8	1.3
Hertfordshire	0.5	0.8	1.3	1.1	1.4	1.2	0.7	0.8	1.2	0.6	1.1	1.4	1.7	0.6	0.9	0.7	1.0
London	0.4	0.3	0.7	0.4	0.9	0.8	1.1	1.1	1.9	2.0	1.5	1.7	1.2	1.0	0.8	0.8	1.1
Northamptonshire	0.9	1.5	0.8	1.3	1.8	0.9	1.9	0.8	0.7	0.8	0.7	0.8	1.1	0.7	1.0	0.9	1.0
Oxfordshire	0.6	0.9	1.0	1.1	0.9	1.0	0.7	1.1	1.4	0.4	0.8	1.4	0.8	0.7	1.7	0.9	1.1
SEMLEP	0.6	1.2	0.9	1.5	1.5	1.0	1.5	0.8	1.0	0.8	0.8	1.0	1.1	0.9	1.0	0.9	1.1
Thames Valley Berkshire	1.3	0.7	0.8	1.0	1.6	0.9	0.9	0.9	3.4	0.6	0.8	1.4	1.0	0.6	0.9	0.6	1.3
South East	0.9	0.8	1.1	1.1	1.2	1.0	0.9	1.1	1.6	0.9	0.8	1.0	1.0	0.7	1.1	0.9	1.2

Source: BRES, ONS, 2014

Key sectors

5.10 Our business growth focus has been to ensure the growth sectors have sufficient opportunity and minimal barriers to continue growing. Each sector has similar threads running through them. The threads are ICT, Innovations, Skills and supply chain. By focusing on these areas we are able to bring together businesses across all sectors and address many of their challenges. The key priority sectors are:

- High Performance Technology & Motorsport
- Information & Communications Technology
- Advanced Manufacturing including Space and Tele-Health
- Food & drink
- Life Sciences
- Creative Industries
- Tourism and Visitor Economy

5.11 These sectors are also well represented across both Buckinghamshire & Thames Valley Local Enterprise Partnership (BVLEP) and the South East Midlands Local Partnership area (SEMLEP). The table below shows that the Aylesbury Vale sectors have good representation to the north and east of the Vale. This indicates similar skills and supply chain requirements and gives potential for further growth in these and areas and possible supply chain growth to supply the stronger sectors outside of the Vale.

Table 9:SEMLEP & BTVLEP key sectors

Aylesbury Vale	Tele-health, Visitor economy, Food and Drink	High performance and advanced engineering	Motorsport
BTVLEP	High Tech Manufacturing Agri-Food	Visitor Economy Life Sciences	Electronics & Smart Services Information & Business Econ.
Bedford Borough	Advanced Manufacturing & Engineering	Finance and Business Services (inc. ICT) Food production & research	Creative (inc. Film, Digital, Media, Design)
	Life sciences	Biotechnology	Health Low Carbon
Central Bedfordshire	Food and Drink and Hospitality	Pharma/Healthcare	Automotive Logistics
	Aerospace	Advanced Engineering	
Luton	Aerospace and Airport Engineering	ICT and Electronics Creative industries	Retail
	Construction	Medical/Health/ Sport related	Green technology
Milton Keynes	Technology, Financial & Business	Advanced manufacturing	Logistics
Northampton Borough	Consultancy	Recycling	High value engineering
	Construction	Health/ healthcare	Food & Drink
	High Performance Technology	Motorsport	Financial and business services
South Northamptonshire	High performance technologies	Motorsport	Rural economy, Tourism

6. Qualifications

- 6.1 Aylesbury Vale and Buckinghamshire has one of the best educated workforce's in the country, with a higher proportion holding qualifications at NVQ levels 2 and 3 or higher than the country as a whole. 35.6% of working age residents hold degree level qualifications, the fourth highest of any county council area.
- 6.2 Both the table below shows that the NVQ4 and 3 level qualifications in the Vale are higher than both the South East and the national averages but lag behind Chiltern, South Bucks and Wycombe and Buckinghamshire.

Table 10: Qualifications held (cumulative), working age (16-64) residents, 2014

	NVQ4+			NVQ3+			NVQ2+			NVQ1+			No Quals		
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank
Aylesbury Vale	46,900	41.8	81	67,840	60.0	123	90,130	78.2	99	106,200	94.7	75	5,900	5.3	75
Chiltern	31,100	58.4	14	38,200	71.5	23	48,050	89.4	2	52,100	97.7	10	1,200	2.3	7
South Bucks	19,100	48.0	42	26,500	66.5	51	33,600	84.4	23	37,000	93.0	166	-	-	-
Wycombe	49,400	45.2	59	71,560	64.9	60	89,770	79.5	77	100,600	92.2	187	8,500	7.8	188
Buckinghamshire	146,400	46.6	2	204,240	64.5	2	262,630	81.3	2	298,400	94.9	5	16,000	5.1	5
BTVLEP	146,400	46.6	3	204,240	64.5	4	262,630	81.3	2	298,400	94.9	4	16,000	5.1	4
Enterprise M3	432,100	42.6	6	639,140	62.5	7	820,530	78.9	4	965,500	95.1	3	50,000	4.9	2
Hertfordshire	312,500	43.5	5	459,620	63.4	5	583,140	78.7	5	677,300	94.3	10	41,000	5.7	10
Oxfordshire	205,100	48.6	2	293,850	69.2	1	353,775	81.9	1	402,200	95.2	1	20,100	4.8	1
London	2,829,400	49.1	1	3,772,120	64.7	3	4,605,240	76.4	10	5,309,400	92.2	16	449,400	7.8	16
Northamptonshire	137,800	31.0	25	235,540	52.4	29	332,680	72.0	22	401,800	90.5	25	42,300	9.5	25
SEMLEP	381,600	34.1	18	612,150	54.1	23	839,075	72.0	22	1,021,500	91.4	21	96,100	8.6	21
TV Berkshire	253,100	45.0	4	367,490	64.9	2	467,055	80.7	3	532,700	94.8	5	29,100	5.2	5
South East	2,132,300	39.1	3	3,324,840	60.5	2	4,328,880	77.1	1	5,141,100	94.4	1	306,300	5.6	1
Great Britain	14,173,600	36.0		22,561,120	56.7		29,934,390	76.1		35,897,900	91.2		3,443,900	8.8	

Source: Annual Population Survey, ONS 2015

- 6.3 Local businesses state that there is still a high level of shortages of key skills because a high number of the well qualified people take up high paid jobs outside of the Vale.
- 6.4 Overall Buckinghamshire residents compare well, ranking 2nd highest in the country on par with Oxfordshire and being second to only London

Table 11: Highest qualifications held (residents aged 16-64), 2014

	NVQ4+			NVQ3			NVQ2			NVQ1			No Quals		
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank
Aylesbury Vale	46,900	41.8	81	20,940	18.7	306	22,290	19.9	161	16,070	14.3	227	5,900	5.3	75
Chiltern	31,100	58.4	14	7,100	13.3	362	9,850	18.5	216	4,050	7.6	368	1,200	2.3	7
South Bucks	19,100	48.0	42	7,400	18.6	310	7,100	17.8	240	3,400	8.5	354	-	-	-
Wycombe	49,400	45.2	59	22,160	20.3	253	18,210	16.7	276	10,830	9.9	341	8,500	7.8	188
Buckinghamshire	146,400	46.6	2	57,840	18.4	27	58,390	18.6	17	35,770	11.4	27	16,000	5.1	5
BTVLEP	146,400	46.6	3	57,840	18.4	38	58,390	18.6	27	35,770	11.4	39	16,000	5.1	4
Enterprise M3	432,100	42.6	6	207,040	20.4	34	181,390	17.9	33	144,970	14.3	31	50,000	4.9	3
Hertfordshire	312,500	43.5	5	147,120	20.5	33	123,520	17.2	35	94,160	13.1	34	41,000	5.7	10
Oxfordshire	205,100	48.6	2	88,750	21.0	29	59,925	14.2	39	48,425	11.5	38	20,100	4.8	1
London	2,829,400	49.1	1	942,720	16.4	39	833,120	14.5	38	704,160	12.2	36	449,400	7.8	16
Northamptonshire	137,800	31.0	25	97,740	22.0	23	97,140	21.9	6	69,120	15.6	21	42,300	9.5	25
SEMLEP	381,600	34.1	18	230,550	20.6	32	226,925	20.3	16	182,425	16.3	14	96,100	8.6	21
TV Berkshire	253,100	45.0	4	114,390	20.4	35	99,565	17.7	34	65,645	11.7	37	29,100	5.2	5
South East	2,132,300	39.1	3	1,192,540	21.9	7	1,004,040	18.4	10	812,220	14.9	8	306,300	5.6	1
Great Britain	14,173,600	36.0		8,387,520	21.3		7,373,270	18.7		5,963,510	15.2		3,443,900	8.8	

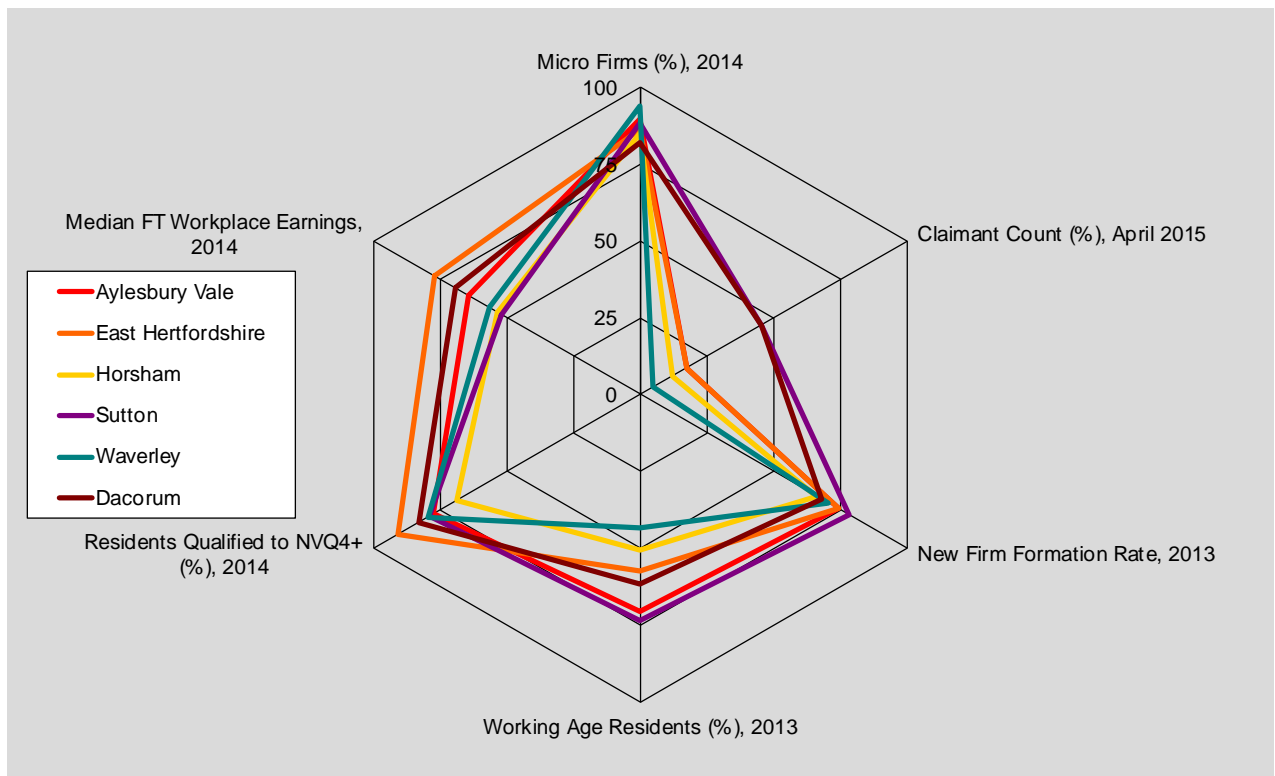
Source: Annual Population Survey, ONS, 2015

Skills Challenges

- 6.5 Despite the high qualifications businesses state that the education system does not equip young people with the skills needed to operate effectively when starting work. Careers advice and guidance is inconsistent.
- 6.6 The current SFA funded provision is dominated by level 2 and below provision although the demonstrated skills needs are at level3/technician level.
- 6.7 Apprenticeship numbers are growing but this growth is not reflected in important sectors for the economy e.g. Engineering, Digital ICT/Creative and Construction/The Built Environment.
- 6.8 The excellence of Buckinghamshire's schools is not realised by the local economy with the majority not returning to Buckinghamshire following graduation. This is not helped by the high cost of living locally and the proximity to London.

7. Summary of high level indicators

- 7.1 This report has outlined the population, range and size of businesses, claimant count and qualifications. These are a good way of measuring performance of the area but can be better understood if compared to other areas.
- 7.2 It can be seen that from the diagram below that in a number of areas Aylesbury Vale performs very well. Claimants are lower than Sutton and Dacorum, new firm formation and Working age residents are just behind Sutton. Earning and Qualifications are at a mid way point and as with the other areas Aylesbury has the similar economic structure with a larger proportion of smaller sized businesses .



7.3 Overall Aylesbury Vale has continued to produce high qualifications, has grown the number of businesses and jobs, and continues to reduce the number of claimants.

8. Economic Development Strategy

8.1 The 2011 – 2014 Economic Development (ED) strategy for the Vale was adopted in February 2011. This set the vision for the future and identifies the programme of economic development activity required to provide and sustain an attractive environment for the Vale's businesses and their employees. The partnership action plan to deliver the strategy has four key elements, which are:

- to build on the current strong entrepreneurial culture within the area, encouraging businesses to start-up and grow within the Vale
- to create a unique positioning for the area as an attractive inward investment location to attract Foreign Direct Inward Investments, as well as UK businesses re-locating to the South East
- encouraging new investors through proactive and focused interventions
- ensuring the existing and future workforce remain highly skilled.

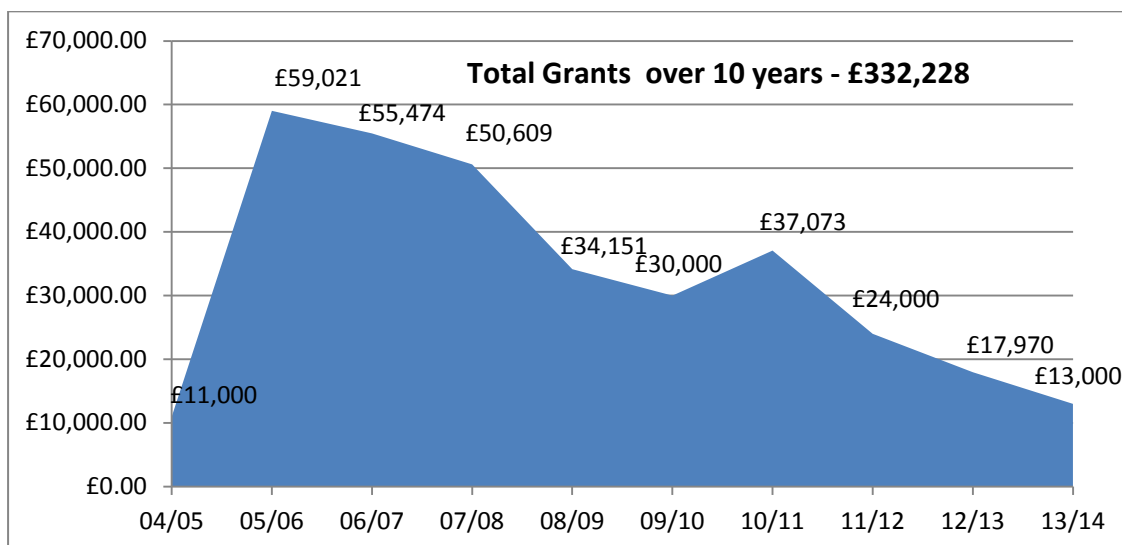
8.2 This action plan is due to be revised during Summer 2015, to take into account the changing political and economic environment, as well as setting out the major priorities and action plan for 2015-2016. It will incorporate the economic intelligence from the 2010 Buckinghamshire Local Economic Assessment (LEA) and shared learning over the last 4 years from working with our partners South East Midlands Local Enterprise Partnership (SEMLEP) and Buckinghamshire & Thames Local Enterprise Partnership /Bucks Business First (BBF).

- 8.3 Since 2012, there has been significant progress against all the key objectives set in the current ED action Plan. Of particular note is the progress that has been made relating to the overall work carried out to support existing businesses to stay and grow in the Vale, the improvements to inward investment activity and handling, progressing cluster activity around the specialist area of Assisted Living and Stoke Mandeville and the development of a new business facing website.
- 8.4 The Council's programme of investment in economic development activity is focused on playing to the Vale's strengths as an area with strong entrepreneurial activity and with land for future business expansion and growth. The continued positive growth of the local economy has shown the quality of businesses and a high level of confidence by them to invest and strengthen their local production and delivery. It is important to support this growth both in growing the local businesses and to attract inward investment.
- 8.5 The key areas that have been progressed from the ED Strategy are outlined briefly.

AVDC Business Grants/Loans Scheme

- 8.6 The AVDC business grants scheme, now funded from the Local Authority Business Growth Incentive Scheme (LABGI), ranges from £3k to £5k depending upon whether the business is an early stage or established business.
- 8.7 The criteria for the business grant scheme has been revised over the the years, so that a business has to have traded for 3 months before it is eligible to be considered for a grant and must take on one employee within 18 months; for existing businesses, they must show that they will be taking on two employees within 18 months of the grant.
- 8.7 From September this year AVDC will offer re-payable business loans instead of grants.
- 8.9 The Business Grants Panel has awarded businesses a total of £66,970 grants since 2011:
- 2011/12 to 5 Businesses, R&A Engineering, Automotive Mechatronics Ltd, RPM Independent, Porsche Specialists, Paul Wilkinson Photography, Neo PR Ltd, Gobbler Oil Recovery Boats Limited
 - 2012/13 to 4 Businesses, Aylesbury Escargots, HVS Image, Independent Energy Assessors and Versacloud
 - 2013/14 to 3 Businesses, Gemelli Solutions, The Beauty Therapy Centre, Harvest Moon Bam
 - 2014/15 to 4 businesses, 4 Beauty Ltd, Clients in Focus Ltd trading as Home Instead Senior Care, 3D Print World Ltd and Green Dragon Rare Breeds Farm and Eco Centre Ltd

8.10 Over the 10 years from 2005 over £337,228 has been awarded as grants to help businesses grow.



Golden Welcome

- 8.11 A total of £250k has been allocated from the LABGI fund to support this initiative, aimed at supporting re-locating business to the Vale that bring more than 20 new jobs to the Vale.
- 8.12 The scheme was launched with commercial agents and developers in Autumn 2009. The total amount granted to-date is £170K to support business investment in Aylesbury Vale.
- 8.13 In partnership with Bucks Business First and the Aylesbury Enterprise and Innovation Centre, AVDC has provided business support to over 980 businesses between July 2013 to June 2014. These are broken down as follows:

Businesses Assisted, July 13 – June 14

Business assists	- 372
Business assists face to face 224 (BBF) + 11 (AEIC)	- 255
Event attendees	- 85
Intensive assists (20 (BBF) + 6 (AEIC) project recipients	- 26
	- 23
Businesses supported 10 or fewer employees. 59%	- 206
Businesses supported have 50 or more employees. 5%	- 16
Early Assist Grants	- 1
Grants Established	- 2

Source: AVDC, BBF and AEIC data

Business engagement, including — Project Gumption!

- 8.14 Part of the business engagement strategy is to engage with key business across the key clusters focusing on those that play a significant role in the local economy.
- 8.15 The aim is to identify and proactively meet the top 30 businesses in the Vale, involving AVDC's Chief Executive with the support of the ED team.

- 8.16 The key aims of Project Gumption aims are for AVDC to develop an ongoing relationship with the senior management of these businesses, to discuss the opportunities for growth, help address potential barriers or constraints and work together to support them now and in the future.

ED are looking to continue this project to ensure we support our key businesses in the Vale to ensure retention and further growth of the Vale.

Aylesbury Enterprise and Innovation Centre (AEIC) www.aeicentre.com

- 8.17 One of the main projects that AVDC funded with funding returned to the Council via the Local Authority Business Growth Incentive Scheme from central Government, was to create the Aylesbury Enterprise and Innovation Centre. The contract period for this facility is 2009 to 2016.
- 8.18 The AEIC is a vibrant community based business centre helping new businesses to start up or existing businesses to grow. The Centre has been operating since October 2009 and is now well established and is exceeding its business plan performance targets. The overall targets for the centre were to support 200 businesses in the first 4 years.
- 8.19 The next stage in its development is to begin to consider the need for further incubation and innovation space in Aylesbury Vale. This will involve discussions with partners including University Centre Aylesbury Vale (UCAV), Aylesbury Vale Estates (AVE) and the National Enterprise Academy (NEA) partners to ensure a 'joined up' approach to supporting start up and growing businesses across the Vale.

Inward investment and Marketing the Vale – Business facing campaign

- 8.20 Work is being carried out to define the local identity and Unique Selling Proposition (USP) of Aylesbury Vale and Buckinghamshire and produce supporting marketing literature and update the inward investment website.
- 8.21 AVDC's ED and Communications & Marketing teams are working together to develop a new branding and marketing communications campaign to promote Aylesbury Vale as a great place to invest and run a business.
- 8.22 The aims of the branding campaign are to create a strong, truly place-based image for Aylesbury Vale that will be attractive to our investment and business audiences and to help generate and manage inward investment enquiries. It is based on Aylesbury Vale's USP as 'a growing, enterprise economy' and is designed to align with the BTVLEP and SEMLEP inward investment work with UKTI and the wider campaign for Bucks - 'The Entrepreneurial Heart of Britain'.
- 8.23 Working to develop the central theme – 'Your time is here' – the campaign is based on the stories of business people who have started and grown successful businesses in Aylesbury Vale. In this way, a real sense of enterprise can be brought to the campaign, providing a point of differentiation in comparison with the business campaigns of other areas, many of which focus on infrastructure rather than people. The central message is that there has never been a better time to run a business in Aylesbury Vale, with the concept of time having a strong resonance in terms of the entrepreneurial message.

Work is currently underway with both South East Midlands Local Enterprise Partnership (SEMLEP) with regard to key sector development propositions in key areas including Agritech and Food and Drink, High Performance Technologies and

Motorsport, Space, Information Technology and Electronics Communications (ITEC) and Financial Services with planned case studies from some of the Vale's major players from these sectors. These propositions will then be placed on the www.investaylesburyvale.com website as well as part of collateral to attract further investment into the area.

Campaign components produced so far:

The business website Invest Aylesbury Vale

8.24 The www.investaylesburyvale.com website has been designed as an intuitive and interactive portal for all investment and business enquiries. Our corporate AVDC website and partner websites signposts business visitors to the site and the address is included on all marketing collateral. It is aimed at businesses moving to the area from the UK and overseas, as well as existing businesses who need to know what local or national support is available. This includes a series of case studies, which can be used either in their printed version at exhibitions and other events and can also be viewed as per the website along with the fact files on key investment sites. The purpose of these is to highlight the themes of starting, growing and moving a business and bring out the benefits of having a business in Aylesbury Vale.

Enquiry handling and lead generation

- 8.25 The ED team continue to receive requests for assistance from businesses, property agents and developers in helping business re-locate to the Vale from other parts of the UK and have provided help and advice to secure such business.
- 8.26 AVDC continues to work closely with BTVLEP and Bucks Business First to raise the profile of Aylesbury Vale and Buckinghamshire to secure a pipeline of inward investment enquiries.
- 8.27 UK Trade and Investment (UKTI), the national Government body linked to the Foreign and Commonwealth Office (FCO) is working in partnership with SEMLEP to attract international trade and inward investment support.
- 8.28 We continue to work with both BTVLEP and SEMLEP, the business led trade associations and networks as well as business representative organisations such as the Chamber of Commerce, FSB and other government bodies to ensure we continue to generate visibility for our area and have access to a pipeline of inward investment enquiries.
- 8.29 We have also engaged in a programme of meeting with some of key developers to ensure we work with them to unblock barriers to key employment sites within the Vale to ensure we have adequate premises for supporting and growing SMEs and those looking to invest into Aylesbury Vale.
- 8.31 The Aylesbury Enterprise and Innovation Centre (AEIC) has already been mentioned and plans are afoot to consider the next stage of development of AEIC in conjunction with other local partners as previously mentioned.

Berryfields employment land

- 8.32 AVA invested £4m of Growth Area Funding (GAF) in May 2010 to help support the development of the Berryfields site. Work is continuing to market the site and attract investment. ED are continuing to have ongoing discussions with the developers and Savilles who are marketing the site to ensure the site is marketed accordingly to attract investment.

Silverstone

- 8.33 The Master plan has since been progressed and MEPC are continuing to work to bring further investment into the area with reasonable take up of business units in the Aylesbury Vale employment area.

CETAL - Telecare / Stoke Mandeville

- 8.34 Significant progress has been made in establishing CETAL Centre of Telehealth and Assisted Living (Telecare) to help stimulate the development and use of new health and social care products and services. It does this by working with care providers to identify strategic needs and introduce them to companies who have the capability to create new solutions. CETAL has funds available to support collaborative R&D to develop these solutions and it supports the Stoke Mandeville Showcase Site, where these care solutions can be demonstrated to carers audiences.

- 8.35 The objectives of CETAL are:

- to develop an action research' showcase site with a focus on fragile individuals' in a home setting
- to support business start-up and existing business growth in Aylesbury Vale and Buckinghamshire
- to differentiate Aylesbury Vale, building on Stoke Mandeville NSIC as globally renowned brand to underpin an emerging healthcare cluster
- to attract in new telecare and e-health companies and establish new business and academic partnerships internationally

- 8.36 The components of the CETAL centre are now in place steering group & shared centre manager' roles the Living Lab is located at Aylesbury College. The living Lab is fitted out' with telecare equipment.

Property and other professional briefings

- 8.37 ED are looking to re-establish a regular Property Forum with local agents and developers, with meetings scheduled for the next twelve months beginning with a Developers Forum which will build upon the early findings of the Housing and Employment Development Needs Assessment (HEDNA) currently being carried out. The purpose of bringing together key commercial premises stakeholders is:

- to highlight the positive planning environment and help to forge better links between planners, policy makers, agents and property developers leading towards on-going discussion around the county and districts' economic development strategies
- to show progress on some of the concerns raised by agents and property developers

- to share market intelligence and air constraints and disincentives on businesses locating in Buckinghamshire and the districts, including the adequacy and availability of existing commercial stock
- to share latest activity on inward investment, marketing, lead generation and targets, to see how we can work together on collective marketing and PR opportunities

University Centre Aylesbury Vale (UCAV)

8.38 We continue to work with and support Aylesbury College with the Waterside North development of the University Centre Aylesbury Vale and link this with key actions from the economic development strategy. The numbers of courses provided at the UCAV is steadily increasing as the take up improves. This is an important part of the offer that the Vale needs to develop as it continues to grow.

Next Generation Access infrastructure

8.39 AVDC has invested additional funds to improve the lack of broadband speed currently available from the general commercial providers is recognised to be a problem, particularly in rural areas with some areas having virtually no internet access (so called 'not spots'). A roll out programme is currently underway and further work is being considered to ensure that further we keep pace with the future requirement for increased speed.

8.40 Superfast Extension Programme – the county is currently pursuing the opportunity to extend the reach of fibre broadband yet further, following the allocation of additional Government funding. This is currently subject to negotiations with District Councils and the Buckinghamshire Local Enterprise Partnership (Bucks TVLEP), given the requirement for local 'match' funds. If successful it is anticipated that new areas to benefit will be announced in the middle part of 2015. It is expected that this would have a significant impact on areas in the Vale that are currently not included in the Connected Counties rollout.

Employment-led growth assessment

8.41 Aylesbury Vale needs to ensure that sustainable economic development is driven alongside housing growth, to ensure that the Vale remains a great place to live and work.

8.42 Following the publication of the Localism Bill in December 2010, the government has set out its intention to revoke the South East Plan (SEP) which had formerly set out the district's housing and employment targets to 2026. When the Localism Bill was passed it was considered that this would leave a gap in the evidence base for the district, specifically on housing and employment growth targets.

8.43 Therefore in March 2011, AVDC appointed GL Hearn to help inform the council's view as to the level of housing and employment that should be brought forward in the district under the new planning policy regime as set out in the Localism Bill. Overall the report was to provide AVDC with a range of scenarios and a thorough understanding of Aylesbury Vale's economy and potential for growth over the period to 2031.

8.44 Following the completion of the Housing and Employment Development Needs Assessment report by GL Hearn it was agreed to review this and investigate further. This is currently being undertaken by Atkins consultancy.

Forward plan

8.45 The programme of activity for the coming years will build on the foundations already laid in terms of business support, targeted grant investment, pro-active marketing of the investment opportunities in the Vale and effective partnership working. This activity includes:

- a refresh of the economic development strategy 2011-2014 action plan promotion and maintenance of the new business facing website refining the inward investment targeting & sector/cluster propositions, including further development of CETAL and the wider Life Sciences sector.
- consolidating the relationship with the top 30 Aylesbury Vale businesses alongside our partners
- by bringing new businesses to the Vale, growing existing businesses and encouraging start-ups increasing business rates retained, reducing unemployment and gaining increased spend locally by our employed residents
- building trusted relationships with our businesses in order to deliver value added (paid for) services from across the whole council
- developing closer working relationship with commercial agents and developers to unblock barriers to employment land
- developing a revised employment job targets for the Aylesbury Vale plan
- moving forward the Local Enterprise Partnership (SEMLEP)
- supporting the construction of East West rail and to maximise the jobs and supply chain opportunities.
- supporting the development of Waterside University Technical Centre, Aylesbury Vale.

8.46 The next steps of the Marketing communications campaign will include:

- The extension of activities aimed at building the Aylesbury Vale brand and generating leads, including:
- Review and renewal of the new business support portal www.investaylesburyvale.com in Oct 2015
- Review of the Inward Investment marketing the district and highlight its key assets as a business destination.
- The production of further employment site fact sheets and business case studies
- Ongoing media relations work in local and specialist media.

9 Local Enterprise Partnerships (LEPs)

- 9.1 The Local Enterprise Partnerships (LEPs) are voluntary partnerships between local authorities and businesses set up in 2011 by the Department for Business, Innovation and Skills to help determine local economic priorities and lead economic growth and job creation within the local area. They carry out some of the functions previously carried out by the regional development agencies which were abolished in March 2012. To date there are 39 local enterprise partnerships in operation.
- 9.2 Aylesbury Vale area is supported by two LEPs, Buckinghamshire & Thames Valley LEP (BTVLEP) and the South East Midlands LEP (SEMLEP). Uniquely Aylesbury Vale is in both LEPS. The areas covered by both LEPS are:

SEMLEP

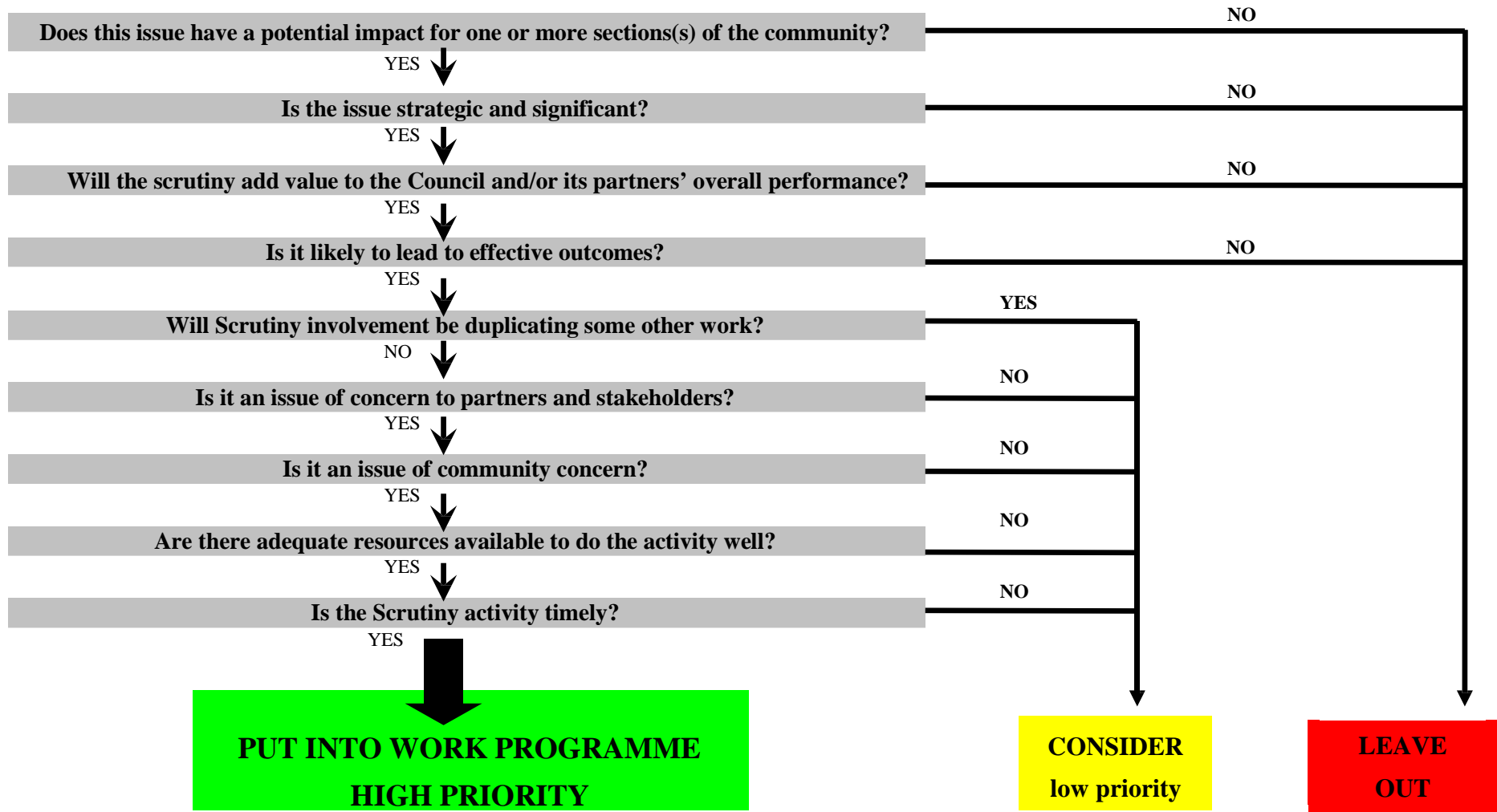
Aylesbury Vale
Bedford
Central Bedfordshire
Luton
Milton Keynes
Northampton
Kettering
Corby
South Northamptonshire
Daventry
Cherwell

BTVLEP

Aylesbury Vale
Wycombe
Chiltern & South Bucks

- 9.3 Both LEPS provide a range of business support their respective areas in addition to Government Funding.

Appendix 4 – Scrutiny Work Programme – Selection Criteria



ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)
Economy & Business Development	17/3/15	Update of Major Employment Sites 1. Latest position regarding employment sites and the actions taken / proposed were noted.	Tracey Aldworth	No			√
Economy & Business Development	17/3/15	East West Rail Update 1. Latest position was noted, similar reports to be made at 6 monthly intervals.	Tracey Aldworth	Yes	E & BD SC	6 monthly	O
Economy & Business Development	21/10/14	Feedback provided from previous meetings 1. Inward Investment in the Vale (17/3/2014) 2. Support for Business Growth within the Vale (3/6/14) 3. Aylesbury Vale Estates (AVE) Business Plan 2014-2015	Tracey Aldworth	No			√
Economy & Business Development	21/10/14	Local Enterprise Partnerships Update 2. Latest position of the LEP was noted.	Tracey Aldworth	No			√
Economy & Business Development	21/10/14	Economic Performance Update 2. Latest position was noted, similar reports to be made at 6 monthly intervals.	Tracey Aldworth	Yes	E & BD SC	6 monthly	O
Economy & Business Development	21/10/14	Broadband Update 1. A number of comments were made to the Cabinet Member for Economic Development and Major Projects to improve superfast broadband infrastructure within the Vale.	Tracey Aldworth	Yes	Council	Dec 2014	√

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)
Economy & Business Development	3/9/14	AVE – Business Plan 4. Recommendation to Cabinet for approval	Tracey Aldworth	Yes	Cabinet	4/9/14	√
Economy & Business Development	3/9/14	Skills Update 2. That the 'Going for Gold' project be supported.	Tracey Aldworth	No			√
Economy & Business Development	3/6/14	Support for Business Growth in the Vale 1. Report noted, endorse recommendations to increase support to ED & to encourage new business development 2. Allocate £50K earmarked for town centres business rates relief to Officers to use in a more flexible manner, as needs arise 3. Approach BCC & Bucks Fire & ask if prepared to forgo share of extra income derived from business rate collection 4. Business Grants Scheme be expanded to incl. retail premises as well as start-up & existing businesses 5. Officers to revise criteria and progress agreement and implementation of the proposals ASAP	Tracey Aldworth	No			√
				Yes	Cabinet	8/7/14	O
				Yes	Cabinet	8/7/14	O
				Yes	Cabinet	8/7/14	O
				Yes	Cabinet	8/7/14	O
Economy & Business Development	3/6/14	Work Programme 1. Director of Finance & SC Chairman to agree timing of revised AVE Business Plan	Derek Willmer	Yes	EBD SC	3/9/14	√

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)

Carried over from 2013-14

Economy & Business Development	17/3/14	Update on Major Employment Sites 1. Members noted the update 2. Requested infrastructure report including E/W rail proposals to a future meeting	Tracey Aldworth	No	EBD SC	TBA	√
				Yes			X
Economy & Business Development	17/3/14	Inward Investment in the Vale 1. ED team commended, Cabinet recommended to increased ED budget to £500K 2. Sites in emerging Neighbourhood Plans or with planning permission targeted & promoted for I.I. 3. CM recommended to targeted approach to business retention & I.I., & to use BBF + other partners as a resource 4. Use 3rd parties & intermediaries as risk/reward basis to assist with I.I. Strategy 5. CM be invited to future meetings, as appropriate 6. CMs be invited to present an update on action taken in response to EBD SC recommendations	Tracey Aldworth	Yes	Cabinet	TBA	X
				Yes	Cabinet Member		√
				Yes	Cabinet Member		
				Yes	Cabinet Member		
				Yes	Cabinet Member		
				Yes	Cabinet Member		√

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)
Economy & Business Development	29/1/14	Notice of Motion: Support for Businesses 1. Report was noted. 2. Cabinet advised that the SC would use their WP to investigate expansion of the ED Strategy & to take into account concerns expressed. 3. EBD SC would look at emerging new Business Rate policy at the appropriate time.	Mark Wathen / Tracey Aldworth	No			√
				Yes	EBD SC	3/6/14	√
				Yes	EBD SC	TBA	X
Economy & Business Development	29/1/14	Work Programme 2013-2014 1. Remove Broadband update from 17/3/14 to 3/9/14, together with BBF / FSB / Chamber of Commerce. 2. Business Rate Scheme options + AV Visitor Economy Action Plan to 3/6/14 meeting! 3. Update on LEPs to 21/10/14 meeting 4. Provide Skills Agenda report, when required. 5. E/W Rail item when more information was available (+ invite BCC to the meeting).	Derek Willmer	Yes	EBD SC	3/9/14	√
				Yes	EBD SC	3/6/14	√
				Yes	EBD SC	21/10/14	√
				Yes	EBD SC	3/9/14	√
				Yes	EBD SC	TBA	X
Economy & Business Development	11/12/13	Update on work of ATC Partnership and Management of Markets 1. Report was noted 2. Feedback & comments to be actioned, as appropriate. 3. Appropriate CM(s) invited to future meetings	Teresa Lane	No			√
				Yes	By CM & Officers	as approp	O
				Yes	CM to EBD SC	All	√

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)
Economy & Business Development	11/12/13	Work Programme 2013-2014	Derek Willmer	No			√
		1. 12 months review deleted from 29/1 meeting		Yes	EBD SC	29/1/14	√
		2. NoM on Business Support to 29/1/14 meeting		Yes	EBD SC	17/3/14	√
		3. Report on Major Employment Sites from 29/1/14 to 17/3/14 meeting		Yes	EBD SC	21/10/14	√
		4. Report on future of LEPs once more is known		Yes	EBD SC	3/9/14	√
		5. Report on skills agenda, as appropriate		Yes	EBD SC	TBA	X
		6. E/W Rail item when more information was available (+ invite BCC to the meeting).		Yes	EBD SC	TBA	X
7. Other items considered for inclusion <ul style="list-style-type: none"> • Utilisation of redundant airfields • Growth of Westcott Business Park • Businesses have been lost & why 	Yes	EBD SC	TBA	X			
Economy & Business Development	28/10/13	Skills – Update on the Working Group <ol style="list-style-type: none"> 1. Progress of the T&F Group noted, & endorse a Skills and Employment conference + an advertising campaign to highlight alternative career paths and opportunities. 	Mark Wathen	Yes	NA	NA	√

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)
Economy & Business Development	28/10/13	Rural Economy Update 1. Report was noted 2. Feedback & comments be fed into future work on this topic. 3. Further report on the whole Vale economy in 12 months time.	Tracey Aldworth	No	EBD SC	as approp	√
				Yes			O
				Yes			O
Economy & Business Development	28/10/13	Local Enterprise Partnerships Update 1. Report was noted 2. Feedback & comments be fed into future work on this topic.	Mark Wathen	No	EBD SC	as approp	√
				Yes			O
Economy & Business Development	28/10/13	Work Programme 1. ATC report in Dec 13 to include information on Mary Portas review 2. Broadband update to 17/3/14 meeting 3. Report on Inward Investment in the Vale – Steps being taken to deliver employment sites already planned to a future meeting	Craig Saunders	Yes	EBD SC	11/12/13	√
				Yes	EBD SC	17/3/14	√
				Yes	EBD SC	TBA	X
Economy & Business Development	3/9/13	AVE – Update on Performance 1. Report was noted and Cabinet recommended to agree the Business Plan.	Mark Wathen	Yes	NA	NA	√

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE: RECOMMENDATIONS TRACKER 2014-15 – Appendix 5

Decision				Tracking			
Scrutiny Committee	Meeting Date	Item and Recommendations	Contact Officer	Further Action (Yes/No)	Committee	Meeting Date	Status (√/O/X)
Economy & Business Development	3/9/13	Skills Provision 1. Progress of the T&F Group was noted, with a further meeting to be organised with reps from the LEP Skills Group.	Mark Wathen	Yes	EBD SC	?	X
Economy & Business Development	3/9/13	Work Programme 2013/2014 1. Move Major Employment Site report to 29/1/14 2. Move AV Visitor Economy Action Plan to 11/12/13 3. Skills Update report to 28/10/13 meeting. 4. LEP report to 28/10/13 meeting. 5. Further EBD SC meetings ASAP	Derek Willmer	Yes Yes Yes Yes Yes	EBD SC EBD SC EBD SC EBD SC EBD SC	29/1/14 11/12/13 28/10/13 28/10/13 28/10/13	√ √ √ √ √
Economy & Business Development	4/6/13	Business Skills and Training Review 1. Cllrs Miss Lewis, Lambert, Monger, Mordue and Strachan form T&F Group to look at ED & skills 2. T&F Group report back to EBD SC on 3/9/14	Mark Wathen	Yes Yes	T&F Group EBD SC	TBA 3/9/13	√ √
Economy & Business Development	4/6/13	AVE – Update on Performance 1. Further report on forward looking Business Plan to 3 September 2014	Tracey Aldworth	Yes	EBD SC	3/9/13	√
Economy & Business Development	4/6/13	Olympic & Paralympic Legacy Plan Update 1. Report noted & endorsed the Cabinet support for the Buckinghamshire Legacy Programme.	Ian Barham				√