

# Public Document Pack

## Economy and Business Development Scrutiny Committee

26 OCTOBER 2015

**PRESENT:** Councillor P Strachan (Chairman); Councillors A Southam (Vice-Chairman), B Adams, A Christensen, P Cooper, M Hawkett, P Irwin, C Poll and W Whyte

**APOLOGIES:** Councillors B Foster

### 1. MINUTES

RESOLVED:

That the minutes of the meeting held on 15 September 2015 be agreed as a correct record.

### 2. DECLARATION OF INTEREST

There were no declarations of interest.

### 3. SKILLS AND TRAINING UPDATE

The Economy and Business Development Scrutiny Committee received a report outlining the skills shortages faced by local employers. The report provided an update on the progress made by local partners in addressing the issues of skills to ensure that workforce was work ready and had the skills required by employers. The Committee received three presentations; from Ian Harper, University Campus Aylesbury Vale (UCAV), Ruth Farwell, Buckinghamshire Thames Valley Local Enterprise Partnership and Jackie Campbell, Skills Development Manager, Buckinghamshire Thames Valley Local Enterprise Partnership. David Handley, Director, Thame Workholding was in attendance to provide an account the skills shortages experienced.

The Committee were informed that one in three businesses had reported a skills gap, especially with job specific skills. The skills that were lacked in particular included technical or practical skills and IT skills. Businesses across the Vale reported experiencing difficulties recruiting skilled people.

David Handley, Director of Thame Workholding, attended the meeting to provide a first hand account of the difficulties experienced in recruitment and skills shortages. He stated that education centres did not talk to businesses to establish which skills would make students most marketable. It was also noted that education centres tended to use equipment that was either out of date or too sophisticated for most businesses. He suggested that it would be helpful if additional links between education providers and employers were established.

Councillors suggested that there may be a lack of interest in engineering amongst students, but it was noted that education establishments may not be guiding students towards this as a career choice. It was also suggested that careers advice at schools could be improved. It was questioned how companies should be able to communicate with schools and also with parents.

The Committee received a presentation (attached) from Ian Harper, the General Manager of University Campus Aylesbury Vale (UCAV), which was noted to be a partnership between Aylesbury Vale District Council and Buckinghamshire Education, Skills and Training (BEST). BEST was an educational partnership formed by Aylesbury College and Buckinghamshire New University to enable the delivery of a broad range of

educational opportunities to meet the area's education and skills needs. This would include the delivery of degree level courses and professional development programmes. It was noted that UCAV would include two technology centres and would aim to support the delivery of technical and higher level workforces skills development within Aylesbury and Bucks.

Two presentations were received from the Bucks Thames Valley Local Enterprise Partnership (BTVLEP). A Skills and Employability Board was set up to support BTVLEP with its skills strategy. The Bucks Skills Hub was noted to be at the centre of the activities for the Bucks Skills and Employability Programme. This programme had recently been launched and would provide an online presence to improve engagement between schools, employers and training providers. The BTVLEP Skills and Employability Programme would provide:

1. A closer engagement between schools and employers to work ready employees
2. Information, advice and guidance to young people by showcasing opportunities in Bucks,
3. Increasing apprenticeship opportunities including higher level apprenticeships.

Ruth Farwell attended the meeting and provided a presentation giving an overview of the strategic position of the BTVLEP Skills and Employability Programme. Jackie Campbell, Skills Development Management for BTVLEP gave a presentation to the committee providing members with an overview of the 'OppsinBucks' initiative. Both presentations are attached.

After receiving the presentations, Councillors stated that a link between educators and businesses would be beneficial. It was noted that other countries had a much stronger link between education and businesses, where a majority of degrees were received via vocational courses. Degree level apprenticeships in this country would follow that model.

The Economy and Business Development Scrutiny Committee extended their thanks to the speakers who attended the meeting, and

RESOLVED:

That the content of the presentations be noted.

#### **4. AYLESBURY TOWN CENTRE UPDATE**

The Economy and Business Development Scrutiny Committee received a report that provided an update on the progress made in implementing the actions outlined in the Aylesbury Town Centre Improvement Plan. The Improvement Plan was developed by Aylesbury Vale District Council in liaison with Buckinghamshire County Council and Aylesbury Town Council. A number of private sector stakeholders and the general public were consulted before the Plan was finalised in 2014.

The Plan comprised of four key elements:

- i) The establishment of seven guiding principles designed to enable partners to collectively and carefully manage the future development of the town centre
- ii) Identifying a Vision and unique selling point for the town centre, i.e. what do we want Aylesbury town to be and be known for, what will be the compelling reason(s) for people to live, work and visit?
- iii) Defining two strategic aims to determine what action should and needs to be taken. These reflect the guiding principles and the Vision.
- iv) A set of actions for the different areas of the town, e.g. Kingsbury, together with a set of actions that support the whole of the town centre, e.g. setting up a joint

marketing group to promote the town centre in a consistent and engaging way.

It was noted that, while the Plan has no statutory status, since being finalised and published, it has had considerable influence on a range of other strategies, policies and decisions both within and outside the council. It was referred to by Development Management when considering town centre planning applications, by Licensing and Economic Development when reviewing policies and it also formed part of the suite of marketing material to invite developers to bid for works relating to Waterside North.

The Committee received a presentation from the Head of Communications, Marketing & Town Centre Management, which provided an update on the implementation of the Plan, which is attached.

RESOLVED

That the progress made in implementing the actions outlined in the Aylesbury Town Centre Improvement Plan be noted.

## **5. WORK PROGRAMME**

The Committee was provided with a work programme outlining the items that would be considered at future meetings. It was noted that the following items were currently on the work programme:

### **7 December 2015**

- Aylesbury Vale Estates Business Plan
- Economic Development Budget

### **30 January 2016**

It was noted that there were currently no items anticipated for the meeting in January.


### **15 March 2016**

- Economic Development and Inward Investment Strategy

RESOLVED:

That the work programme of the scrutiny committee as circulated at the meeting be agreed.

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# University Campus Aylesbury Vale

the journey starts here...>

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### An introduction to UCAV and BEST

- Occupied by BEST - Buckinghamshire Education, Skills & Training.
- Established as a partnership between Bucks New University and Aylesbury College.
- Delivering to businesses and individuals requiring a mix of further and higher education in vocational areas.
- A partnership which other institutions may wish to join in future.

the journey starts here...>

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### The campus itself...

- Will open in mid November.
- A vocational, professional and higher education centre to provide progression to the highest levels of study.
- Individuals can access employer-led education and training.
- Will include two technology centres and will combine research, innovation and education supporting the delivery of technician and higher level workforce skills development.

the journey starts here...>

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**The campus itself...**

- A spacious atrium.
- Ample general meeting and event space.
- A purpose-built cybersecurity facility.
- An assisted living facility.
- Flexible teaching and learning spaces.

the journey starts here. >

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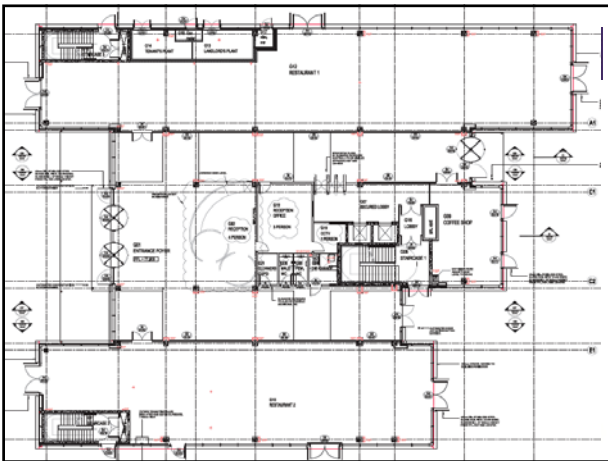
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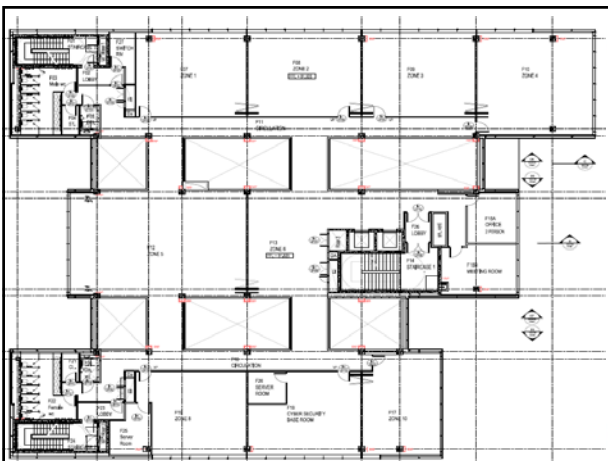
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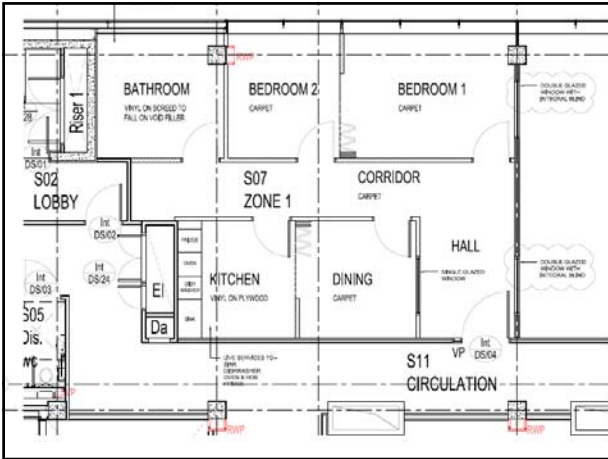
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**Higher education courses for 2015-16**

BEng Mechanical Engineering Design	Three years
Foundation Degree Business Management	Two years
Foundation Degree Early Years Care	Two years
Foundation Degree Health and Social Care	Two years
Foundation Degree Computing	Two years

the journey starts here... >

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**Other courses**

- Certificate in Knowledge of Policing
- PRINCE 2
- Business analysis
- Software testing and other BCS courses
- Cyber security and resilience
- Telehealth and telecare
- Health care study days
- Social work
- Counselling skills

the journey starts here... >

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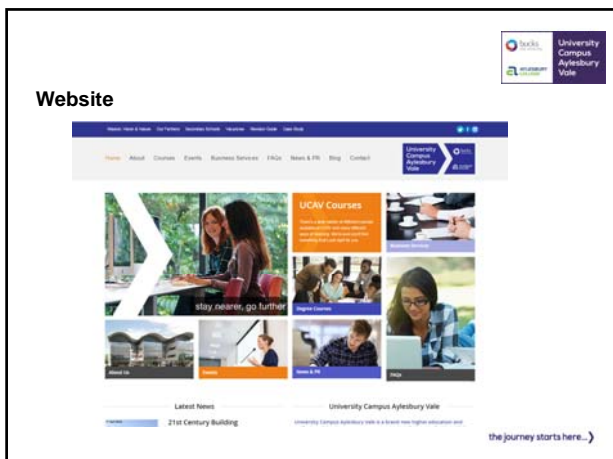
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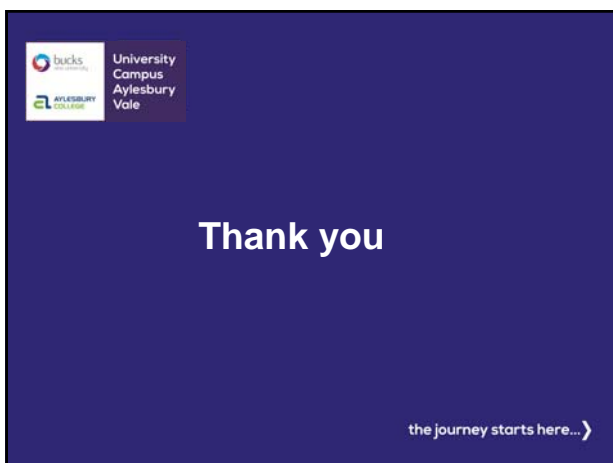
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**Buckinghamshire**  
 Thames Valley LOCAL ENTERPRISE PARTNERSHIP  
 THE ENTREPRENEURIAL HEART OF BRITAIN

**BUILDING CONDITIONS FOR SUSTAINABLE ECONOMIC GROWTH IN THE ENTREPRENEURIAL HEART OF BRITAIN**



COME AND SEE WHAT WE DO [WWW.BTVLEP.CO.UK](http://WWW.BTVLEP.CO.UK)

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**KEY DATA (UKCES 2014)**

- 77% of Buck's employers are satisfied with the work readiness of young people, but this is among the lowest of the 39 LEPs
- 7% of companies report skills gaps, the highest proportion among LEPs
- 64% of companies with skills gaps most commonly cite technical or practical skills or job specific skills

**Problem Solving/Decision Making**



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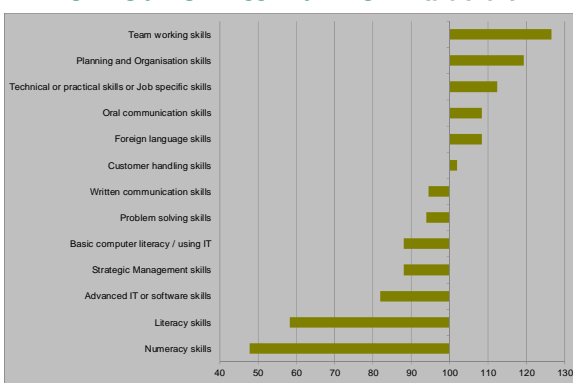
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**SKILLS GAPS IN BUCKINGHAMSHIRE (UKCES 2014)**



Skill Category	Number of Gaps (Approximate)
Team working skills	125
Planning and Organisation skills	120
Technical or practical skills or Job specific skills	115
Oral communication skills	110
Foreign language skills	105
Customer handling skills	100
Written communication skills	95
Problem solving skills	90
Basic computer literacy / using IT	85
Strategic Management skills	80
Advanced IT or software skills	75
Literacy skills	60
Numeracy skills	50

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## OUR VISION FOR SKILLS

Our vision is to work in partnership to build a world class, sustainable system for preparing young people for the world of work, for inspiring young people to attune their career aspirations to the future needs of the economy and for directing them to make the right choices to get them there.

COME AND SEE WHAT WE DO [WWW.BTVLEP.CO.UK](http://WWW.BTVLEP.CO.UK)

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## THE CURRENT PRIORITIES

- Improve the work readiness of young people
- Develop a more effective local system of careers advice and guidance
- Continue to develop the number and range of apprenticeship opportunities within Buckinghamshire and develop a much wider range of opportunities for higher and degree level apprenticeships
- Improve the market intelligence about the local labour market
- Provide a reference point for future skills needs
- Promote a skills system that is more responsive to the needs of local employers

COME AND SEE WHAT WE DO [WWW.BTVLEP.CO.UK](http://WWW.BTVLEP.CO.UK)

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## FOCUS & WORK TO DATE: THE BUCKS SKILLS HUB

An innovative platform to enable educators to get more out of their interactions with business

Influenced by

- Leading priority, national and local: to enhance employer involvement in education
- January workshop for schools and colleges
- Funding opportunity
- Partnership contribution
- Area ripe for productivity gains



COME AND SEE WHAT WE DO [WWW.BTVLEP.CO.UK](http://WWW.BTVLEP.CO.UK)

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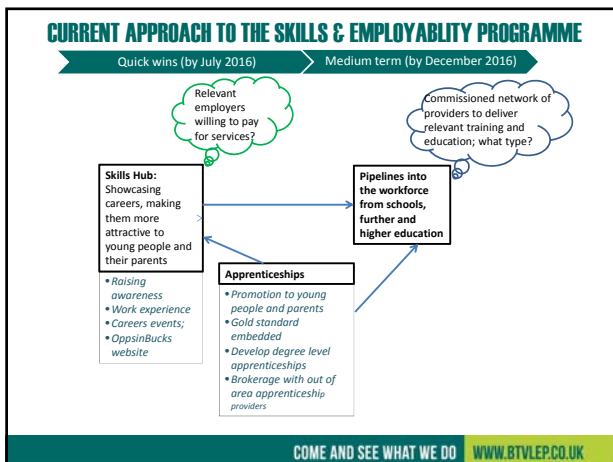
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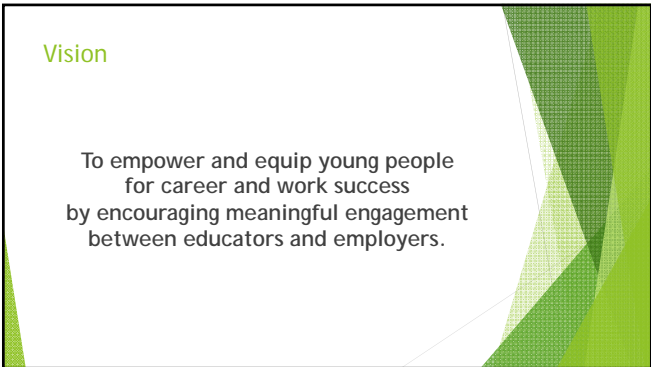
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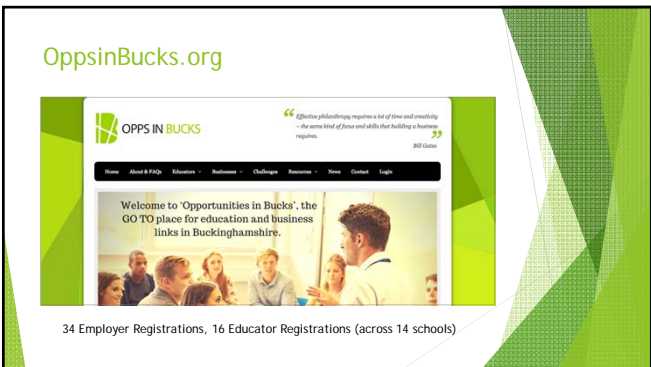
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**OppsinBucks.org**  
Posts Offering Support/Requesting Help

8 Employer Offers and 2 Educator Requests to date

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**OppsinBucks.org**  
Employer-Led Resources

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**Benefits for young people**

- ▶ Connecting their education to the world of work
- ▶ Better careers and progression advice
- ▶ Increased confidence and improved employability
- ▶ Better understanding of competencies and gaining skills through real experience (MySkillsBucks)
  - ▶ Professional skills such as networking, etiquette, communication, positive attitude/work ethic
  - ▶ Problem solving and decision making
  - ▶ Teamwork and leadership

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### Business will benefit too!

It's an opportunity to:

- ▶ Find local recruits, for example through work experience and part-time work
- ▶ Shape employability skills and develop tomorrow's workforce
- ▶ Pass on enthusiasm for your sector
- ▶ Influence teaching to make it relevant to the local economy
- ▶ Promote your business to schools and their stakeholders

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### On Twitter - please follow!




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### Next steps

- ▶ Work Experience
  - ▶ Apprenticeships
  - ▶ Education Leaver Opportunities
  - ▶ Part-time work
- (All of the above will be available to students via an app)
- ▶ Careers and Enterprise Festival next July

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Eye Opening Aylesbury

# Transforming Aylesbury

## Town Centre



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Eye Opening Aylesbury

### Our approach

- County town - connotations and expectations
- Want to build sustainable communities - not dormitory towns or settlements
- Want to attract investment to provide employment - whether in or out of the town
- Recognise the importance of retaining and attracting employees
- Facilitate the lifestyle, quality places and spaces people aspire to

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Eye Opening Aylesbury

### Our approach

- Proactive strategy to take leading role in regeneration of the town centre
  - Direct investment in infrastructure and employment growth
  - Bringing together public and private sector to work collaboratively
  - Creating a Vision and improvement plan for the town

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**Direct investment** Eye Opening Aylesbury

- Aylesbury Waterside Theatre
  - Over 200,000 visitors a year (worth over £8m extra spend in local economy)
- Catalyst for further investment and growth
  - restaurants
  - Waitrose and Travelodge
  - tourism: bed and breakfast, hotels etc
- Delivers rental stream for AVDC
- Feel good factor
- Created new opportunities - new marina and boathouse

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**Travelodge** Eye Opening Aylesbury



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**Waitrose, Travelodge, car park, public realm** Eye Opening Aylesbury

- Around 200 jobs
- Bringing in new visitors to the town centre
- Travelodge very high occupancy rates
- Created footfall for High Street and Walton Street

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**University Campus Aylesbury Vale** Eye Opening Aylesbury

- Head of the canal basin
- Built by AVDC for tenants - Bucks New University and Aylesbury College
- 700 students: courses geared towards local employer needs
- Keys handed over
- Includes 2 public restaurants and café space
- Redevelopment of the canal basin - new public space and opening up of waterway for tourism

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**Waterside North** Eye Opening Aylesbury

- Masterplan but development will be in phases

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Eye  
Opening  
Aylesbury

### Phase 1 and BCC Enabling Works

- Planning application approved
- New temporary car park opening November 2015
- Demolition of:
  - One TVP buildings
  - Rear of OCO
  - 5-7 Walton Street
  - Annex B



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Eye  
Opening  
Aylesbury

### Phase 1 of BCC development

- Old County Offices redevelopment
  - Mixed development
  - Restaurant
  - Residential
  - Community/BCC usage

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**Waterside North** Eye Opening Aylesbury

- Outline planning application approved
  - up to five restaurants
  - some commercial space fronting Long Lion
  - three floors of residential above
  - new public square
- Development partner approach
- Report to cabinet, scrutiny and council
- Detailed planning - Spring 2016
  - Start on site - Autumn 2016
  - Complete - Early Spring 2017

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**Partnership approach** Eye Opening Aylesbury

- Town Centre Plan
  - Steering Group AVDC, BCC and ATC
  - Sub-groups to take forward actions - wide range of stakeholders
- Aylesbury Town Centre Partnership -
  - 80 plus members
  - 75% funding from AVDC
- Dynamic Town Centre Partnership

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**Eye Opening Aylesbury**

## Vision and improvement plan

- Aylesbury Town Centre Plan
- Shared Vision and unique selling point
- Clear guiding principles for future development
- Action plans for improvement by private and public sector
- Honest about the challenges



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**Eye Opening Aylesbury**

## Aylesbury Town Centre Plan

- Approved by scrutiny and cabinet
- Not a planning document
- But has resonance and weight

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**Eye Opening Aylesbury**

The Vision for Aylesbury:

**Aylesbury will**

... be a high profile, sub-regional centre for entertainment and the arts, which has added a distinctive edge to its market town heritage

... be a distinctive, 'best in class', modern market town, which is attractive, safe, sustainable, and accessible

... provide a quality, day and evening environment in terms of leisure, retail and food and drink, which attracts and brings together people of all ages and communities from within its enviable catchment.

*It will be a destination of choice, not just convenience.*

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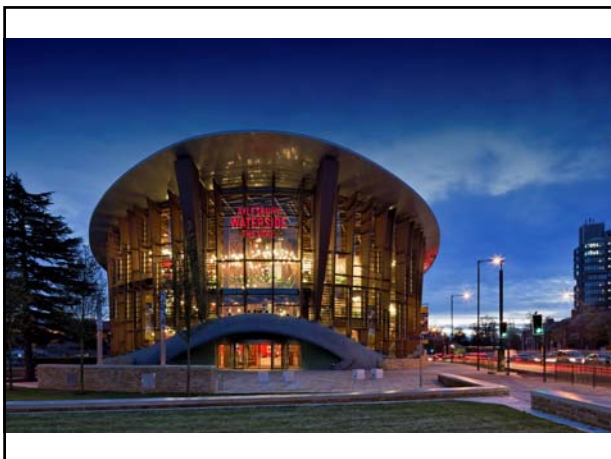
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**The Delivery Plans** Eye Opening Aylesbury

- Plans for different areas of the town but all reflecting the Vision and Principles
- Also whole town actions - lots already happening
- We haven't 'zoned' to allow for flexibility but some natural uses/clustering emerging

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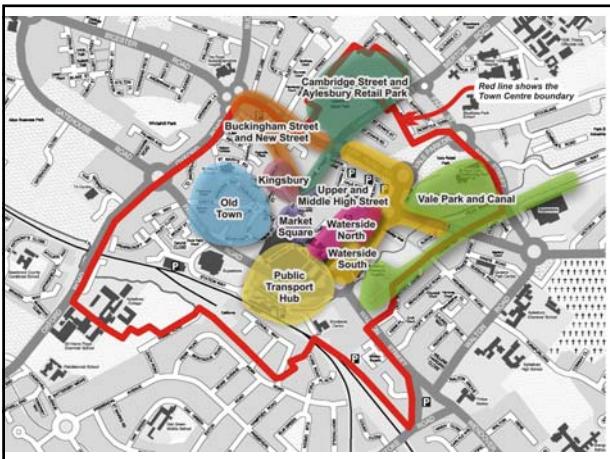
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**Priorities** Eye Opening Aylesbury

- Waterside North and University Campus
- Kingsbury
- Setting up the joint marketing group
- Market Square

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**Kingsbury** Eye Opening  
Aylesbury

- Vision and mini plan linking to Roald Dahl
- Regeneration of public space
- Sainsbury's Section 106 money
- Needs commitment of landlords and tenants
- Using company experienced at landlord engagement
- Cars parking on the pavements

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**Kingsbury** Eye Opening  
Aylesbury



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**Joint marketing group** Eye Opening  
Aylesbury

- Joined up plan and messages
- Signage audit and plan
- Dedicated Aylesbury town centre website
- Strengthening Eye Opening brand
- Awareness raising

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**Signage** Eye Opening Aylesbury

- Inconsistent and non-existent
- Specialist company appointed to audit and develop plan
- Stakeholder input - internal and external
- Oven ready plan to bid for money

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**New website**  
visitaylesbury.co.uk



Eye Opening Aylesbury

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Market Square Eye Opening Aylesbury

- Intensive investment in the markets

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*Changes* Eye Opening Aylesbury

AYLESBURY  
**VINTAGE & CRAFT BAZAAR**

I ♥ AYLs MKT

EVERY TUESDAY  
9AM - 2PM  
MARKET SQUARE

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Markets

Eye Opening Aylesbury

- Markets nationwide are struggling
- Access is an issue
  - retaining the heritage of the cobbles
  - making more customer friendly
- Upgrading the electricity
- Anti-social behaviour - cars parking on the cobbles
- Removal of the bollards

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