

St Albans Council Business Summit 2021



St Albans
City & District Council

CLlr Chris White

Leader of St Albans City and District Council

Chair's welcome

Cllr Mandy McNeil

Vice-Chair, Regeneration and Business Committee

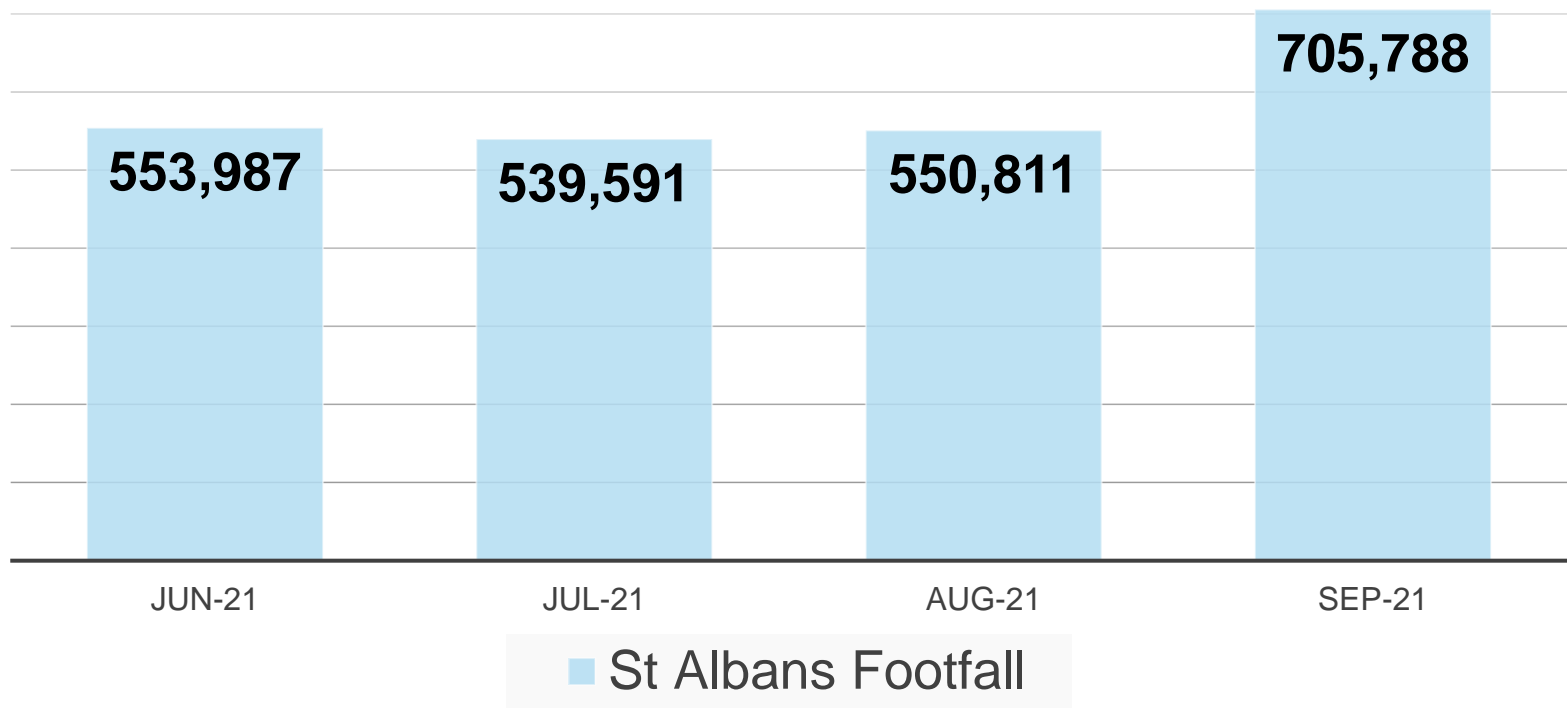
The Council's work in the local economy

Economic update

- Despite the impact of the pandemic the local economy is bouncing back.
- St Albans District retail unit vacancy rate is 3.7%.
- 2.9% of the population in the District are claiming Out-of-Work benefits as of October 2021.
- St Albans footfall is up over 50% compared to last year.
- Skills shortages in hospitality, care and HGV industries.
- Supply chain issues.
- Rising fuel costs.



St Albans BID area Footfall June-Sept 2021



The Council working with partners

- The Employment and Skills Partnership works with partners including Jobcentre Plus, Communities 1st, St Albans BID and Oaklands College.
- Kickstart scheme: Communities 1st and St Albans BID have successfully recruited 68 young people into Kickstart roles.
- 98 Kickstart roles still available in retail, hospitality and administration.
- Work continues on the BID led Destination Management Plan for the District.



Events

- Now that Covid-19 restrictions have eased, District events have resumed.
- St Albans Food & Drink Festival returned in September - 15,000 people attended, the highest ever turn out.
- Recent return of other popular events – e.g., ‘Pub in the Park’ and comedy evenings.
- St Albans Christmas Cracker event – 21 November.
- Christmas Charter Market – 13-24 December.



Covid-19 Business Grants

- The Council has distributed over £51m in non-repayable business support grants, including £6.4m in discretionary grants.
- Since November 2020:
 - £11.8m in mandatory grants
 - £6.4m in Restart Grants to retail, hospitality and leisure businesses
 - £5.2m in discretionary grants
- A third round of Additional Restrictions Grant (ARG) funding of up to £3,000 per eligible business will be distributed to previous ARG grant recipients in December 2021.



Changing High Streets

- High Streets were undergoing changes before the pandemic.
- St Albans has thrived with residents working from home, with shops adapting to the changing circumstances.
- A number of businesses have opened in the District.
- Some market traders have moved into shops.
- Some St Albans businesses have expanded into Harpenden.
- The Council continues to work with partners such as St Albans Visitor Partnership and St Albans BID to increase footfall and visitor spend.



Survey responses

- We want to hear about concerns of District businesses.
- Responses to our Business Summit survey will help form our Economic Development Plan.
- Initial themes from survey responses: skills shortages; cost inflation; the climate emergency and funding problems.
- Enhancing businesses is one of four key priorities in our 2021-2026 Corporate Plan. We are:
 - Supporting the St Albans Visitor Partnership
 - Working with the BID in the run up to their second term ballot
 - Engagement with Government about business rates reform
 - Working with partners on employment opportunities and other initiatives



Cllr Robert Donald Chair, Regeneration and Business Committee

Key developments in St Albans City Centre

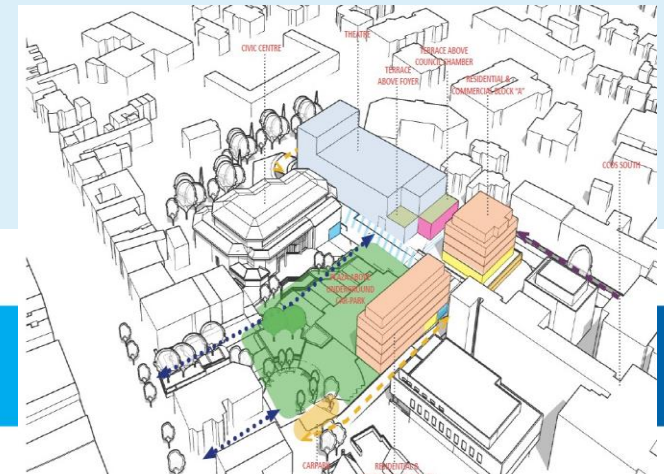
City Centre Opportunity Site South

- 6,000 square metres of flexible commercial space.
- 60 private market units and 33 social rented units.
- Completion due October 2022.
- Building structures complete; façade works progressing to make buildings watertight.
- Social housing provider appointed for the 33 social rented units.
- Marketing of commercial and residential to commence early 2022.



City Centre Opportunity Site North

- Specific focus group with a small working party running over the last 6 months to shape vision, principles and values.
- Wider stakeholder engagement held in October 2021 to discuss work focus groups had completed.
- Report to be presented to November Regeneration & Business Committee to obtain approval for next phase of the project.
- Next phase is to run a design competition to obtain concept designs.



Q&A

Norman Jennings, Operations Director Hertfordshire LEP

Hertfordshire Skills & Employment Strategy

Hertfordshire Skills and Employment Strategy

**Norman Jennings – Operations
Director**

November 2021



**Hertfordshire
Local Enterprise
Partnership**

**THE CAREERS &
ENTERPRISE
COMPANY**





**Hertfordshire
Local Enterprise
Partnership**



**Department
for Work &
Pensions**

Partnership working

- A countywide strategy provides key stakeholders with a common platform against which to align their own strategies, strengthen justification and evidence for securing funding, and an overview of the high-level interventions required to support the economy and residents of Hertfordshire.

Hertfordshire Local Skills Report

MARCH 2021



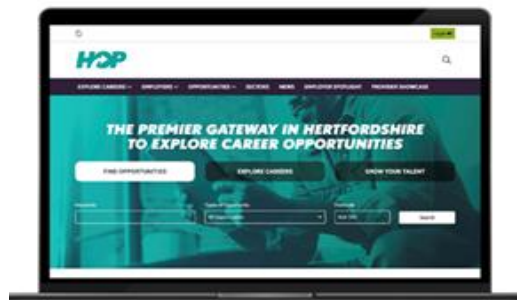
Skills Advisory Panel (SAP) Local Skills Report

The Hertfordshire Local Skills Report (March 2021) provides a detailed insight into local skills needs across the county.

- Acting as an engagement tool through which SAPs can engage with, influence and rally employers and providers in their areas to support the local skills agenda;
- Clearly setting out local skills needs and ensuring they are visible to partners who can then engage with them; and
- Offering valuable insight and evaluation on the progress made on current local skills initiatives and outlining future plans to plug key skills gaps.
- Due to be reviewed and updated by February 2022
- Available to download here:
<https://www.hertfordshirelep.com/what-we-do/priorities/skills-employment/>



The Hertfordshire Skills and Employment Strategy, in place since 2015, has been successful in helping to increase and develop the capacity of the county's existing and future workforce as well as securing significant funding for Hertfordshire to support this agenda.



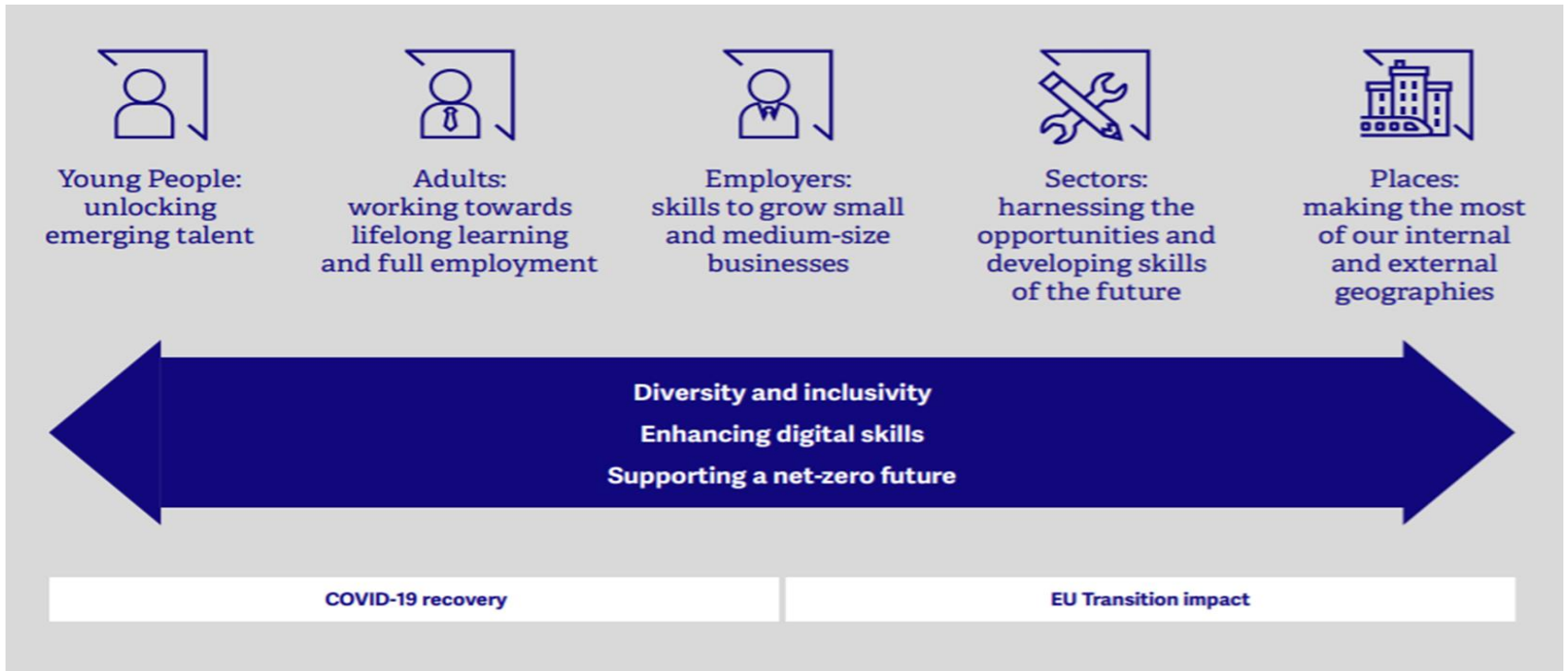
Skills and Employment Dashboard



Hertfordshire Skills Framework The skills that Hertfordshire employers value		Hertfordshire Local Enterprise Partnership
Personal & people		Hertfordshire understanding
Motivation and ambition		<ul style="list-style-type: none"> Actively participate Show enthusiasm Knowledge of the sector Pursue aspirations and goals
Confidence		<ul style="list-style-type: none"> Willing to meet new people Able to hold conversations with peers, managers and customers Recognise own strengths and able to present these
Respect and good manners		<ul style="list-style-type: none"> Listen and learn Recognise the feelings of others Be polite Remain calm
Determination and resilience		<ul style="list-style-type: none"> Commitment to get things done Learn from mistakes and accept criticism Resist distractions Adapt to changes
Adaptability		<ul style="list-style-type: none"> Flexible to cope with changing demands Able to apply knowledge to different situations
Teamwork		<ul style="list-style-type: none"> Cooperate with others Recognise skills in others Value contribution from others
Technical & practical skills		Hertfordshire understanding
Numeracy	123	<ul style="list-style-type: none"> Apply simple mathematical concepts Understand simple arithmetic Understand costs and expenditure
Literacy		<ul style="list-style-type: none"> Able to express yourself in writing Understanding of business etiquette verbally and in writing Able to explain yourself verbally
Business and customer awareness		<ul style="list-style-type: none"> Understand commercial realities Able to professionally communicate with customers Manage your time effectively
Analytical and problem-solving skills		<ul style="list-style-type: none"> Investigate systematically Identify problems Look for better ways and suggest solutions Plan and organize tasks
Digital technology		<ul style="list-style-type: none"> Understand the development in technology for business Basic knowledge of IT
Qualifications		<ul style="list-style-type: none"> Achieve qualifications valued by employers
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Hertfordshire Skills & Employment Strategy 21-24 Key Themes



Hertfordshire Skills & Employment Strategy

Theme 1 – Young People

- Supporting young people aged 16 to 24 years in the transition from education to employment through access to impartial advice and guidance; encouraging informed career decisions.

Theme 2 - Adults

- Ensuring measures are in place to support adults with barriers to employment and learning; adults to retrain and upskill for advanced jobs as well as retraining for workers from industries that are contracting. i.e. Sector-based Work Academy Programme

Theme 3 – Employers (SMEs)

- Providing targeted support to SMEs to develop their workforce, enabling future workforce growth through work-based learning programmes including Apprenticeships, Traineeships, T Levels and technical qualifications

Theme 4 – Sectors

- Discuss curriculum plans with FE/ HE to ensure alignment with skills of the future including those of our economic growth sectors as well as the key employment sectors.

Theme 5 – Place

- levelling up outcomes in skills and employment and ensuring our residents are aware of the employment opportunities in Hertfordshire



Hertfordshire Skills & Employment Strategy 21-24 Influences

The Strategy will and is being used to influence the following;

- HCC Employment, Education and Training Strategy
- To be refreshed Apprenticeships and Technical Education Strategy
- Community Renewal Fund and/or UK Shared Prosperity Fund
- Local Skills Improvement Plan
- Local, district level skills and employment strategies and action plans
- Discussions with training delivery partners

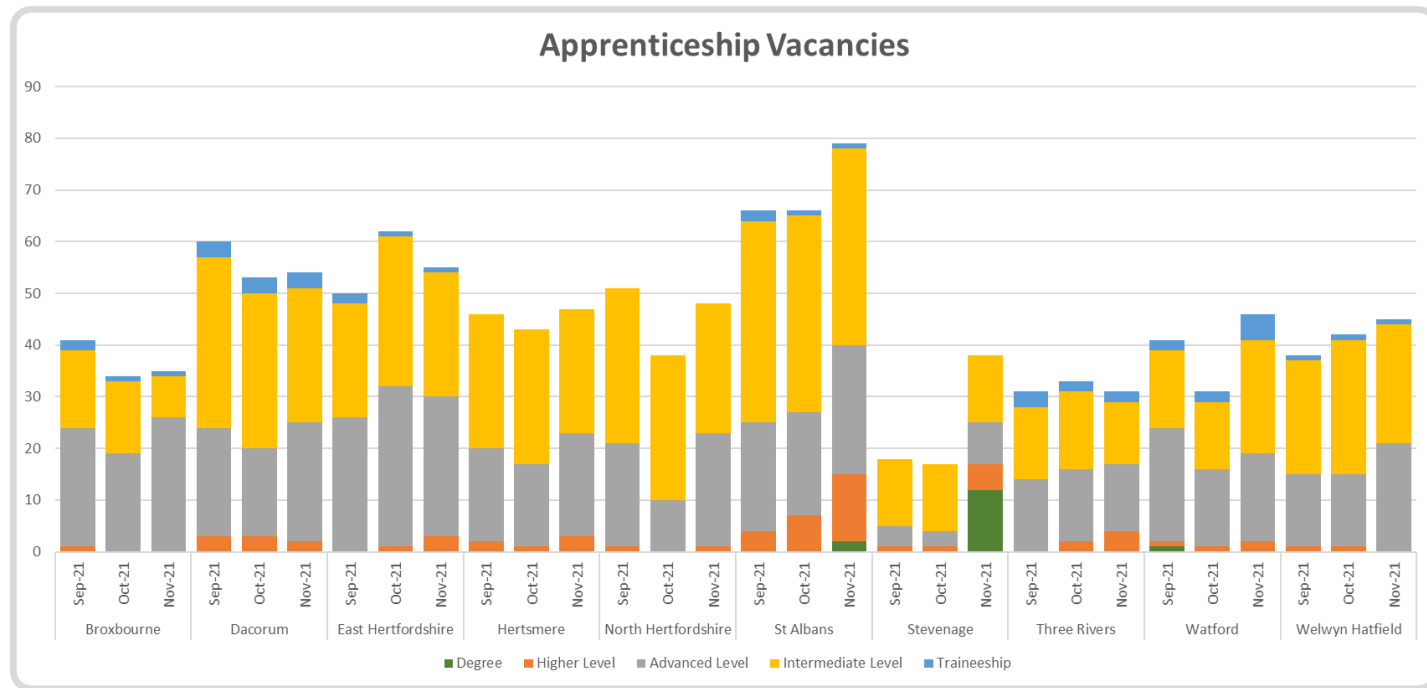


Hertfordshire Skills & Employment Strategy 21-24 St Albans Data

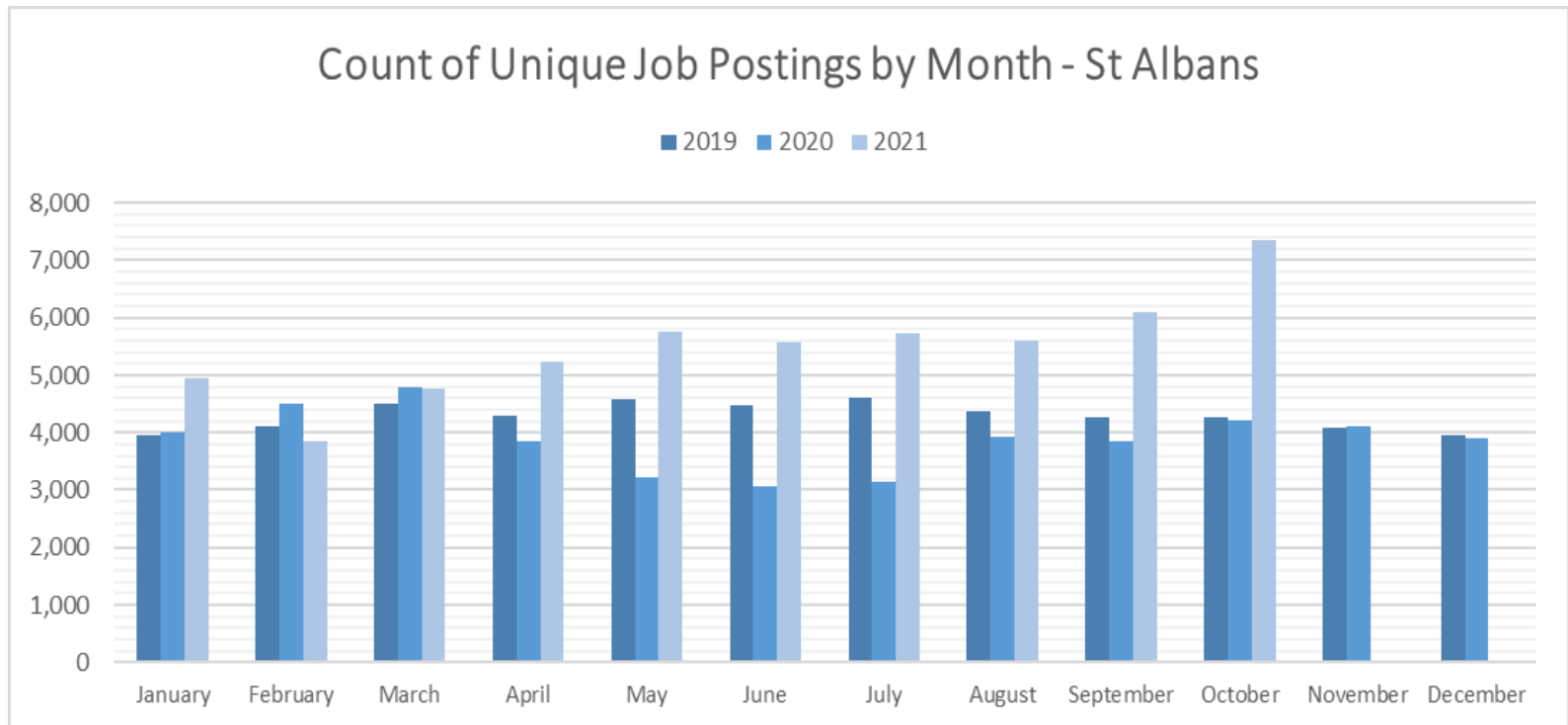
Data Type		St Albans		Herts		Ranking
Out of work benefit (all age) as of Sept 21		3%		3.80%		Joint 2nd
Out of work benefit (16-24) as of Sept 21		3.40%		4.30%		Joint 1st
Job density (2019)		0.97		1		3rd
Workplace earnings (2019)		£25,585		£25,968		6th
Resident earnings (2019)		£34,084		£29,350		1st
Qualifications L2+ (2019)		89.10%		80.40%		1st
Qualifications L4+ (2019)		58.50%		44.20%		2nd
Apprenticeships starts 19/20 (all age)		510		5160		5th



Apprenticeship Vacancies



Jobs postings



Hertfordshire Skills & Employment Strategy 21-24

- St Albans local evidence base
- Understand St Albans Skills & Employment strategy using Herts strategy as template
- Align with Local Recovery plans
- Agree local action plan and targets



David Alder, Director of Marketing and Admissions Oaklands College

Local skills shortages and the work Oaklands College is
doing



Addressing the Skills Gap

David Alder
Director
Oaklands College

A little bit about me

Wide-ranging HE and FE experience, part of Exec Teams.

Prior to that was part of the management team of a global business to business marketing agency, based in London

Joined Oaklands 6 months ago

Passionate about the role of FE in supporting regions to thrive and prosper



A little bit about FE

- FE supports 1.7 million learners in England
- Oaklands supports over 7,500 learners and provides over 1,500 courses across its three campuses
- FE employs 105,000 full-time equivalent staff in England
- £6.4 billion sector
- 35% of businesses train their staff through FE
- Average of £500m annual capital spend



Our campuses and what we teach

St Albans

- A levels
- Animal Care
- Art, Fashion & Design
- Business
- Carpentry & Joinery
- Catering & Hospitality
- Electrical Installations
- Equine
- Horticulture & Greenkeeping
- ICT
- Motor Vehicle
- Plumbing & Gas
- Public Services
- Sports
- Trowel Trades

Welwyn Garden City

- Access
- Applied Science
- Business
- Construction Management
- Early years
- Engineering
- Hair & Beauty
- Health & Social Care
- ICT
- Media
- Music
- Performing Arts

Borehamwood

- ESOL & ACL



OAKLANDS COLLEGE

50 COUNTRIES

We have students from over 50
different countries studying
at Oaklands.

#ShapingFutures



WE HAVE A ZOO

Including 3 meerkats, 12 snakes,
7 spiders 3 lemurs, and a
32-year-old tortoise
named Tank.

#ShapingFutures



34

GB ATHLETES

have come through our Athletics
Academy, with 11 going on to achieve
senior success.

#ShapingFutures



OVER 300 STUDENT ATHLETES

across athletics, basketball, cycling,
hockey, football, netball
and rugby.

#ShapingFutures



100 YEARS

of transformational education
from 1921 - 2021.

#ShapingFutures



The next 100 years: A Strategy for Excellence 2022 - 2027

- Building on our strengths, including:
 - Centres of Excellence e.g. sports academies; engineering; green technologies including MCM
- Ambitious campus investment
 - £62 million investment to transform St Albans campus over four phases
 - Refreshing estate master plan as part of new College Strategy
- To be nationally recognised; regionally relevant; locally significant
- **Partnerships and engagement with business are at the core of our strategy**



The macro regional challenges

Current levels of unemployment and productivity

Levels of inequality

Net export of highly skilled residents (20.7% commute to London)

Post-pandemic impact on jobs – the need to re-skill!



Key growth industries in Hertfordshire – Building Back Better

- Highlighted areas for growth include:
 - Agri-tech and related green and digital technologies
 - E.g. no gas boiler installation from 2025
 - Digital – AI/robotics, data science and machine learning
 - Life sciences (focus on advanced therapeutics)
 - Film industry and creative sector more widely
 - Modern construction methods
 - Higher level skills in STEM
 - Advanced engineering and manufacturing
 - Low carbon industries
 - Leadership & Management
 - Employability skills, literacy, numeracy, ESOL & digital literacy

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 - Life sciences (focus on advanced therapeutics)
 - Film industry and creative sector more widely
 - Modern construction methods
 - Higher level skills in STEM
 - Advanced engineering and manufacturing including Space Technology
 - Low carbon industries
 - Leadership & Management
 - Employability skills, literacy, numeracy, ESOL & digital literacy
 - **VISITOR ECONOMY?!?**

And Oaklands is actively engaged in all of the above

How we want to work with you

- Our response to the Skills & Post-16 Education Bill
 - Working alongside employers to develop our curriculum to meet your needs
 - Forming employer advisory boards to ensure optimal relevance
 - Rounded skills development as part of the curriculum to ensure the best prepared workforce
 - Hosting business events at either of our main campuses

Airbus, MBDA, Rotech, Coca Cola, Ocado, Willmott Dixon, Taylor Wimpey



How we can help

- Unlocking emerging talent – support for young people age 14 – 24
- Adult learning and employment – lifelong learning and full employment
- Targeted support to embed skills to support SME growth
- Funding opportunities are available to e.g. unemployed, low income, first-time L3 – also advanced learner loan



Two final questions:

What else can we support you with?

What are your key skills needs?

david.alder@oaklands.ac.uk

Q&A

Matt Partridge

Climate Change Lead

Hertfordshire Growth Board

Climate Change and Sustainability

Hertfordshire Growth Board & Climate Change and Sustainability Partnership



St Albans Business Summit

17 November 2021

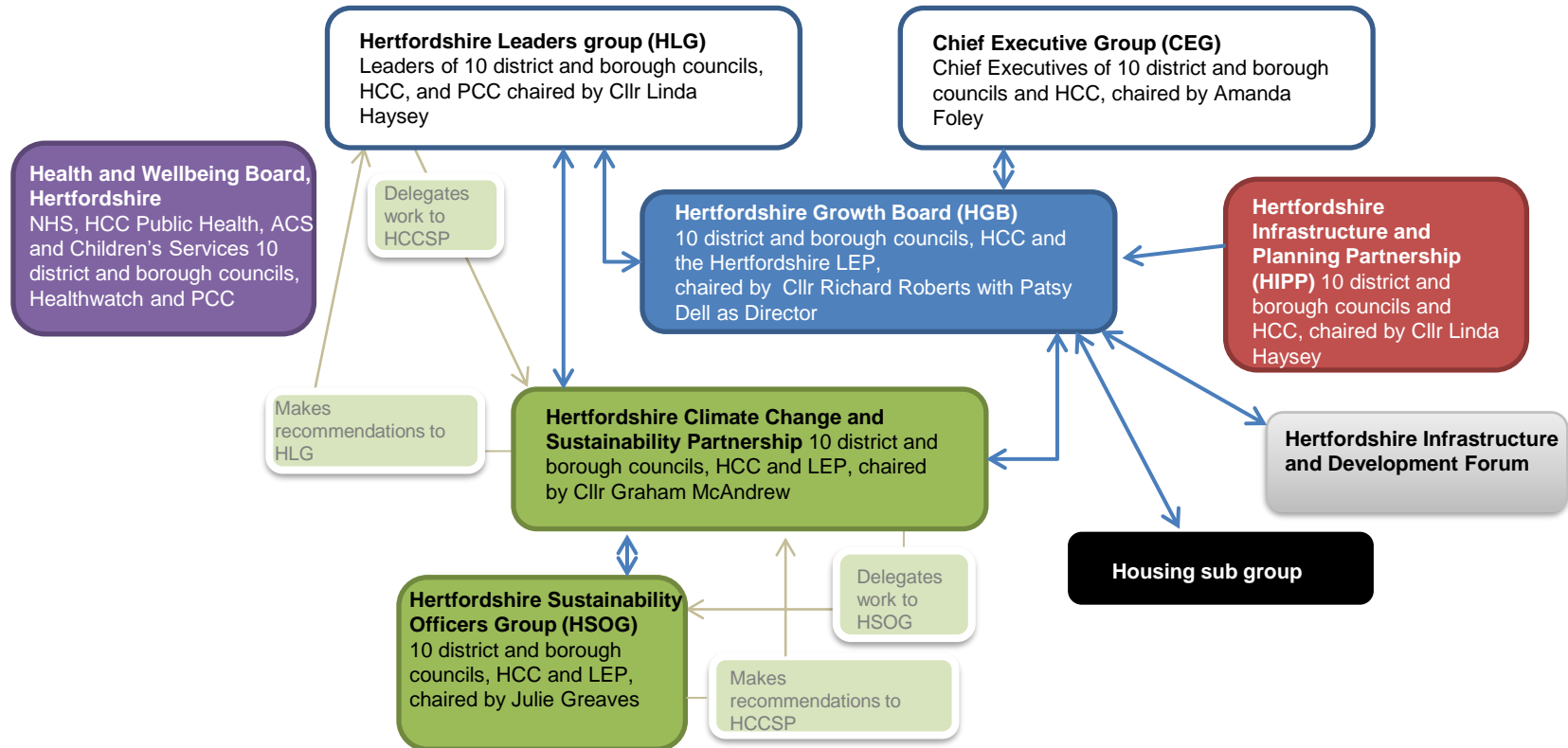
www.hccsp.org.uk

**Matt Partridge, CEO Stevenage Borough Council & Climate
Change Lead Officer for the Herts Growth Board**

Hertfordshire Climate Change and Sustainability Partnership



Links to the Hertfordshire Growth Board



Action plans prepared and approved



Transport



Biodiversity



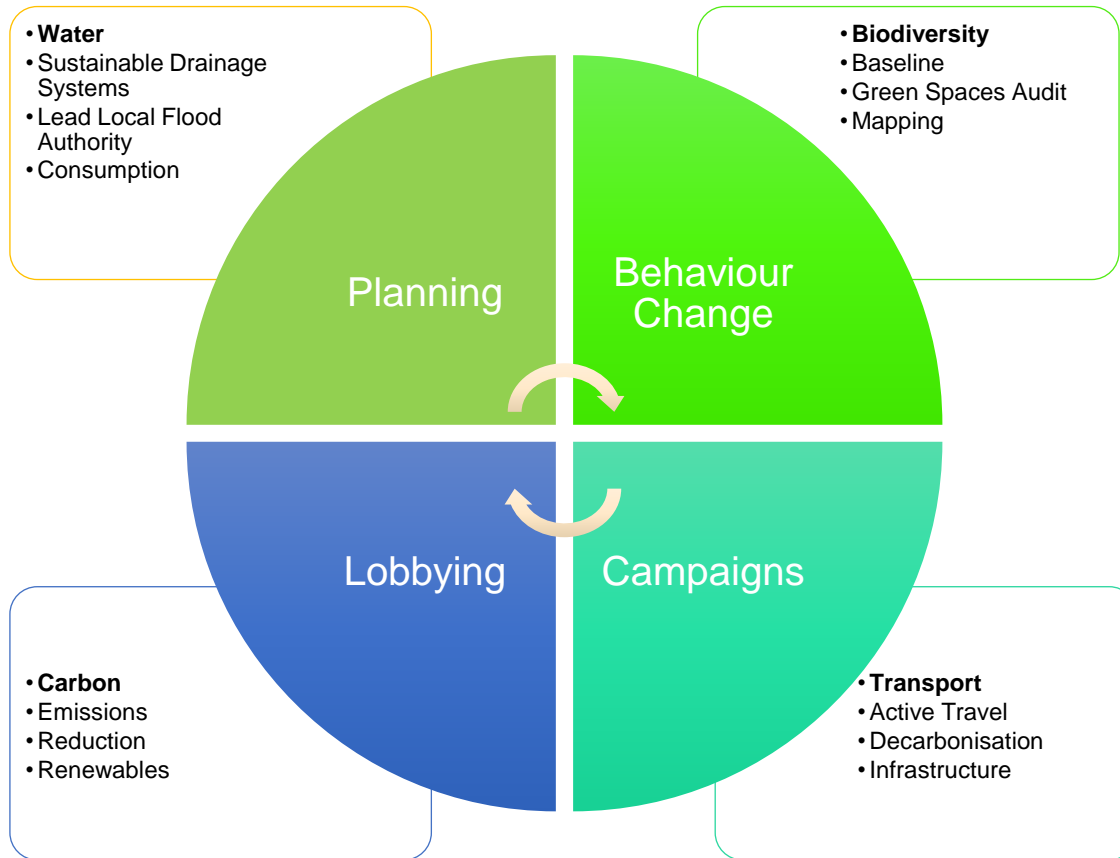
Water



Carbon reduction



Implementation



What next?



Behaviour Change

Adaptation

Campaigns

Resources

Events

Hertfordshire Growth Board and the Hertfordshire Climate Change and Sustainability Partnership



www.hccsp.org.uk

Any questions?

Liza Armstrong, Head of Service Hertfordshire Growth Hub

Net Zero: Advice, Support and Grant Funding



Hertfordshire Growth Hub

Liza Armstrong – Head of Service

17th November 2021

Powered by Hertfordshire Local Enterprise Partnership

Funded by



HM Government



Hertfordshire Growth Hub

- A public/private sector partnership led by and delivered on behalf of Hertfordshire Local Enterprise Partnership.
- Delivered by a consortium of partners, led by business support specialists Exemplas, with the University of Hertfordshire and Hertfordshire Chamber of Commerce.

University of
Hertfordshire **UH**

A University Enterprise Zone



Hertfordshire
Chamber of
Commerce



Exemplas

Powered by Hertfordshire Local Enterprise Partnership

Funded by



HM Government



Sustainability – the business case

Awareness

Adoption

Innovation

Coordination



Opportunities including improved:

- Bottom line
- Reputation with suppliers, customers, employees
- Contract retention and tender success

Powered by Hertfordshire Local Enterprise Partnership

Funded by



European Union
European Regional
Development Fund



HM Government



How can we help you?

- Fully-funded staff training – Skills Support for the Workforce
- Specialist Low Carbon Advice and grant funding from Low Carbon Workspaces and Eastern New Energy programmes
- Innovation Support
- Scale-up Advice

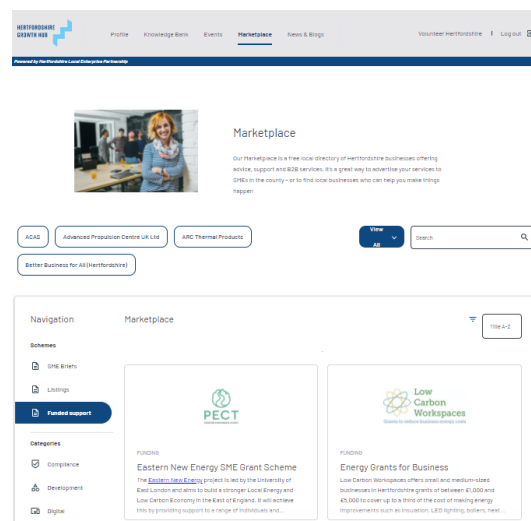


**Central Point
of
Access**

Useful Resources

HERTFORDSHIRE
GROWTH HUB

Register to access at
www.hertsgrowthhub.com



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Thank you

**For further information please
register**

www.hertsgrowthhub.com

or contact:

enquiries@hertsgrowthhub.com



Q&A

CLlr Chris White

Leader of St Albans City and District Council

Summary and close

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