

# St Albans District Business Summit

1 February 17:30 – 19:30

St Albans City and District Council



# Agenda

1. Welcome & Networking
2. The Council's Economic Development Work
3. Update on Local Skills Improvement Plan
4. Support available to Businesses
5. Empowering business and culture in the District
6. Q&A
7. Breakout sessions on:
  - Business Identity
  - Changing business culture
  - Role of businesses in skills & employment
  - Corporate Social Responsibility
8. Summary and Close
9. Networking

# Welcome & Introduction

Cllr Chris White

Leader of St Albans City & District Council

# **The Council's Economic Development Work**

## **The Local Economy**

**Dale Phillipson**

**Strategic Director and Deputy Chief Executive,  
St Albans City and District Council**

# Local Economic Context

We are all living through, and adapting to, the current challenges:

- Escalating costs – costs of borrowing, utilities, economic uncertainty
- Supply chain vulnerability
- Changes in spending habits
- Workforce supply



# The District's Economic Context

## Latest Census:

- Joint second lowest unemployment rate in the county and joint 57<sup>th</sup> lowest in England
- Property values relatively stable
- St Albans District has the highest number of business enterprises compared to other Districts/Boroughs in Hertfordshire
- 91% are 'micro' businesses, 7% 'small', 1% are 'medium', 1% 'large'
- 11% of population are self employed (national average is 9%)
- Creative sector is growing

# The District's Economic Context

## Latest Census:

- Despite our relative affluence, we have 7 neighbourhoods amongst the most deprived in the country
- Slower rate of population growth than the East of England average
- Only district in Hertfordshire that shows a decline in categories between 20 and 39 age ranges
- 17% increase in 65+age group
- Recruitment and retention challenges in a range of key services
- Importance of affordable housing supply
- Skills and partnership – Oaklands College

# How We Are Responding

- Local Plan – sustainable growth and infrastructure
- Delivering affordable housing
- Providing support to community groups
- Continuing to work with the BID and other partners
- Culture Strategy
- Exploiting opportunities for Government Grants

## **We want to do more:**

- What is it like to do business with the Council?
- Ways we can make it easier to trade with us
- The 'St Albans Pound'





# Contact

Dale Phillipson

Strategic Director and Deputy Chief Executive

[dale.phillipson@stalbans.gov.uk](mailto:dale.phillipson@stalbans.gov.uk)



# Local Skills Improvement Plan (LSIP)

St Albans City & District Council

BUSINESS SUMMIT

1<sup>st</sup> February 2023



# LSIP Milestones

## **Project Beginnings (Aug 2022)**

Herts Chamber of Commerce granted LSIP by DfE (Dept for Education)



## **Project Mobilisation (Sep – Oct)**

Stakeholders engaged, Toolkit , survey etc prepared



## **Project begins (Nov ----)**

Survey launched, Toolkit & radio adverts, sector focused meetings x 10



## **Analysing the data (Mar – Apr 2023)**

Pulling together all survey answers and data from partners



## **Report to DfE Dept for Education (May)**

Report written and sent to DfE for sign off to take us into Stage II



# We are focussing on ten employment sectors

**Digital  
IT & Technology**

**Property and  
Construction**

**Advanced  
Engineering and  
Manufacturing**

**Professional  
Services**

**Community  
Health & Social Care  
Charity**

**Hospitality and  
Tourism**

**Creative Industries**

**Logistics  
Supply Chain/FMCG**

**Life Sciences/  
Pharmaceuticals**

**Sustainability  
and  
Environment**



# Our stakeholders in Hertfordshire

## Our stakeholders

- 4 x FE Colleges
- University of Herts
- Herts LEP
- Herts County Council
- Local Authorities x 10
- Herts Growth Hub
- MPs
- Visit Herts
- Job Centre Plus
- Trade Associations (e.g. CITB)
- More..

## Employer Representative Bodies (ERBs)

- CBI
- The IOD
- FSB
- ICAW
- Hemel Ambassadors
- WIBN
- Athena
- Biz4Biz
- Co-working hubs
- Love Hoddesdon/Town Chambers
- The IET
- UK Innovation Corridor
- SmartGo
- Stevenage Biocatalyst
- More...



Department  
for Education

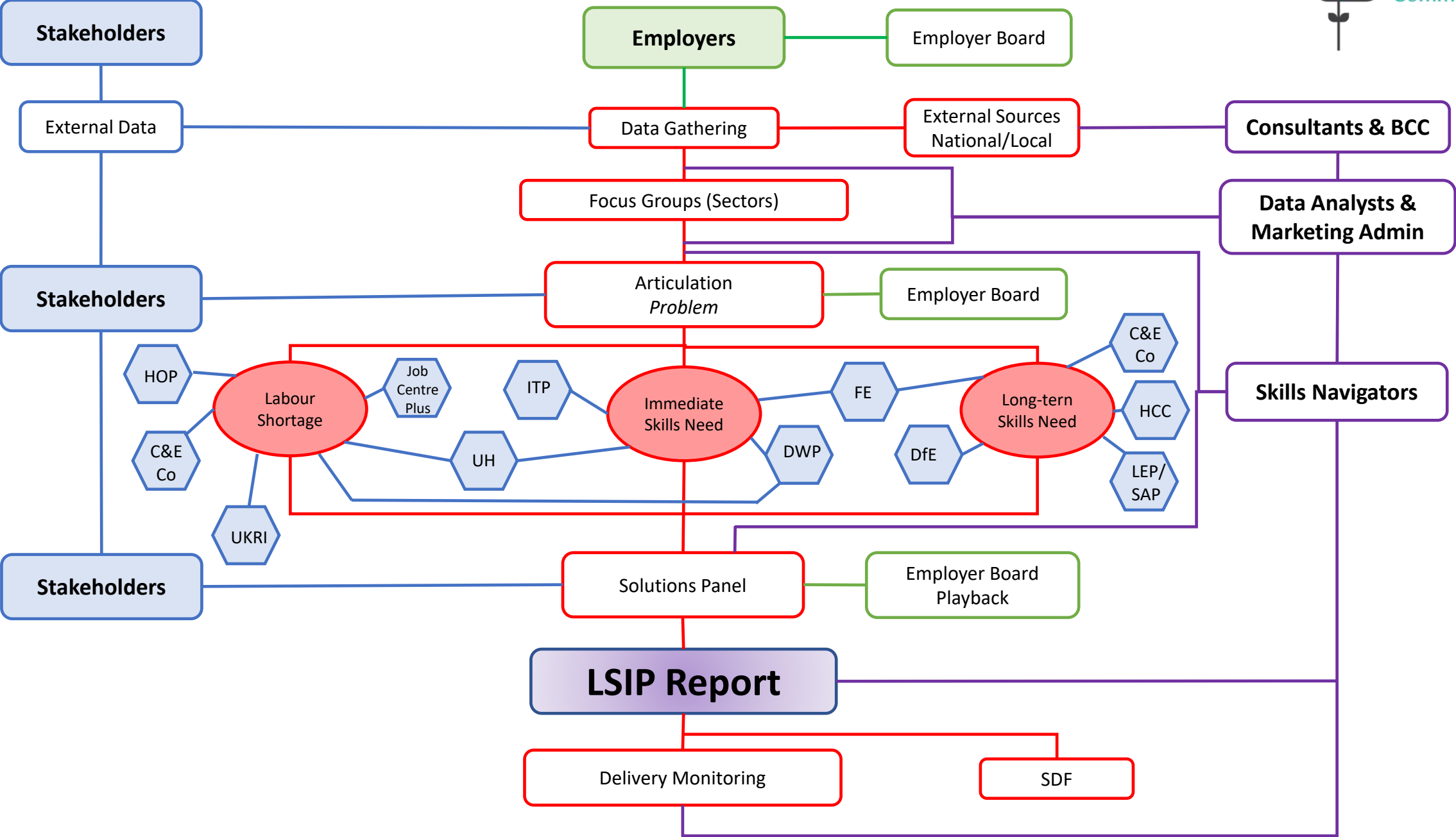


## Partnering with further education and higher education in Hertfordshire



And many other Training Providers across the county

# How it all fits together: The LSIP Model





# LSIP survey website LIVE



## What is it?

LSIP is a government-funded programme designed to bring together businesses and education providers to discuss the skills needed now and for the future. Organisations, particularly SMEs, will be given a much stronger voice in local skills planning with colleges, universities and other training providers.

The initiative will mean training provision is more responsive to emerging and changing skills needs and can be tailored to the challenges and opportunities most relevant to Hertfordshire.

The aim is to strengthen links and increase collaboration between businesses and education and training providers.



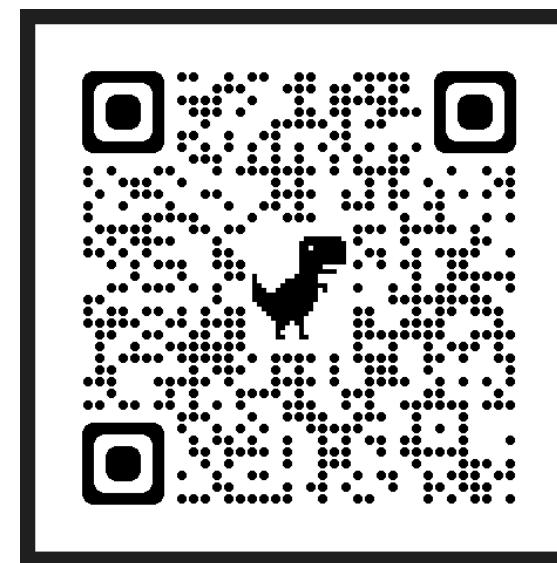
## Who should get involved?

### YOU!

A joined-up approach from all stakeholders has the potential to benefit all businesses and future employees throughout the county and will mean that young people leaving college or university will be equipped with the right skills needed to work within Hertfordshire and support the county's economy.

Businesses have been divided into ten sectors, and they are invited to participate in the survey and to attend the focus group.

The information they supply will help identify the skills needs for our county for the short, medium and long-term.



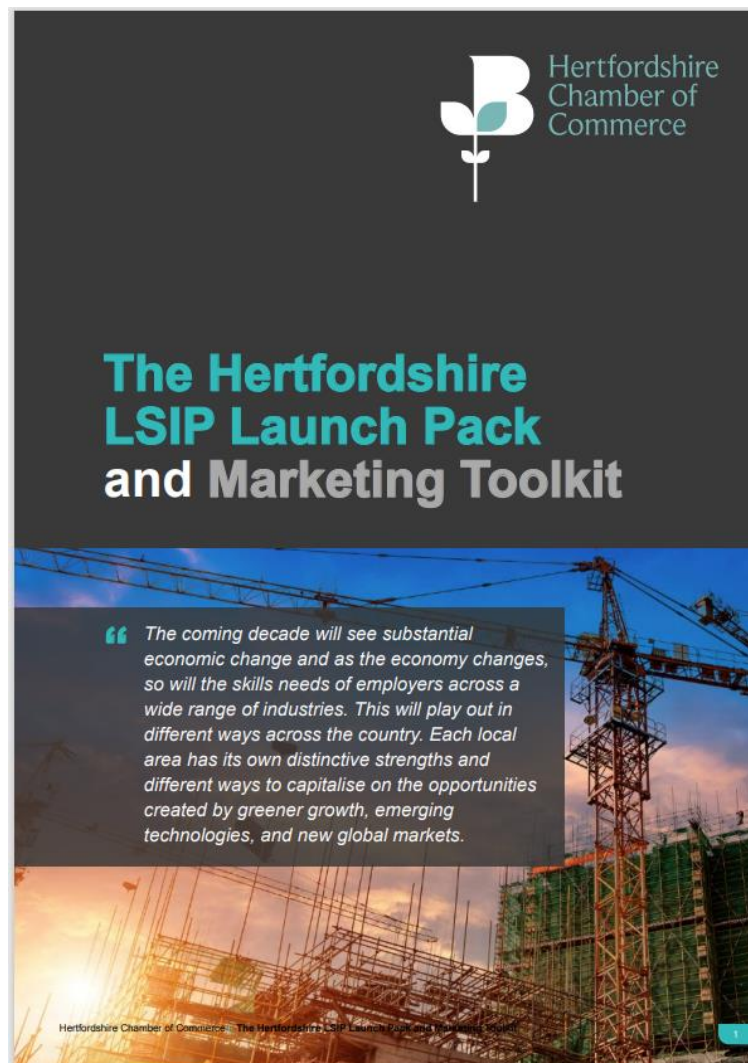
## QR Code





Department  
for Education

# LSIP marketing toolkit

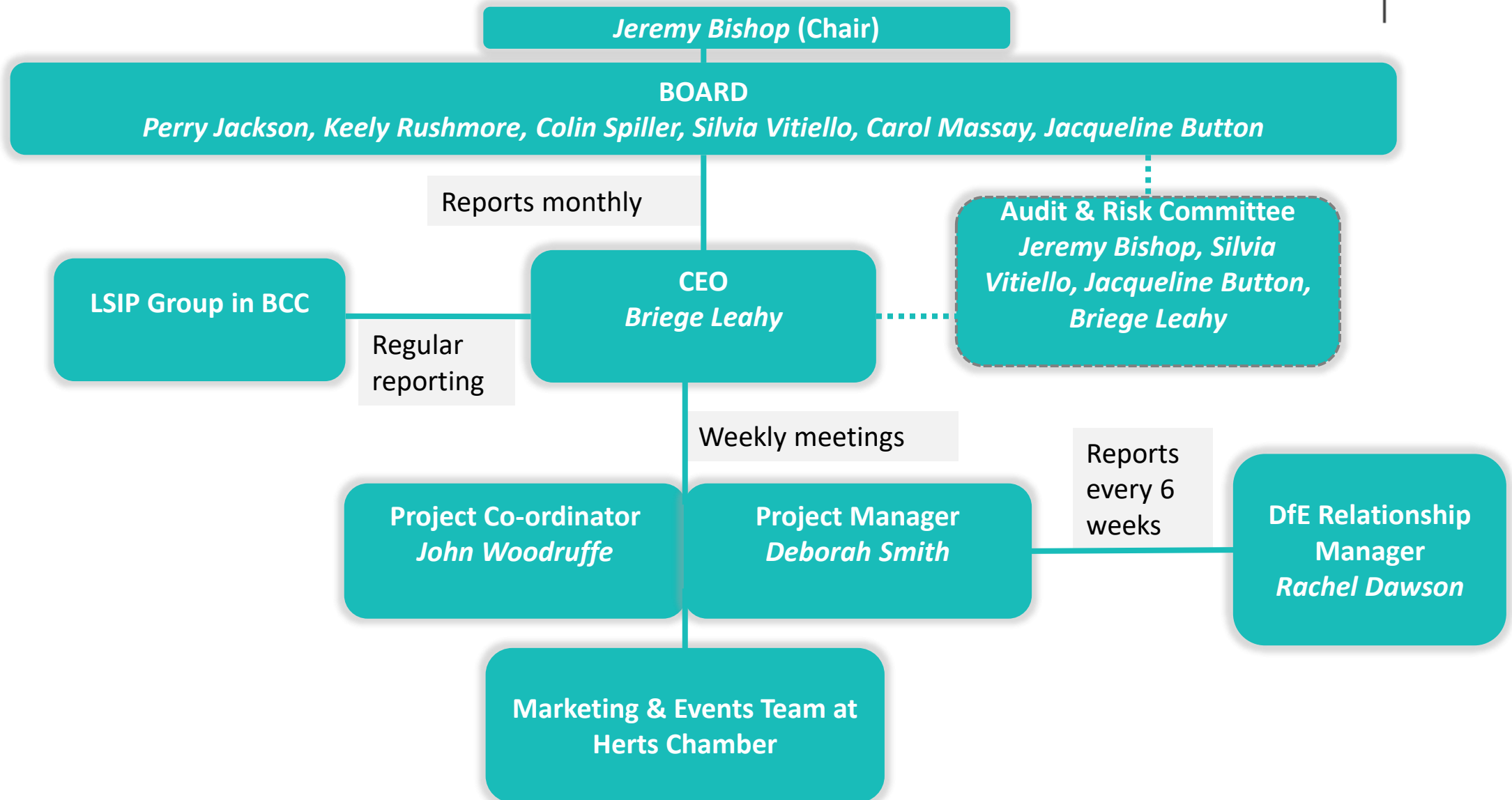




## Dates for industry sector focused events

Date	10am-12pm	2pm-4pm
6 <sup>th</sup> February 2023	Hospitality and Tourism	Property and Construction
7 <sup>th</sup> February 2023	Community/Social Care & NHS	Creative Industries
8 <sup>th</sup> February 2023	Sustainability	Life Sciences/Pharma
9 <sup>th</sup> February 2023	Digital IT, AI & Technology	Professional Services
10 <sup>th</sup> February 2023	Logistics and Advanced Engineering	

# LSIP Herts Chamber of Commerce Project Team





Department  
for Education



**Any questions?**



# Hertfordshire Growth Hub

Liza Armstrong

## St.Albans District Business Summit

1 February 2023

Part of

Hertfordshire  
Local Enterprise  
Partnership



Funded by



European Union  
European Regional  
Development Fund



HM Government

# Hertfordshire Growth Hub

- One of a network of 38 Growth Hubs in England
- 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, Hertfordshire Chamber of Commerce and Visit Herts.
- Support is free to access and available to all businesses in Hertfordshire



# Cost of Living Business Support Hub

## Wellbeing

- HGH Wellbeing Webinar Series and resources
- Herts Healthy Workplace
- Personal Finance/Benefits

## Navigating challenges & Opportunities

- Planning
- Reviewing costs

Looking at your :

- Profit, Pricing
- Suppliers, Marketing

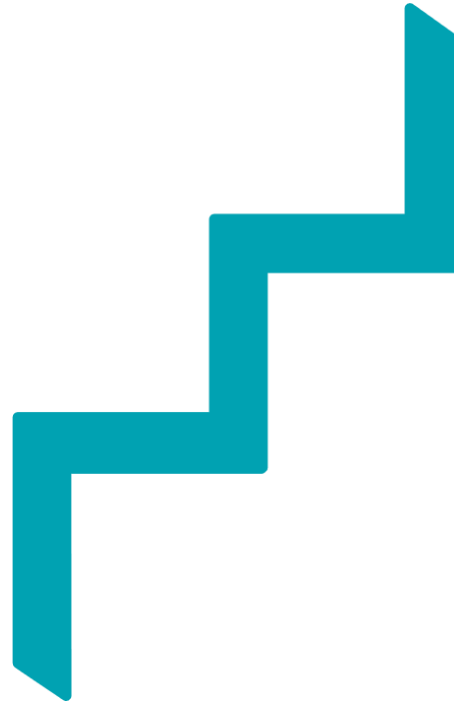
## Low Carbon & Net Zero

## Boosting Business Resilience

- Recruitment Support
- Skills Support
- Leadership and Management Skills
- Finance and Funding

# Building Financial Resilience

- Controlling Costs
- Assessing Energy Use
- Supporting Workforce
- Focus on the Customer
- Access finance and funding



- One to one advice
- Events
- Cost of Living Business Support Hub



# Wellbeing in the Workplace Webinar Series

**Via Zoom 9.30 am – 11 am on the following dates:**

9/2/23 – Maintaining wellbeing and productivity during times of adversity

23/2/23 – The role of the manager in engaging and optimising employees

9/3/23 – Creating a good workplace environment

23/3/23 – Sleep, exercise and diet – how being fit for work optimises productivity

To book your **free** place visit [www.hertsgrowthhub.com/events/](http://www.hertsgrowthhub.com/events/)



# All the Help You Can Get – 2023 Event

Back by popular demand with a theme this year of **'Staying Resilient and Competitive'**

**10<sup>th</sup> March 2023** – Fielder Centre,  
Hatfield 8.45 AM – 3 PM

Exhibitors, Bitesize workshops, Panel Sessions, Networking and Lunch!

To express your interest in attending this free event visit:

[www.hertsgrowthhub.com/events/03-2023/all-the-help-you-can-get/](https://www.hertsgrowthhub.com/events/03-2023/all-the-help-you-can-get/)



# Get in touch



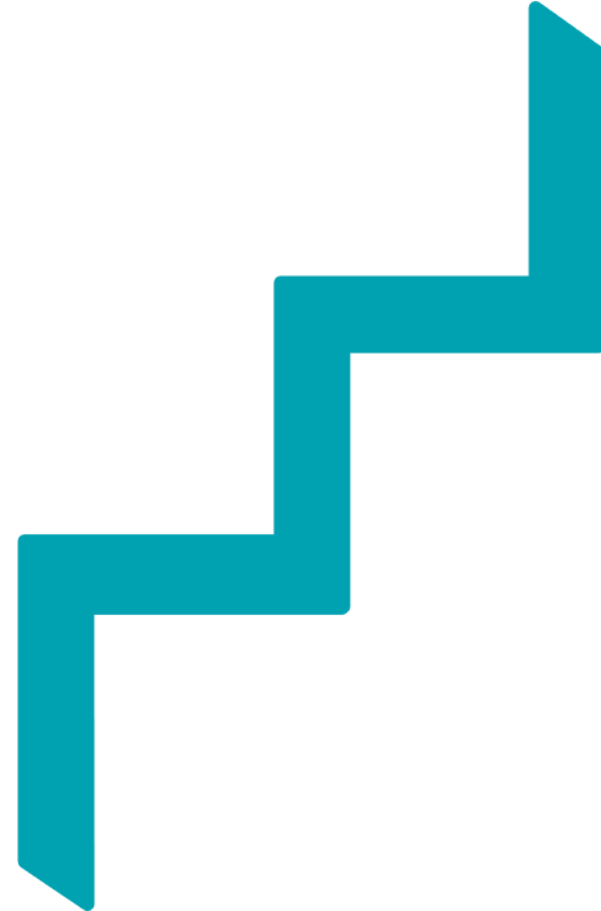
01707 952777 (Mon-Fri 9 – 5)



[enquiries@hertsgrowthhub.com](mailto:enquiries@hertsgrowthhub.com)



[www.hertsgrowthhub.com](http://www.hertsgrowthhub.com)





**Scan to complete our business survey and tell us how rising costs are impacting your business**





Thank you

**Find out more at [hertsgrowthhub.com](https://hertsgrowthhub.com)**

*The central point of access for business support*

Part of

**Hertfordshire  
Local Enterprise  
Partnership**



Funded by



**European Union**  
European Regional  
Development Fund



**HM Government**

# **Empowering Business and Culture in the District**

**Cllr Danny Clare, Lead Councillor for  
Business**

# HOW IS BUSINESS?



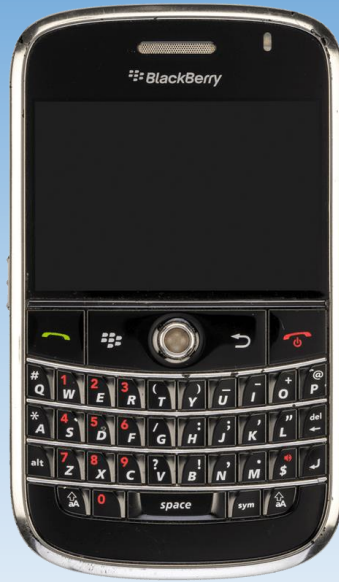
# IT'S TOUGH



**St Albans**  
City & District Council



# RAPID CHANGE



# RAPID CHANGE



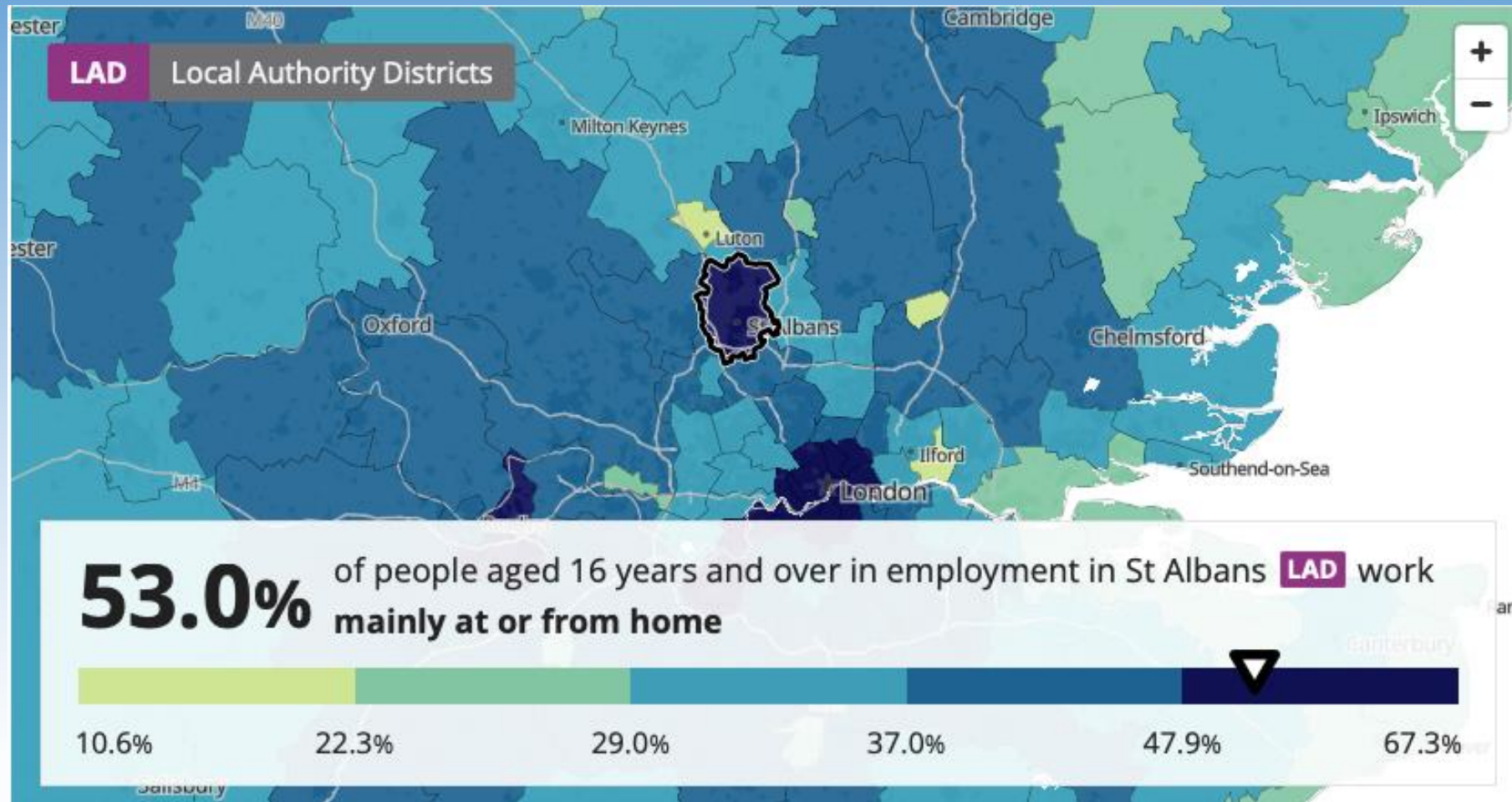
# WFH!



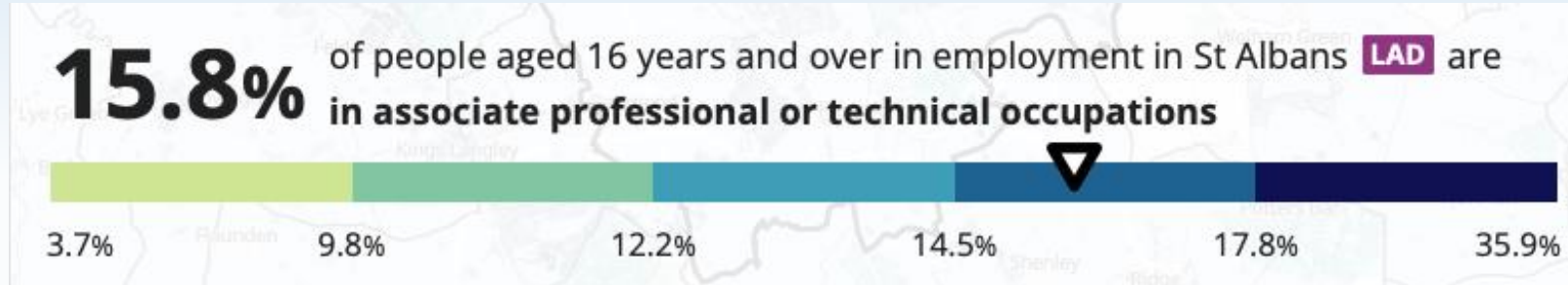
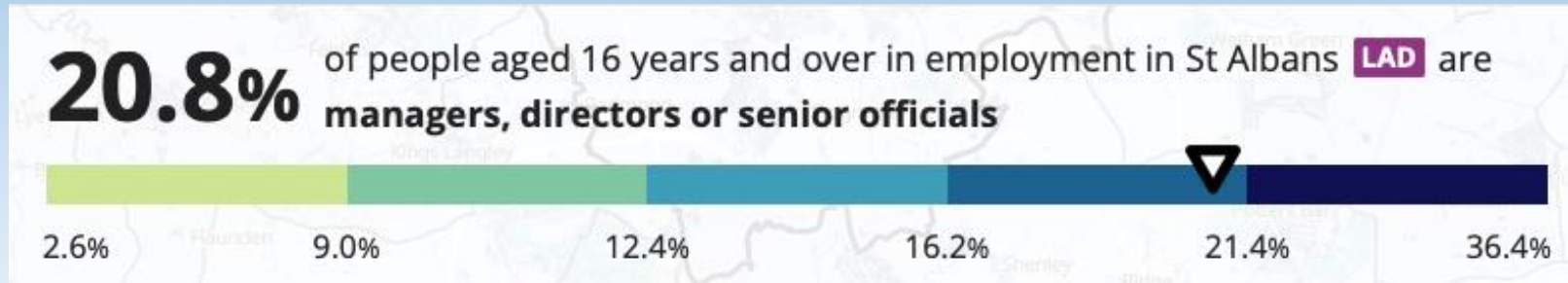
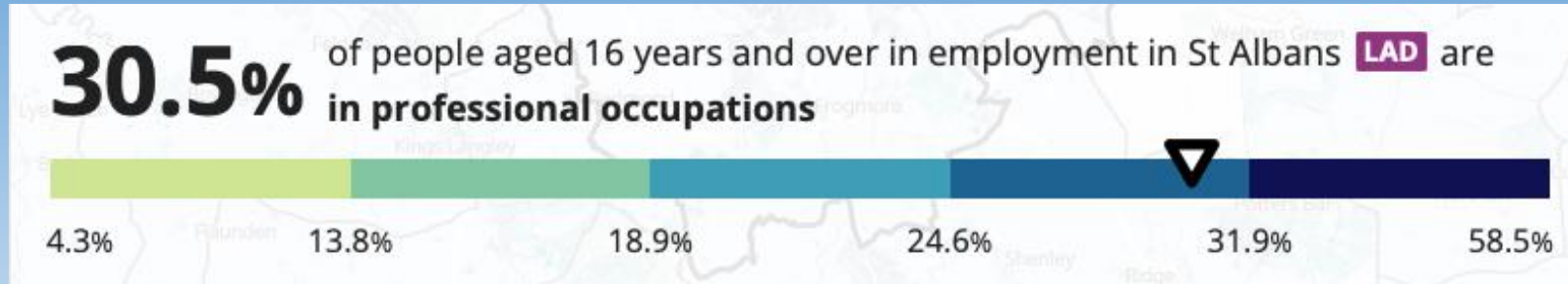
**St Albans**  
City & District Council



# SADC AREA – 2021 CENSUS



# SADC DEMOGRAPHICS



# LOCALISATION





# LOCALISM



# GLOCALISATION



A Celebration of Black Culture and Sport

## **FUTURE FORWARD**

Nike and Jordan joined forces for Future Forward, a celebration of Black culture and sport in London between 28-30 October.



# COMMUNITY





# COLLABORATION



# SKILLS AND EDUCATION



**Oaklands Student 22/23**

  
**OAKLANDS COLLEGE**



**Danny Clare**

**30071762**



# EXPERIENCE – CULTURAL EVENTS

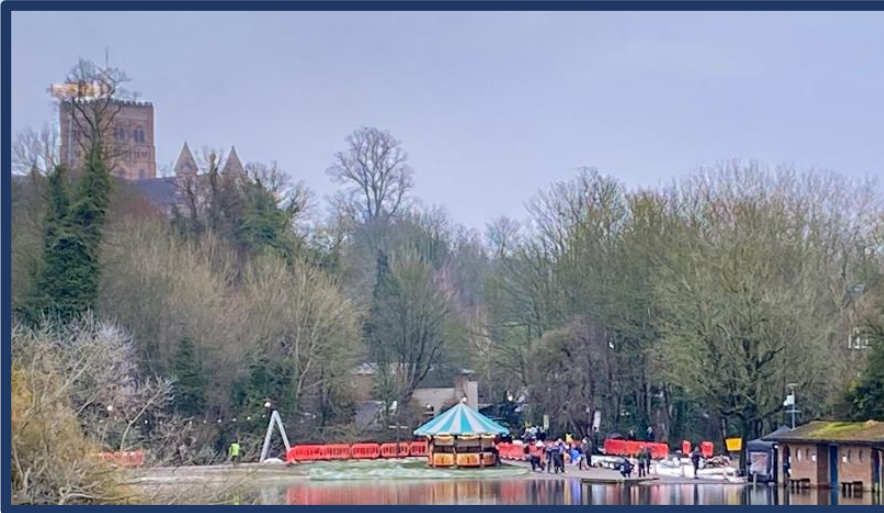
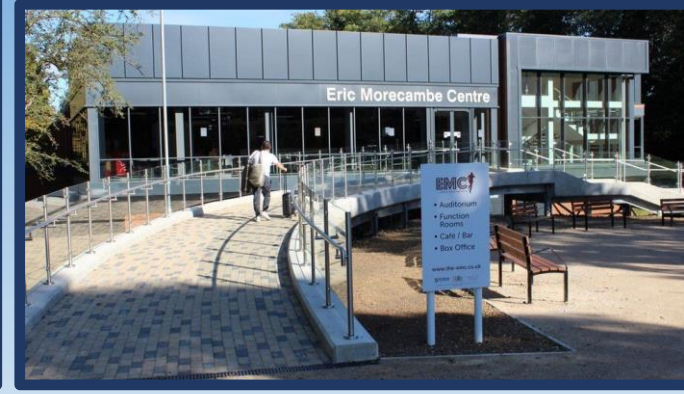


# EXPERIENCE - SPORT





# ASSETS



# OUR ROLE?

**TO EMPOWER, ENABLE AND  
PROMOTE LOCAL BUSINESS  
AND CULTURE.**

# Q&A

Cllr Chris White  
Leader of St Albans City & District Council



# Business Identity:

## What is St Albans District known for?

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Facilitator:

Danny Clare: Lead Councillor for Business – St Albans City & District Council



# Changing business culture, Changing and future habits.

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Facilitator:

Pat Strods: President - St Albans District Chamber of Commerce.



ST ALBANS DISTRICT  
CHAMBER OF COMMERCE

# Role of businesses in skills & employment.

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Facilitator:

Claire Dolan:

Deputy Principal Strategy, Partnership and Business Development



# CSR

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Facilitator:

Robert Varney:  
Assistant Manager – Volunteer Centre & Enterprise Development



# Breakout Sessions

## Chamber

Group 1: Business Identity

Group 2: Changing business culture

## Reception

Group 3: Role of business in skills & employment

Group 4: Corporate Social Responsibility

# Summary and Close

Cllr Chris White

Leader of St Albans City & District Council

# Networking

Thank you for attending the St Albans  
District Business Summit 2023!