

APPENDIX 1

PROGRESS UPDATE: Review of Business Support and Engagement

SCRUTINY MONITORING – PROGRESS UPDATE	
Review:	Business Support and Engagement
Link Officer/s:	Chris Renahan/Julie Marsden
Action Plan Agreed:	February 2021

Updates on the progress of actions in relation to agreed recommendations from previous scrutiny reviews are required approximately 12 months after the relevant Select Committee has agreed the Action Plan. Progress updates must be detailed, evidencing what has taken place regarding each recommendation – a grade assessing progress should then be given (see end of document for grading explanation). Any evidence on the impact of the actions undertaken should also be recorded for each recommendation.

Recommendation 1:	The Council raises awareness of the existing information system enabling current and prospective business owners to search for available property and land and ensures that those using this facility know where to go for further advice, guidance and support.
Responsibility:	Economic Development and Place Team
Date:	June 2021 (development of the inward investment site will then be ongoing)
Agreed Action:	<p>Development of a microsite as part of the Inward investment strategy to act as a one-stop-shop for business enquiries and self-serve functions for land and property searches.</p> <p>Engage with the Tees Valley Combined Authority to align with their approach to business support and develop a seamless approach to fulfilling enquiries and information sharing.</p> <p>Social media and online campaign to promote the inward investment strategy and associated branding.</p>
Agreed Success Measure:	<ul style="list-style-type: none"> • Increase in the number of website hits. • Increase in the number of enquiries for property and land. • Increase in the number of business enquiries.
Evidence of Progress (April 2022):	<p>Link to Microsite www.investstocktonontees.co.uk</p> <p>Appendix 1 – TCVA marketing and processing consent statement - Expression of Interest · TVCA Portal (powerappsportals.com) . If you fill in the form this info comes up at the bottom.</p> <p>Appendix 2</p> <ul style="list-style-type: none"> • Examples of regular social media presence and on-going development of social media visuals to promote the Invest Stockton-on-Tees • Social Media post of business support sessions organised in partnership with TVCA

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<p>Assessment of Progress (April 2022): (include explanation if required)</p>	<p>2 (On-Track) (work continues to further develop this offer)</p> <p>The microsite is completed but the Land and Property search is a feature that will be included on the full site, which is due to be completed May 2022.</p> <p>All data pre-dating July 2021 do not meet GDPR, so a data cleanse was carried out on the existing property search function (CRM system), meaning that any bench marking data prior to this date was not accurate.</p> <p>From data cleanse period 7th July 2021 until present a total of 255 property searches have been logged on the property system, these include a combination of self-searches using the online search engine and those input by Officers engaging with businesses.</p> <p>In addition, research has shown that websites promoting privately owned land and property are not updated regularly enough to reflect the recent demand in the market. Economic Development encourages all property enquiries to come directly to the team to ensure the business gets the most effective and up-to-date service, as the team links directly with agents that operate across the Borough.</p>																														
<p>Evidence of Impact (April 2022):</p>	<p>Total property enquiries – 255</p> <p>In addition, there has been 110 hits (Business enquiries logged onto the property system) from 7th July 2021 – present.</p> <p>Note: these do <u>not</u> include the total number of businesses supported via the Additional Restrictions Grant</p> <p>Microsite total number of users: 343 Total number of page views: 1300 Most viewed section is "a great place for business" Most users from UK</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 85%;">Country</th> <th style="width: 10%;">Users</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>United Kingdom</td> <td>332</td> </tr> <tr> <td>2</td> <td>United States</td> <td>4</td> </tr> <tr> <td>3</td> <td>(not set)</td> <td>3</td> </tr> <tr> <td>4</td> <td>Canada</td> <td>1</td> </tr> <tr> <td>5</td> <td>France</td> <td>1</td> </tr> <tr> <td>6</td> <td>New Zealand</td> <td>1</td> </tr> <tr> <td>7</td> <td>Spain</td> <td>1</td> </tr> <tr> <td>8</td> <td>Ukraine</td> <td>1</td> </tr> <tr> <td>9</td> <td>United Arab Emirates</td> <td>1</td> </tr> </tbody> </table>		Country	Users	1	United Kingdom	332	2	United States	4	3	(not set)	3	4	Canada	1	5	France	1	6	New Zealand	1	7	Spain	1	8	Ukraine	1	9	United Arab Emirates	1
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<p>Evidence of Progress (January 2023):</p>	<p>Strategic business locations - Invest Stockton-on-Tees (investstocktonontees.co.uk)</p>																														
<p>Assessment of Progress (January 2023): (include explanation if required)</p>	<p>1 – Achieved</p>																														

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	<p>The full website is now complete. Given the unreliability and out-dated nature of the content featured on Land and Property sites, we have included some information about our key strategic business locations on the website and also included an enquiry feature to allow us to carry out any property searches on behalf of businesses. This also provides us with additional intel as to who is searching, the type of premises that are in demand and any other support they might need.</p> <p>In addition, we are in the process of moving onto a new CRM system that will link in with the website and capture this data along with other business-related data.</p>
Evidence of Impact (January 2023):	Once the new CRM system is live and the data has been migrated we will be able to look at the no. of enquiries since the new site went live in July 2022.

Recommendation 7:	A future update on the SBC Business and Enterprise Team’s intended work around employment, education and skills with schools, colleges and universities be provided to the Council’s Children and Young People Select Committee.
Responsibility:	Economic Development
Date:	Aiming to be available by end of 2021
Agreed Action:	As part of ongoing work, we will work with colleagues across Stockton Borough Council to understand the most appropriate time to take a report to the Select Committee.
Agreed Success Measure:	<ul style="list-style-type: none"> Committee Report.
Evidence of Progress (April 2022):	<p>Appendix 12 – E&T Hub Social Media</p> <p>Appendix 13 – Designs for new E&T Hub, due to open early June 2022</p> <p>Appendix 14 – Hub Newsletter with numbers engaged</p>
Assessment of Progress (April 2022): (include explanation if required)	<p>3 (Slipped)</p> <p>The E&T hub was launched in April 2021 but was only able to operate fully from Oct 2021 when it relocated to larger premises, and once the Hub’s dedicated team were all in post by the end of 2021.</p> <p>The Hub will relocate again in early June 2022 into a purpose-built facility that will deliver a wider rang to residents and businesses across the Borough.</p> <p>Work with Schools and Colleges</p> <p>The Hub will launch a pilot project with St Patricks School/College to work with their Year 10/Year 11 students to educate them about careers in the digital sector. Starting with social media and digital marketing, challenging the children to put together a complex social media campaign with the goal of improving attendance levels across all year groups.</p>

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	<p>Developing School Enterprise Days. We will be working with local schools and business to introduce School Enterprise Days at The Hub. Local businesses, in a range of sectors, will be invited to various host parts of the day aimed at raising aspirations and broadening career options for our younger generation. The children will cover a range of areas of business throughout the day, concluding in a 'Dragons Den' style pitch to the business owners based around what they think their next innovation should be and how it would work.</p> <p>Members seminar in July will be held at the new Employment & Training Hub.</p>
Evidence of Impact (April 2022):	<p>It is still early days for the hub and we will present to the Council's Children and Young People Select Committee when it is appropriate.</p> <p>Impact of hub can be seen in Appendix 12.</p>
Evidence of Progress (January 2023):	<p>A date has been agreed to attend a future Children and Young People Select Committee meeting (March 2023) to update them on current and future work around employment, education and skills with schools, colleges and universities.</p>
Assessment of Progress (January 2023): (include explanation if required)	<p>1 – Achieved</p>
Evidence of Impact (January 2023):	

Recommendation 8:	A future update be provided to the Place Select Committee around the Inclusive Growth agenda, and how this has impacted upon the people of the Borough.
Responsibility:	Chris Renahan
Date:	Aiming to be available by end of 2021
Agreed Action:	We need to understand the impact of Brexit and COVID before taking an update to the Select Committee.
Agreed Success Measure:	<ul style="list-style-type: none"> Committee Report.
Evidence of Progress (April 2022):	n/a
Assessment of Progress (April 2022): (include explanation if required)	<p>3 (Slipped)</p> <p>This piece of work has been delayed due to covid and the development of Inclusive Growth Strategy is now in draft form and will go to CMT in the next couple of months.</p> <p>The Economic Development team have carried out a consultation exercise with key stakeholders to determine if it aligns with their visions for the Borough.</p>
Evidence of Impact	n/a

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(April 2022):	
Evidence of Progress (January 2023):	 hlc1774 - DD version.pdf
Assessment of Progress (January 2023): (include explanation if required)	<p>1 – Achieved</p> <p>The Inclusive Growth Strategy is now complete. We will work with Mike Greene to establish a yearly Action Plan for delivery.</p>
Evidence of Impact (January 2023):	

Assessment of Progress Gradings:	1 Fully Achieved	2 On-Track	3 Slipped	4 Not Achieved
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