	<p>Assets, Regeneration and Growth Committee</p> <p>30 November 2015</p>
<p style="text-align: right;">Title</p>	<p>Entrepreneurial Barnet - Annual Update</p>
<p style="text-align: right;">Report of</p>	<p>Commissioning Director, Growth and Development</p>
<p style="text-align: right;">Wards</p>	<p>All</p>
<p style="text-align: right;">Status</p>	<p>Public</p>
<p style="text-align: right;">Urgent</p>	<p>No</p>
<p style="text-align: right;">Key</p>	<p>Yes</p>
<p style="text-align: right;">Enclosures</p>	<p>None</p>
<p style="text-align: right;">Officer Contact Details</p>	<p>Luke Ward, Commissioning Lead - Entrepreneurial Barnet, Growth & Development Email: luke.ward@barnet.gov.uk, Telephone:020 8359 2672</p>
<p>Summary</p>	
<p>This report provides an update on progress towards delivering the 2015 programme of activity for Entrepreneurial Barnet, which the Committee approved on 15 December 2014. It sets out progress against each of Entrepreneurial Barnet’s five theme areas, including describing key activities that have been completed so far and areas where further activity will be undertaken in 2016. It also sets out a forward plan of decisions to be made in the year ahead.</p>	
<p>Recommendations</p>	
<p>1. That the Committee note the progress of Entrepreneurial Barnet to date.</p>	
<p>2. That the Committee note the forward work plan set out on page 18 and identify any additional items that it would like to be incorporated into it or to return to a future meeting.</p>	

1. WHY THIS REPORT IS NEEDED

- 1.1 This report sets out progress to date and planned future activities associated with Entrepreneurial Barnet, which is the borough's cross-public sector approach to becoming the best place in London to be a small business. The Committee agreed to receive an annual progress report when it approved Entrepreneurial Barnet on 15 December 2014. This paper represents the first such update.
- 1.2 Entrepreneurial Barnet is divided into five theme areas, each having an associated set of actions and outcomes:
 - A. **Getting the basics right**
 - B. **A great place to live, work and invest**
 - C. **Skilled employees and entrepreneurs**
 - D. **Improving access to markets**
 - E. **Facilitating business growth**
- 1.3 This update is divided into three broad sections. **The first** sets out the wider macro-economic context of the borough within London and the wider country. **The second** provides an overview of progress against each of the five theme areas set out above. **The third** section presents a forward plan detailing key activities and decisions anticipated or planned in the coming year.
- 1.4 Entrepreneurial Barnet has been delivered throughout 2015 through joint working between the council and its wider public sector partners: Barnet and Southgate College, Middlesex University, Barnet Homes, and the Department for Work and Pensions (DWP). Delivery is overseen by a Board consisting of senior representatives from each of these organisations.
- 1.5 Entrepreneurial Barnet brings together a range of different activities. Some of these are new and reflect the opportunities to strengthen coordination across the public sector that have been created by the framework that Entrepreneurial Barnet provides e.g. in relation to securing new external funding for town centres, or closer working to create apprenticeships. Others reflect areas of existing activity that were previously occurring in service silos.

2. ECONOMIC CONTEXT

- 2.1 This section provides a brief analysis of Barnet's economy in 2015, compared with other areas. For some indicators the data is older than 2014 (e.g. disposable income per person or town centre vacancy rates). Where this is the case it is because it is the most recent data available.
- 2.2 The table on the following pages details a range of key economic indicators relevant to the delivery of Entrepreneurial Barnet and the direction of travel from the previous outturn, giving a broad overview of the economic context in the borough. Where benchmarking information is available it is given. Analysis of each of these indicators is provided after the table.

Indicator	Description	Most recent outturn	Previous outturn	Percentage change (%)	Outturn in 2010	Direction of travel	Benchmarking	Source
Wider economic context								
Disposable income per capita*	Disposable income per head in Barnet	£22,017 (2013)	£21,846 (2012)	+0.78	£20,972	Increase	Outer London West and North West £21,539 (2013)	GLA
Median income per household	Median income per household in Barnet unequivalised	£41,658 (2015)	£40,550 (2014)	+2.73	£36,213	Increase	Great Britain £28,696 (2015)	CACI paycheck data
Unemployment rate	Unemployment rate as a percentage of those economically active, aged 16 or over	6.6% (July 2014 – June 2015)	6.6% (July 2013 – June 2014)	0	7.6% (July 2010–June 2011)	Improvement since 2010	London 6.6% (July 2014 – June 2015)	NOMIS
Businesses								
Business start-ups**	Number of business births	3,735 (2013)	2,995 (2012)	+24.71	2,440	Increase in new business births	Highest in outer London for 2010-13	ONS business census
1 year business survival rate**	Percentage of business start-ups in previous year which have survived at least 1 year	87.3% (2012)	91% (2011)	-4.07	81.8%	Improvement since 2010	Lowest in outer London for 2010-12	ONS business census
2 year business survival rate**	Percentage of business start-ups in previous year which have survived at least 2 years	72.1% (2011)	66.6% (2010)	+8.26	66.6%	Improvement	Lowest in outer London for 2010; third lowest in outer London for 2011 (after Enfield and Waltham Forest)	ONS business census

Indicator	Description	Most recent outturn	Previous outturn	Percentage change (%)	Outturn in 2010	Direction of travel	Benchmarking	Source
Town centre vacancy rates***	Percentage of vacant units in Barnet town centres	6.34% (2013)	6.85% (2012)	-7.45	5.96%	Higher than in 2010	n/a	Re town centre survey

Labour Market Indicators

Apprenticeship starts	Numbers of apprenticeships started	1410 (2014-15)	1130 (2013-14)	+24.78	1190	Increase	Outer London average 1541 (2014-15)	DfE
Apprenticeship completions****	Numbers of apprenticeships completed	640 (2013-14)	650 (2012-13)	-1.54	410	Significant increase since 2010	Outer London average 732 (2013-14)	DfE
% of young people NEET	Percentage of 16-18 year olds not in Education, Employment or Training (NEET)	2.5% (November 2014-January 2015)	2.3% (November 2013-January 2014)	+8.7	3.6%	Significant reduction since 2010	London 3.4% (November 2014-January 2015)	DfE
Participation of young people in the labour market	Percentage of 16-18 year olds participating in Education, Employment or Training	97.7% (June 2015)	95.8% (June 2014)	+1.98	83.8% (December 2012)	Increase	London 93.1% (June 2015)	DfE

*Latest figures available from the GLA for disposable income per capita are for 2013.

**Latest figures available on business start-ups and survival rate are for 2013 as the ONS business census is published a year in arrears at the end of each year. Business survival rate data (to 2011 for 2-year survival rate and to 2012 for 1-year survival rate) is the most recent data available from the 2013 ONS business census.

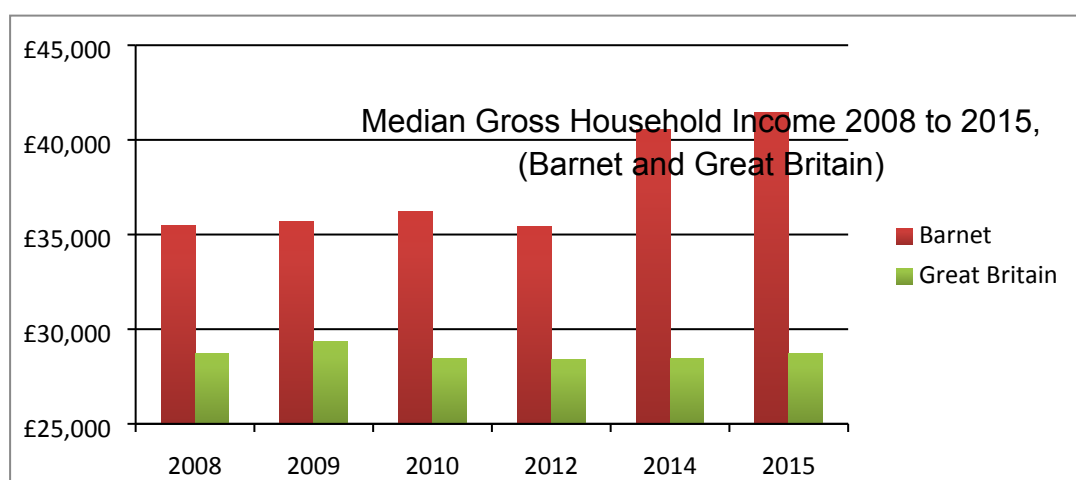
***The last Re town centre survey on vacancy rates was conducted in 2013. Using a different data set, more recent figures on town centre vacancy rates which benchmark against other outer London boroughs, are available for 2014-15. Details can be found in section 2.4.3 of this report.

****Latest figures available on apprenticeship completions are for 2013-14 as this data is published by the Department for Education a year in arrears.

2.3 Wider economic context

2.3.1 **Disposable income per head was £22,017 in 2013, slightly higher than the previous year (£21,846) and 2010 (£20,972) (GLA).**

2.3.2 **Median gross income per household has increased steadily** from £36,213 in 2010 to £41,658 in 2015. In 2015, household income levels vary considerably across different areas of the borough. The average household income in Garden Suburb (£55,491) is higher than the average income in Burnt Oak (£25,930). **Between 2012 and 2015, all wards experienced positive growth in average household incomes.** The lowest level of growth was in Burnt Oak (0.7%). Burnt Oak remains the only ward with an average household income below the Great Britain average of £28,696. (CACI paycheck data).



*PayCheck data is not available for 2011

2.3.3 **Unemployment rates in the borough have decreased over the last five years**, from 7.6% in 2010-11 to 6.6% in 2014-15. The most recent figures, for July 2014 – June 2015, place Barnet level with the London average.

2.4 Businesses

2.4.1 **Business “survival rates” in Barnet are increasing**, with 1-year survival rates increasing from 81.8% (2010) to 87.3% (2012) and 2-year survival rates increasing from 66.6% (2010) to 72.1% (2011)¹. These positive figures need to be considered against the fact that data suggests that Barnet has a lower level of business survival compared with other outer London boroughs. (ONS Business Census).

2.4.2 **The number of new business start-ups in the borough is also increasing**, with 3,735 in 2013, a 25% increase on the previous year and a 50% increase since 2010. Barnet has had the largest number of business start-ups in outer London each year from 2010 to 2013 (ONS Business Census – this is the most recent data).

¹ This is the most current data

2.4.3 Benchmarking against neighbouring boroughs, shows that **Barnet has a town centre vacancy rate of 4.64% for the period March 2014 – April 2015**, compared with 5.45% for Brent, 4.63% for Ealing and 4.58% for Harrow (Experian). A separate set of data looking at different town centres highlights that **overall town centre vacancy rates in 2013 reduced slightly since the previous year, from 6.85% to 6.34%**, which remains however above the 5.96% vacancy rate in 2010. (Re town centre survey).

2.5 Labour Market

2.5.1 Reflecting an area of ongoing attention, the number of apprenticeships in the borough has increased significantly since 2014. **There were 1410 apprenticeship starts in the borough in 2014-15, compared with 1130 the previous year**, reversing a recent trend of decline in this area. This suggests that renewed focus on apprenticeships is having a positive impact. (Department for Education).

2.5.2 **The 640 apprenticeship completions in 2013-14**, although a very slight decrease on the previous year, **represent a 56% increase since 2010**. Apprenticeship completions as a proportion of apprenticeship starts in 2013-14 were particularly high. (Department for Education).

2.5.3 Barnet remains however below the outer London average for the total number of apprenticeship starts and completions, suggesting there is further scope for improvement in the year ahead. This will be an area of particular focus in 2016.

2.5.4 The latest figures from the Department for Education on **the percentage of 16-18 year olds not in Education, Employment or Training (NEET) was 2.5% for November 2014 – January 2015, the third lowest in Outer London**. While a slight increase on the previous year, the percentage of NEETS has reduced substantially from 3.6% in 2010. (Department for Education).

2.5.5 The percentage of 16-18 year olds participating in Education, Employment and Training has also seen a steady increase from 83.8% in December 2012 to 97.7% in June 2015, reflecting a significant reduction in the proportion of young people whose activity is not known to Barnet. **This places Barnet with the highest participation rates in London (not including the City of London)**. (Department for Education).

3. **PROGRESS OF ENTREPRENEURIAL BARNET OVER 2015**

3.1.1 This section of the report provides an update on the delivery of specific elements of Entrepreneurial Barnet over the previous year. It includes outlining progress on individual projects, and also identifies the small number of areas not yet completed that had been expected by this time.

3.2 **THEME A: Getting the basics right**

3.2.1 This theme relates to the way businesses interact with the council and public services on a day to day basis. This includes how they find information about core council services like planning applications and environmental health, as well as more specific information on things like networking opportunities, advice on growing their business, or how to take on new members of staff.

3.2.2 Improved customer access

3.2.3 Work is underway to **refresh the business web pages on the council's website² to make them easier to navigate for businesses looking to access services or to find information**, and to make sure that it properly reflects the needs of local businesses and entrepreneurs. It is anticipated that this work will be completed before Christmas 2015.

3.2.4 Business **queries to the council associated with business support and networking are now directed, in agreement with them, to Barnet's branch of the Federation of Small Business**, who have access to a wider pool of business expertise and mentoring capacity. This approach illustrates the wider method that is being adopted to delivering Entrepreneurial Barnet, making better use of existing networks and local expertise to support small business and entrepreneurs.

3.2.5 Streamlined regulation and planning

3.2.6 **We have introduced a fast track one-stop shop for planning applications**, speeding up the process and making it easier for businesses seeking to expand to navigate the planning system.

3.2.7 We are engaging regularly with major developers about the need to deliver schemes that create new apprenticeships and jobs through Section 106 agreements, as well as new high quality public realm that meets the needs of local businesses and residents.

3.2.8 Key areas for this theme next year (details in the Forward Plan)

- Completion of the [Barnet Business Web pages](#)
- A revised Business Rates policy setting out how discretionary reliefs will be awarded transparently and with minimal red tape is being presented to the Policy and Resources Committee on 16 December, after which a public consultation will follow if agreed.

3.3 THEME B: A great place to live, work and invest

3.3.1 This theme is about making Barnet a place where people want to live and work, and businesses want to invest, through improving town centres and making the most of the economic opportunities presented by regeneration in the borough.

² <https://www.barnet.gov.uk/citizen-home/business.html>

3.3.2 Thriving town centres that people want to live in, work and spend time in

3.3.3 A key area of activity within Entrepreneurial Barnet is revitalising town centres to encourage growth. Working together with residents and local businesses, achievements in this area in the last year have been;

- **A successful application was made to the GLA High Street Fund for investment in Burnt Oak High Street**, with a contribution of £269,048 plus match funding from the council toward a suite of projects costed at £617,464 for Barnet and neighbouring boroughs to fund improvements in Burnt Oak Town Centre. Projects will be implemented from February 2016.
- **A bid to the GLA's London Regeneration Fund for approximately £1m, plus £1m match funding from Barnet Council, has been submitted to the GLA to support improvements in Finchley Church End**, which will be underpinned by the development of a new town centre strategy for the area. This is a key opportunity to trial a range of town centre projects at a local level. The outcome of the bid is expected by late November 2015.
- **The committee identified 'main', 'district' and 'local' town centres in March 2015. This has led to the development of a "town centre offer" which provides information on how local community groups and businesses who want to can lead change in their area.** Promoting the town centre offer over 2016 will help support businesses and residents to act to ensure that town centres thrive and enable them to lead change themselves.
- **The Council has worked closely with local businesses and community groups on a range of town centre projects and public realm improvements in Cricklewood.** These have included the decluttering and replacement of street furniture, tree planting, repair of pavements and kerbside barriers, improvements to pedestrian crossings, shop front improvements and town centre events.

3.3.4 Fit for purpose infrastructure and transport networks

3.3.5 A number of projects in Barnet are exploring how technology can be harnessed to improve the experience of public space and services in town centres to promote growth in the borough;

- **The GLA business broadband Voucher Scheme concluded** in late October 2015. In Barnet 376 businesses signed up for the scheme which was the **second highest in outer London**. Each participating business will benefit by up to £3000 towards to cost of installing high-speed broadband.
- **Free public Wifi has been activated in a number of locations in 2015** at no cost to the tax payer, including in Golders Green, Temple Fortune,

Brent Street, Hendon, Church End, West Finchley, Finchley Church End, North Finchley, Mill Hill, Edgware, Burnt Oak, Friern Barnet, Oakleigh Road North and Whetstone. The first thirty minutes are provided free of charge and unlimited free access is available to the council website. Wifi usage has increased steadily since activation, with 324 weekly sessions in early November. Work will be undertaken in 2016 to make sure businesses and residents are aware of the service and able to make use of it.

- Enabling parking in town centres to encourage increased footfall and promote local business is a key priority for the Council. **Parking sensors are currently being trialled in Temple Fortune** to help us to explore how we could better balance parking availability against demand. Initial data suggests that parking bays in the centre of that town centre are extremely busy with constant turnover, whilst parking bays at the outer edges of the centre tend to be underutilised. Overall occupancy with the sensors is higher than recorded 12 months ago, though not yet consistently at the 85% level which has been set as a target to aim for within the new parking policy. A **publicity campaign is about to be launched to promote a parking app that is linked to the parking sensors** which will show available parking spaces, the costs of parking at particular locations, and assist in directing motorists to park in the most convenient way. It is anticipated that the app will assist in increasing occupancy over the six month trial period. Other projects exploring ways to manage parking demand in town centres will form part of the Finchley Church End strategy and wider town centre approach.
- An open data **'Hackathon' event was held in November, in partnership between the council and Middlesex University, bringing together leading experts and academics to find new and innovative uses of public and council data.** A further and larger scale event is planned for 2016.

3.3.6 The **revised Street Trading Policy, agreed by Licensing Committee on 20 July 2015**, aims to help successful markets to grow and establish new high quality trading opportunities in town centres. **New markets have recently opened in Edgware and Mill Hill in November** and the council is currently consulting on a market in North Finchley. Support to markets will be an area of focus for Entrepreneurial Barnet in 2016.

3.3.7 Excellence in regeneration and growth

3.3.8 The extensive regeneration in the borough that is planned over the next fifteen years will create significant economic growth and new opportunities for businesses looking to start-up, invest and grow, and for local people to find new jobs and develop new skills. A key strategic outcome for Entrepreneurial

Barnet is to ensure new developments take account of the needs of business and the wider community. To deliver this outcome the council is exploring the provision of the following in regeneration schemes;

- office space for start-up businesses and entrepreneurs,
- homes designed to support home-based working
- shopping centre units for small local businesses and shops at lower rents.

3.3.9 Areas not yet completed that should have been

- A review of the council's Strategic Asset Management Plan had been scheduled for this year but this has not yet taken place. Although all decisions on the use of council land and assets are made with consideration to the impact on town centres, a review will be undertaken by Estates in the next two months to ensure there is a robust process in place.

3.3.10 Key areas for this theme next year (details in the Forward Plan)

- The **"town centre offer"** will be tested with town teams, one district and one local town centre, before **rolling out borough-wide in 2016**.
- **Town centre strategies for Burnt Oak and Finchley Church End** will be developed, including establishing town teams in both areas

3.4 **THEME C: Skilled Employees and Entrepreneurs**

3.4.1 This theme focuses on skills development and employment support in the borough, recognising that having a workforce with the right skills, behaviours and sense of entrepreneurialism is essential to unlocking economic growth.

3.4.2 Supporting residents to develop the skills they need to succeed

3.4.3 **Supporting workless residents into sustainable employment is a key outcome of Entrepreneurial Barnet**, and a number of new initiatives this year have driven some positive progress in this area;

- Following the success of the return to work pilot which ran from January to October 2014 and worked with 211 residents with mental health issues and other barriers to employment, with 31% starting paid work, the initiative was expanded across the borough from November last year. From the summer, Future Path has been providing health and employability advice and support as part of the Burnt Oak Opportunity Support Team (BOOST) team.

- The BOOST project is a new initiative that launched in July 2015. The multi-agency team of Jobcentre Plus, Barnet Homes, Barnet Council's Benefits Service and Education and Skills team, Future Path Solutions, a local Health Coach provider, and community partner Love Burnt Oak, provides support for long-term unemployed and those facing barriers to employment. As of October this year, **223 people have signed up to BOOST and 75 have found employment under the BOOST project.**
- The WorkFinder Project, delivered by Groundwork, launched in April 2015 and is designed to support 55 long-term unemployed residents into work over a 2 year period. **The project is actively working with 60 participants at present, and has achieved 4 into work outcomes so far, with a further 7 Barnet residents having been supported into work through local work clubs, delivered as part of the project.**
- The Platforms programme, which supports Barnet young people aged 16-24 who are not in education, employment and training to find pathways into work, such as opportunities to gain employability skills, mentoring and paid work experience placements, has now **engaged with around 500 young people, with 350 having actively participated.**

3.4.4 A number of key projects this year have supported young people into employment, education and training by developing their skills and understanding of career pathways;

- Since its launch in 2014, the **"Let's Talk Shop"** programme has **delivered events and retail training in 17 of Barnet's 24 secondary schools and provided training to 59 Barnet residents.**
- The **Brent Cross Job Shop**, which links retailers and employers with **potential employees from across the borough, has found employment for over 90 previously unemployed applicants, 81 of them from Barnet.**
- The **Opportunities for Young People** project was launched in **partnership with the West London Alliance in September 2015** to trial new targeted support programmes for young people aged 14-18 at risk of becoming NEET. **The programme involves four Barnet schools and is expected to benefit approximately 200 young people.**
- A new menu of services at Barnet's multi-agency **Care Leaver Hub 'Onwards and Upwards'** was **launched in September 2015 in partnership with Job Centre Plus.** Services on offer, including employment, education, skills and benefits advice, aim to ensure that all care leavers are equipped for work. Engagement events over the last six months have seen significant increases in service use from young adult care leavers and **the service has seen a 10% reduction in NEET figures this year.** As of October 2015, out of 180 care leavers, 30 were in employment, 30 at university, and 60 at college.

- Barnet and Southgate College's Hospitality House, in partnership with Job Centre Plus, has had over **330 candidates completing sector based work academy courses, with 134 receiving job offers**, since April 2014.

3.4.5 Working with employers to develop a skilled workforce

3.4.6 The council and its partners continue to work together through Entrepreneurial Barnet to ensure that education and skills provision locally meets the needs of employers and that those who live or study in Barnet have opportunities to develop the skills the market demands.

3.4.7 The Supplementary Planning Document (SPD) on Delivering Skills, Employment, Enterprise and Training resourced through S106 funding from developers, adopted on 14 October 2014 at Policy and Resources Committee, has proven very successful in providing new opportunities for local people to secure jobs and training. This has been underpinned by engagement work with the construction industry, such as;

- A **'Skills for Growth' employer event in July where around sixty local construction developers, registered social landlords and training organisations took part in a workshop** on barriers to the workforce.
- Working with the **Construction Industry Training Board (CITB) in their development of a new website, Go Construct**, which provides a range of information and support for careers advisors, teachers, parents and those interested in the construction sector.
- **Go Construct are due to attend Barnet's post-16 options event in December and meet Barnet's Schools Heads and Careers teams** in early 2016..
- **The Council is exploring options to expand and develop a Construction One Stop Shop** to enable earlier engagement between the construction sector and young people, to raise awareness of the skills the labour market demands.

3.4.8 The higher education and further education sectors also clearly have a crucial role to play in ensuring that education provision in the borough meets local business demand. Middlesex University is currently consulting with business focus groups to ensure the university offer meets their needs. Barnet and Southgate College have introduced a commissioning process for analysing the local and regional economy to inform Curriculum Planning and developed a demand-led menu of training options for the local business community to ensure they have the skills within their workforce to boost productivity.

3.4.9 The Council has been playing a lead role, along with the GLA, in **developing and negotiating a devolution deal for London on skills and business support**, as part of a wider package of devolved powers and funding for London. A **proposition was put forward to HM Treasury in September asking for a devolved funding for 19+ skills and greater influence over 16-18 skills delivery in London and devolved elements of business support**. Indications so far from HM Treasury are that central government is open to devolution of the Adult Skills Budget (approx. £300m but reducing), but would retain control over other elements of adults skills funding, as well as Apprenticeships and 16-18 skills. It has also been indicated that there would be limited scope, if any, to further devolve business support. Negotiations continue.

3.4.10 **Central government has asked London Government to lead on a review of post-16 education and training delivery in London, where borough leaders are likely to be asked to take a lead role at the sub-regional level.** Further clarity on a devolution deal for London is expected as part of the findings of the Comprehensive Spending Review due in late November 2015.

3.4.11 Encouraging a culture of entrepreneurship

3.4.12 Following the success of Middlesex University's Entrepreneurship Competition in March 2015, **the council and its partners will run a wider Innovation Barnet competition in early 2016, bringing in Barnet and Southgate College students and business start-ups in the borough.** Corporate sponsorship for this competition has already been secured.

3.4.13 Over 2015 Barnet and Southgate College have;

- Developed **short evening courses on running businesses**
- Launched three **Learning Companies run by students** in the Art and Design department
- Launched a **Peter Jones Enterprise Academy which offers BTECs in Enterprise and Entrepreneurship**
- **Developed two pop up shops**, including The Tea Station in Barnet High Street, a coffee shop **fully operated by students.**

3.4.14 A healthier workforce

3.4.15 As part of **Barnet Council's work towards Healthy Workplace Charter accreditation**, the Public Health team provide an advocacy role to local businesses working towards accreditation. **Middlesex University is part of this accreditation and has achieved the highest level (excellence).** **London Sovereign Bus Company and Future Path were successfully**

encouraged to sign up, with Future Path achieving commitment level in November, and the council's Public Health Team is currently engaging with both Greenwich Leisure Limited (GLL) and Saracens F.C. to seek accreditation.

3.4.16 Areas not yet completed that should have been

- Providing support for and engaging with older residents who may be interested in setting up a business, business mentoring or apprenticeship opportunities. Work to progress this area will be taking place in January and February 2026.

3.4.17 Key areas for this theme next year (details in the Forward Plan)

- **Innovation Barnet Competition** in Spring 2016
- The **West London Alliance trailblazer scheme for better coordinated mental health and employment services**, which places employment advisors in local mental health trusts, is due to launch in April 2016.
- As part of the Healthy Workplace Charter, the **London Digital Mental Wellbeing service**, commissioned by Barnet Council, will go live in July 2016. This resource will be shared with local businesses as part of ongoing engagement work around the healthy workplace agenda.

3.5 **THEME D: Access to Markets**

3.5.1 This section relates to supporting businesses and voluntary sector organisations in the borough to access public sector contracts and procurement activity.

3.5.2 Local and small businesses can access Council contracts

3.5.3 One of the priorities of Entrepreneurial Barnet is to ensure local businesses and suppliers are supported to access the Council's supply chain. We need to make sure the information we provide to businesses about our commissioning intentions and processes is clear and transparent. There are two main elements of this;

1. Improving procurement processes to make sure local and small businesses and voluntary sector organisations can access and sustain council contracts.
2. Engaging with businesses so they are aware of procurement opportunities and have the right skills to tender and win business.

3.5.4 Over the last year, significant progress has been made in these areas, including;

- Following feedback from local businesses, the council amended the Council Procurement Rules in March 2015 for work below £10,000, which can now be advertised on the council's online portal, supporting smaller and local businesses to compete for council contracts.
- **A 'Doing business with the London Borough of Barnet' training module has been developed to support local businesses** better understand how the council procurement, contracting and payment processes work. This module will be provided on the procurement portal and delivered to local networking groups throughout 2016.
- The council is developing training courses for small and medium sized businesses to increase their awareness of future procurement opportunities and confidence in bidding for and sustaining contracts with the council.
- **Sharing the council's procurement forward plan with the Federation of Small Businesses** ensures small and local businesses are aware of future procurement opportunities.
- Recent engagement events with suppliers have included a supplier event for the aggregated procurement delivery of SPA Leisure and future school building requirements and Constructionline's North London Meet the Buyer event in November. The procurement team are also leading a West London Alliance Supplier Event in December to further promote upcoming procurement opportunities and ensure local suppliers understand how to tender for local government work.

3.5.5 **Middlesex University is reviewing its procurement activities to support local businesses and social enterprises** to bid for contracts.

3.5.6 Between September 2014 and August 2015, **34% of the Council's "influential spend" was with local businesses**. While the percentage of **local suppliers in the Barnet supply base has remained broadly consistent over the last year at around 25%**. The activities outlined above are targeting an upward trend in both of these indicators which will be monitored and reported back annually to the Committee.

3.5.7 Key areas for this theme next year (details in the Forward Plan)

- Delivery of **'Doing business with the London Borough of Barnet' training module for SMEs** throughout 2016
- Developing **stronger links with the voluntary and community sector** to encourage them to engage with council procurement activity

3.6 THEME E: Business Growth

3.6.1 This theme is all about making sure that businesses and entrepreneurs who are looking to either establish themselves or grow have access to the information, advice and networks that allow them to do this. In 2015 the following activity has taken place:

3.6.2 Businesses able to access the support they need

- 3.6.3 A key element of Entrepreneurial Barnet involves strengthening engagement and communication between the council and local businesses. To this end **working relationships are now being actively developed with both the local branch of the Federation of Small Businesses (FSB) and the North London Chamber of Commerce.** So far over 230 local businesses have been directly engaged with through these channels.
- 3.6.4 **A council officer now attends all monthly FSB Barnet Branch meetings.** These new relationships have allowed businesses and entrepreneurs looking to strengthen their local networks to access the council directly and to be guided to the right place quickly and accurately whilst improving the overall business environment and relationship between business and the council.
- 3.6.5 Work has commenced on a **review and refresh of the business web pages on the council's website to make them easier to navigate for businesses looking to access services or to find information,** and to make sure that it properly reflects the needs of local businesses and entrepreneurs. This work will be completed before Christmas 2015.
- 3.6.6 In the first part of 2016 work will commence on **the development of a "Barnet Business Hub"**, which will aim to identify and support high potential businesses to expand and grow, creating increased employment and economic growth.
- 3.6.7 It is important that all groups in the community have equal opportunities to benefit from growth. Developing an approach to corporate social responsibility (CSR) is key to ensuring that economic growth benefits communities and the cultural life of the borough. A strategy and implementation plan will now be drafted, with testing, consultation and roll out from early next year.
- 3.6.8 Connecting businesses and universities
- 3.6.9 **Middlesex University offers a Business Growth Club** that aims to provide continuing professional development to small and medium sized businesses. **Product-driven businesses receive additional support from Red Loop, a research-led, innovation and design collaboration centre** run by the School of Science and Technology.
- 3.6.10 **Barnet and Southgate College is working with the Barnet Enterprise Centre and other local stakeholders** to develop a coherent offer for small and medium sized enterprises in the borough.
- 3.6.11 Key areas for this theme next year (details in the Forward Plan)
- Develop and launch online **business support web pages** in December 2015 (also relevant to Theme A)
 - Implement the **business hub** development starting in early 2016. Launch date TBC
 - Review Barnet's above average **business death rate** to identify the main causes of failure so these can be addressed

- Deliver a **Barnet Business Directory** and website, which is something that a range of local businesses have told us would be an invaluable resource to them.
- Implement approach to **corporate social responsibility**
- Barnet and Southgate College to deliver projects to increase access to higher education provision with planned progression routes and support into local higher education institutions. The College is also in discussion around developing higher apprenticeships in the retail sector.

4. FORWARD PLAN OF ACTIVITY FOR 2016

Theme	Title	Description	Timescale
A	Develop accessible online business portal	Develop online portal for business information, support and guidance with signposting to relevant services which will be the first point of access to the council for business queries (this activity is also relevant to Theme E)	Spring 2016
B	Delivery of the "town centre offer"	Test offer with town teams, including one district and one local town centre, before rolling out borough wide.	Testing December 2015; roll out throughout 2016
B	Develop and implement Burnt Oak town centre strategy	Development of town centre strategy and implementation of projects with GLA funding including development of town team	Draft strategy mid-December; implementation from January-February 2016. Final strategy by March 2016.
B	Develop Finchley Church End strategy	Commission development of strategy including establishing a town team	Tender awarded January 2016; strategy completed April 2016
B	Review of Strategic Asset Management Plan	Review of Strategic Asset Management Plan to ensure impact on town centres is considered when deciding on use of council land and assets	Mid 2016
C	Organise and hold Innovation Barnet Competition	Hold entrepreneurship competition for Middlesex University, Barnet & Southgate College and Barnet business start-ups	Competition launched January 2015. Completed April/May 2015.
C	Develop and launch West London Alliance mental health	Trailblazer scheme for better coordinated mental health and employment services	Provider in place April 2016

	and employment services scheme		
C	Ongoing projects to support for young people at risk of becoming NEET	Ongoing work, including Opportunities for Young People project	Ongoing
C	Identify and create S106 employment and apprenticeship opportunities	Re to continue work on securing employment and apprenticeship opportunities as part of S106, working with developers and identifying future funding opportunities	Ongoing
D	Deliver 'Doing business with the London Borough of Barnet' training modules	Delivery of training module and other training courses for SMEs	Throughout 2016
E	Review Business Failure Rate	To understand the main causes of failure so they can be targeted and addressed	Summer 2016
E	Finalise and implement approach to corporate social responsibility	Develop strategy and implementation plan for roll out early 2016	March 2016
E	Barnet Business Directory	Commission a printed business directory and website that local businesses can register with. Local businesses have identified this as an important tool on a number of occasions	July 2016
E	Implement business hub	Implement the business hub development	Early 2016, launch date TBC
E	Promote small business Saturday	We will promote Small business Saturday and plan activities for the event in future years	December 2015

5. REASONS FOR RECOMMENDATIONS

- 5.1 Entrepreneurial Barnet is focused on delivering a range of activities that will collectively make the borough the best place in London to be a small

business. This annual update reflects progress made in year one of the five year life of Entrepreneurial Barnet. It is appropriate to recommend that the progress to date is noted and proposals in the Forward Plan are agreed and implemented.

6. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 6.1 The purpose of this annual update is to enable the Committee to review progress and to consider the forward plan. The alternative is not to give an annual update which would weaken the ability of the Committee to track progress and ensure the Entrepreneurial Barnet strategy is delivered along the lines it agreed in December 2014.

7. POST DECISION IMPLEMENTATION

- 7.1 Should the Committee approve the proposals, work will commence to deliver the objectives within the forward plan and the individual areas of activity within each theme. Partnership work is essential in achieving the objectives set out in Entrepreneurial Barnet and work will continue with Middlesex University, Barnet and Southgate College, the Department for Work and Pensions, and Barnet Homes.

8. IMPLICATIONS OF DECISION

8.1 Corporate Priorities and Performance

- 8.1.1 The implementation of Entrepreneurial Barnet directly supports the delivery of the Corporate Plan 2015-2020, particularly the following priority areas:

- There will be a broad offer of skills and employment programmes for all ages
- Residents will see a responsible approach to regeneration, with thousands of new homes built and job opportunities created
- Barnet's local environment will be clean and attractive, with well maintained roads and pavements, flowing traffic, increased recycling and less waste sent to landfill

8.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)

- 8.2.1 Specific areas within Entrepreneurial Barnet that have financial implications will be brought to the Assets, Regeneration and Growth Committee on a case by case basis. The current work programme is being managed within existing council resources.

8.3 Social Value

- 8.3.1 The Public Services (Social Value) Act 2013 requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits. Before commencing a procurement

process, commissioners should think about whether the services they are going to buy, or the way they are going to buy them, could secure these benefits for their area or stakeholders.

8.3.2 The Entrepreneurial Barnet strategy contributes social value through improving people's experience of public space and town centres, creating jobs and supporting residents into employment, improving education, promoting health and wellbeing, and ensuring local businesses are able to engage with the council and secure and sustain council contracts.

8.4 Legal and Constitutional References

8.4.1 There are no specific legal issues associated with this Annual update. The proposals are in line with the Localism Act (2011), and particularly the General Power of Competence given to local authorities.

8.4.2 Council Constitution, Responsibility for Functions, Annex A- details the terms of reference of the Assets, Regeneration and Growth Committee-which includes:

- Engagement with the business community and measures to support local business
- Develop strategies which maximise the financial opportunities of growth
- To approve any non-statutory plan or strategy within the remit of the Committee that is not reserved for Full Council or Policy and Resources
- Town Centre regeneration programmes

8.5 Risk Management

8.5.1 There is a risk that if the forward plan is not approved then the vision of Entrepreneurial Barnet will not be realised and as a result the range of benefits as envisaged by the economic strategy e.g. higher business satisfaction with the council and the borough as a place to do business, or lower employment etc. will not come to fruition.

8.6 Equalities and Diversity

8.6.1 An EIA was undertaken on Entrepreneurial Barnet as a part of its development, and the result was that a slight positive impact was identified from the analysis. Individual projects undertaken within Entrepreneurial Barnet will be equality impact assessed on a case-by-case basis.

8.7 Consultation and Engagement

8.7.1 No consultation or engagement was required as part of this decision and future consultation and engagement will take place for individual projects as required.

8.8 Insight

8.8.1 Insight data has been used to inform the update on progress to date and to identify areas for improvement, for example against the economic indicators set out in 2.2. Insight data is also used as required in individual Entrepreneurial Barnet projects.

9. BACKGROUND PAPERS

- Assets, Regeneration and Growth Committee Report, 15 December 2014
<http://barnet.moderngov.co.uk/documents/s19842/Entrepreneurial%20Barnet%20Report%20-%20Publish.pdf>
- Assets, Regeneration and Growth Committee town centres Report, 16 March 2015
<https://barnet.moderngov.co.uk/documents/s21967/Town%20Centres%20in%20Barnet.pdf>
- Entrepreneurial Barnet page on the council's website:
<https://www.barnet.gov.uk/citizen-home/business/Entrepreneurial-Barnet.html>