



## Assets, Regeneration and Growth Committee

27 November 2018

<b>Title</b>	<b>Entrepreneurial Barnet- Annual Update and Forward Plan</b>
<b>Report of</b>	Councillor Daniel Thomas
<b>Wards</b>	All
<b>Status</b>	Public
<b>Urgent</b>	No
<b>Key</b>	No
<b>Enclosures</b>	None
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### Summary

This report provides an update on the 2018 programme of activity for Entrepreneurial Barnet, which the Committee first approved in 2014 and has considered annually thereafter. It sets out progress against each of Entrepreneurial Barnet's five theme areas, describing key activities that have been completed so far and areas where further activity will be undertaken in 2019. It also sets out a forward plan for actions in the coming year.

### Officers Recommendations

1. That the Committee notes the progress of Entrepreneurial Barnet in 2018.
2. That the committee recommends to Council that a small business champion is appointed as mentioned in paragraph 6.2.2.

## **1. WHY THIS REPORT IS NEEDED**

- 1.1 This report sets out progress to date and planned future activities associated with Entrepreneurial Barnet, 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 and this paper is the fourth such update.
- 1.2 Entrepreneurial Barnet is divided into five theme areas, each with a 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 and E. Facilitating business growth.
- 1.3 This update is divided into two broad sections. The first provides an overview of progress against each of the five theme areas. For the second time, officers have also included case studies from businesses that have benefitted from activities undertaken. The second section of the report presents a forward plan detailing key activities and decisions anticipated or planned in 2019.
- 1.4 Entrepreneurial Barnet brings together a range of different activities. Some of these are new and reflect opportunities generated by improved coordination across the public sector as a result of Entrepreneurial Barnet. For example, celebrating entrepreneurialism, or closer working with employers to create apprenticeships. Others reflect areas of existing activity that were previously occurring within individual services but now have wider value to the Barnet economy and businesses.

## **2. REASONS FOR RECOMMENDATIONS**

- 2.1 Entrepreneurial Barnet is focused on delivering a range of activities that will make the borough the best place in London to be a small business. This annual update reflects progress made in Year 4 of the five-year span of the Entrepreneurial Barnet approach. It is appropriate to recommend that the progress to date is noted and proposals in the Forward Plan are agreed and implemented. Entrepreneurial Barnet partners have been consulted on what they would like to see in the annual forward plan.

## **3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED**

- 3.1 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 agreed in December 2014.

## **4. POST DECISION IMPLEMENTATION**

- 4.1 Should the Committee approve the proposals, work will continue or 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.

## **5. IMPLICATIONS OF DECISION**

### **5.1 Corporate Priorities and Performance**

5.1.1 The implementation of Entrepreneurial Barnet 2015-2020 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.

5.1.2 The Corporate Plan is currently being refreshed and the new plan will cover the period 2019-2024. Following agreement of this plan by Council in March 2019 there is an opportunity to review the Entrepreneurial Barnet approach to ensure it remains fit for purpose.

### **5.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

5.2.1 Specific areas within Entrepreneurial Barnet that have financial implications (e.g. town centre capital projects) 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. The programme also attracts a range of external funding including crowdfunding, government funding and developer funding.

### **5.3 Social Value**

5.3.1 The Public Services (Social Value) Act 2012 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.

5.3.2 The Entrepreneurial Barnet approach contributes social value through creating jobs and supporting residents into employment, improving education and training, promoting health and wellbeing in the workplace, and supporting local businesses to grow. This year the council's procurement team have focused on delivering apprenticeships, providing business support and promoting the London Healthy Workplace Charter through the council's supply chain.

5.3.3 In addition, the council has developed resources that suggest how businesses can support their local community:

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

## **5.4 Legal and Constitutional References**

5.4.1 The proposals are in line with the Localism Act (2011), and particularly the General Power of Competence which is a power introduced by section 1(1) of the Localism Act 2011 which gives local authorities the power to do anything an individual can do, unless prohibited by law (and subject to public law principles).

5.4.2 Under the Council's Constitution, Article 7, Committees, Forums, Working Groups and Partnerships, the Assets, Regeneration and Growth Committee has responsibility for:

- Regeneration strategy and overseeing major regeneration schemes, asset management, employment strategy, business support and engagement.

## **5.5 Risk Management**

5.5.1 All projects within the Entrepreneurial Barnet approach identify project-related risks and escalate these as and when this is appropriate.

5.5.2 There is a risk that if the forward plan is not approved then the vision of Entrepreneurial Barnet and the range of benefits as envisaged, such as higher business satisfaction with the council and the borough as a place to do business, or lower employment, will not be realised.

## **5.6 Equalities and Diversity**

5.6.1 An Equalities Impact Assessment was undertaken on Entrepreneurial Barnet as a part of its development in 2014. The result was that a slight positive impact was identified from the analysis. Individual projects commissioned within the framework of Entrepreneurial Barnet will be assessed on a case-by-case basis. Under section 149 of the Equality Act 2010 the Council has the public sector equality duty as follows:

“(1) A public authority must, in the exercise of its functions, have due regard to the need to—

(a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;

(b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;

(c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.”

## **5.7 Corporate Parenting**

5.7.1 The council is supporting care leavers to secure education, employment and training. An update is given below but this includes support from JobCentre Plus, Information, Advice and Guidance, mentoring, and access to traineeships and apprenticeships.

## **5.8 Consultation and Engagement**

5.8.1 No consultation or engagement was required as part of this paper and future consultation

and engagement will take place for individual projects as required, for example in relation to town centres improvements.

## 5.8 Insight

5.8.2 Insight data has been used to inform the update on progress to date and to identify areas for improvement. Key updates on information shared previously are included below.

### 5.8.3 Labour Market Insights

- Latest figures (Jul 2017 – Jun 2018) show that 4.6% of Barnet's economically active population is unemployed. Barnet currently has the 11th lowest unemployment rate out of 32 London boroughs (excluding City of London). Source: Nomis Economically active - Unemployed (Model Based).
- This level of unemployment marks a 0.3% reduction in Barnet compared to the corresponding period in the previous year (Jul 2016 – Jun 2017). Source: Nomis Economically active - Unemployed (Model Based).
- While there has been a minor reduction in unemployment, recent analysis by Trust for London has highlighted that Barnet has seen a 5% increase in the proportion of employed residents with low pay (paid below London Living Wage) from 2013-2016. One-in-four people living in Barnet are low paid and 27% of jobs in the borough pay below the London Living Wage. Source:  
<https://www.trustforlondon.org.uk/data/boroughs/barnet/>

### 5.8.4 Business Growth and Composition

- Enterprise births, deaths and survivals give an indication of the climate for enterprise in an area. Barnet has a high enterprise birth rate (business registrations per 1,000 residents), which is in line with London, and well above comparator areas. However, Barnet also has high enterprise death rates and lower enterprise survival rates than other areas.
- Self-employment and homeworking levels provide an indication of the entrepreneurial tendencies of the local population. According to the last Census, there are around 22,000 residents in Barnet who use their home as their primary work location. This equates to 13% of the working population, which is higher than comparator areas. In 2017, 22% of the population were registered as self-employed. Only Brent had a stronger level of enterprise by this measure.
- 12% of businesses in Barnet are sole traders. This is in line with London and Outer London levels.

## 6. BACKGROUND

### 6.1.1 PROGRESS OF ENTREPRENEURIAL BARNET OF 2018

6.2 This section provides an update on progress delivering Entrepreneurial Barnet over the past year. It outlines progress on individual projects and what is being done to ensure ongoing and outstanding projects are delivered.

### 6.3 **THEME A: Getting the basics right**

6.3.1 This theme relates to the way businesses interact with the council and public services on a day-to-day basis, including how they find information about core council services like planning and environmental health. The theme also covers our regular engagement with major developers about how their schemes will deliver jobs and apprenticeships as part of their Section 106 obligations. Finally, this theme increasingly recognises how technology can make life easier for business and reduce costs through a joined-up council “back office”.

6.3.2 In 2018 the Federation of Small Business shared a Small Business Partnership document with the council. This sets out a range of actions that the council can take to be a better partner of small business. They identify eight actions which they would like to see councils work towards over the next year. The council already has some of these in place including payment terms of 30 days and the recent consultation on introducing an Article 4 Direction to protect employment space. The FSB also ask Councillors to nominate a small business champion. This may be something councillors would like to put in place. A small business champion would be briefed on issues for small businesses, build a relationship with representative bodies and champion council events designed to support small businesses.

6.3.3 Business beneficiary case study - Vibe Markets who run markets in Cricklewood and Mill Hill.

Osita Udenson who runs Vibe Markets with her business partner Sara Borchard spoke to Barnet First in July about their experience of working with officers to develop a Market Policy for the borough and getting all the paperwork in place for their markets in Cricklewood and Mill Hill. These markets help to bring people into the town centres and get new and exciting businesses interested in the area.

They have worked with the Mill Hill Neighbourhood Forum and the Cricklewood Business Association to create markets and events that have been popular with local people. They find that it is best to go to groups of residents to have a conversation and establish the need for the project before approaching the council. Osita said ‘Local people must be the ones behind the project, they are the driving force’.

Osita Undenson said ‘the licensing officers have been very helpful. Since we worked hand in hand developing the Market Policy, we went on that learning curve together, giving us a great working relationships, where they are always approachable and open to suggestions, whilst being flexible with their solutions.’

Re’s Business Advice Service can offer free advice on street trading, planning, licensing and health and safety, providing a joined-up service for new businesses.

6.3.4 Progress over the past year

<b>Title</b>	<b>Description</b>	<b>Notes</b>
Business Satisfaction	Undertake a survey to better understand business priorities.	<ul style="list-style-type: none"><li>• The survey ran from 2 to 31 March 2018 and was circulated to 6,990 businesses.</li></ul>

Title	Description	Notes
		<p>In total, 108 responses were received. Respondents were generally more satisfied with Barnet as an area to do business (43%) than with how the council runs things (27%). Although not statistically significant, the survey supports feedback received elsewhere.</p> <ul style="list-style-type: none"> <li>• Respondents thought the borough's three strengths as a place to do business were: <ol style="list-style-type: none"> <li>1. The location of the borough and the transport connections, particularly with central London</li> <li>2. The attractiveness of the area, particularly its leafy nature</li> <li>3. The demographics of the area and the customer base</li> </ol> </li> <li>• Respondents said their three top concerns as a business operating in the London Borough of Barnet were: <ol style="list-style-type: none"> <li>1. Parking, congestion and the condition of roads</li> <li>2. The level of business rates*</li> <li>3. Availability and affordability of premises</li> </ol> </li> </ul> <p>* Whilst the council administers business rates on behalf of central government it does not set them.</p>
Business engagement	<p>Production of an economic insight report.</p> <p>Continued partnership working with local business networks to ensure the council understands the top issues and barriers to growth for local businesses.</p>	<ul style="list-style-type: none"> <li>• The council has commissioned a review of the economic evidence base as part of developing the Regeneration Strategy.</li> <li>• Ongoing relationships with the Federation of Small Businesses and attendance by the procurement team's Small Business Champion at their networking meetings. The council has reviewed the FSB manifesto and finds good compliance with the baseline indicators.</li> <li>• The council also continues to cross promote opportunities led by the North London Chamber of Commerce and Enterprise. In May the council attended a session with a Chinese Trade Delegation to share information about opportunities in Barnet</li> <li>• Re staff have also engaged with the Federation of Master Builders</li> </ul>
Business engagement	Continued streamlining of communications with local businesses to ensure that the council is offering joined up	<ul style="list-style-type: none"> <li>• The Barnet business newsletter format was refreshed this year. It is sent to approximately 500 businesses and includes information such as events, business support and awards.</li> </ul>

Title	Description	Notes
	support and signposting businesses to relevant information	
Engagement with developers	Joint work with developers to ensure construction schemes deliver jobs and apprenticeships as part of their Section 106 obligations.	<ul style="list-style-type: none"> <li>This has been an area of strength. 26 apprentices have started on regeneration estates and other positions, including site catering staff and a resident liaison officer have been filled from within the community. Wider efforts include: development of BT Open Reach Engineering apprenticeships; development of security and stewarding opportunities.</li> </ul>

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

6.4.1 This theme relates to the way businesses interact with the council and public services on a day-to-day basis, including how businesses find information about core council services like planning and environmental health. The theme also covers our regular engagement with major developers about how their schemes will deliver jobs and apprenticeships as part of their Section 106 obligations. Finally, this theme increasingly recognises how technology can make life easier for business and reduce costs through a joined-up council “back office”.

6.4.2 A significant area of work in theme B relates to supporting town centres. The Entrepreneurial Barnet approach agreed a ‘Town Centre Offer’. This describes how the council will work to support all Town Centres. Barnet has 30 town centres of all shapes and sizes, serving different roles in the wider community and economy. To reflect this, the Town Centre Offer defines different levels of support for ‘main’, ‘district’ and ‘local’ centres. For example, we encourage smaller local and district centres to take more responsibility for driving local improvements. In main centres - Chipping Barnet, North Finchley, Finchley Central, Edgware, Golders Green, Cricklewood and Burnt Oak - the Offer defines a greater level of support, reflecting the larger number of jobs and businesses they accommodate.

6.4.3 Update on the council’s work in town centres

6.4.4 The council has worked over a number of years to produce town centre strategies for main town centres. The strategy process is a good way of setting out a shared vision for an area and has also been a requirement of GLA funding processes. In the past, the council has had some success in implementing these strategies by matching limited council funds with GLA resources. This approach has been used to deliver capital projects in Chipping Barnet (Outer London Fund 2011), Cricklewood (Outer London Fund Phase 2) and Burnt Oak (High Street Fund 2015).

6.4.5 The council planned to continue to take this approach with the other main town centres. The council approved a town centre strategy for Finchley Central in 2017 and has been developing a strategy in Golders Green. However, in recent years, as funds have become scarcer the council has been looking to other ways to fund public realm improvements. In 2018, ARG agreed to fund Town Centre improvements in Finchley

Central because of the recent strategy development, because the area has not received any targeted investment in town centre improvements in recent years and because of complementary investment being made by TfL in the station re-development.

6.4.6 There has also been an opportunity in 2018 to use investment by developers to support plans in West Hendon and North Finchley. GLA funds from the current 'Good Growth Fund' are targeted towards more deprived areas. Therefore, the council was encouraged to develop ideas for bids in Burnt Oak, Colindale, Cricklewood, and West Hendon. Two of these were sufficiently developed to become full bids: a waste food training café in Burnt Oak and an enterprise centre in Colindale. Both reached Stage 2 of the process and the council will hear whether bids are successful in December.

#### 6.4.7 Progress over the past year

Title	Description	Update
A Local Plan that supports local businesses and entrepreneurs	Developing a refreshed 'Local Plan' for Barnet that has a greater focus on employment and education space, particularly within town centres.	<ul style="list-style-type: none"> <li>In the past year the council has produced a Town Centres Floor Space Needs Assessment and an Employment Land Study. These identified that the borough had lost employment space as a result of offices being converted into dwellings. The council ran a consultation between 1 October and 12 November to get people's views on implementing an Article 4 Direction which would require landowners to go through a full planning process if they want to convert employment space to residential. This generated 152 votes, with 80% in favour of the Article 4. The Secretary of State has been notified and we await a response.</li> </ul>
Town Centre Offer	Support to Town Teams to take a leadership role in their local neighbourhood as well as provide information to smaller centres	<ul style="list-style-type: none"> <li>Re has continued to support Town Teams in Chipping Barnet, Cricklewood and Edgware. They are also having early conversation with traders in West Hendon Broadway about setting up a Town Team.</li> <li>The Barnet Spacehive platform has been promoted to Town Teams as a way for them to raise funds for local improvements. In the past year projects have been successful in Burnt Oak, Chipping Barnet and North Finchley. Edgware traders and residents are also preparing a project.</li> <li>The Town Team in Chipping Barnet has also made an application through the</li> </ul>

Title	Description	Update
Using technology to support growth	As part of the council's next wave of transformation we will ensure 'smart cities' approaches to use technology are part of our plans to improve town centres and local growth.	<p>Area Committee for improvements.</p> <ul style="list-style-type: none"> <li>• Virgin's project lightning continues to roll out in some area of Barnet. The council has worked with Virgin to provide paving slabs to ensure the public realm looks neat.</li> <li>• The West London Alliance has secured £11.13m of new resources from the devolved pool of business rates through the Strategic Investment Pool (SIP) process to invest in high speed digital infrastructure for businesses and communities. This project will be delivered with TfL and GLA and see connection of a number of public buildings (and therefore surrounding communities) to the TfL's high speed fibre network.</li> </ul>
Town Centre strategies in the 7 main town centres	<p>Support to work in North Finchley Town Centre</p> <p>Capital programme in place to deliver elements of Finchley Central strategy</p>	<ul style="list-style-type: none"> <li>• Following adoption of the North Finchley Town Centre Framework Supplementary Planning Document in February 2018, officers have been working with development partners to progress plans for the revitalisation of the town centre. The council has also worked with Members on proposals for the North Finchley Partnership Board which is intended to help oversee, monitor, scrutinise and hold to account the management of the Town Centre, as well as implementation of the SPD</li> <li>• The council has assigned dedicated resources to deliver the initial elements of the Finchley Central town centre strategy. In the meantime liaison with TfL continues on plans for redevelopment of the station. This is proposed as a £240m scheme delivering 600 homes, retail and commercial space. Officers have also been engaging with a local trader group and other complementary plans including those for Victoria Park.</li> </ul>

## 6.5 **THEME C: Skilled employees and entrepreneurs**

- 6.5.1 This theme focuses on developing skills and employment support, recognising that having a workforce with the right skills, behaviours and a sense of entrepreneurialism is essential to unlocking economic growth.
- 6.5.2 Many of the Barnet schemes have now been running for some time. Property developers make provision to employ and train local residents through their Section 106 obligations. This funds coordinated skills and employment support in Dollis Valley, Stonegrove, Grahame Park and West Hendon. We also work alongside JobCentre Plus in multi-agency teams who support people affected by welfare reforms, care leavers, Barnet families, residents of Burnt Oak and Childs Hill.
- 6.5.3 This year the council has attracted external funding from a variety of sources through the West London Alliance. This is being used to fund employment programmes for people who have poor health and those with drug and alcohol problems, and to fund our local BOOST, Skills Escalator and Risk of NEET projects.
- 6.5.4 Other areas of the skills and employment landscape continue to change. Local skills providers are reacting quickly to changing employer needs, for example, Barnet and Southgate College are developing an electric vehicle and hybrid learning facility and Middlesex University have developed a digital and technology solutions apprenticeship this year. West London Alliance has continued to prepare for devolution of the Adult Education Budget by developing a commissioning strategy for the sub-region called 'West London Employment, Skills and Productivity Strategy'. This is overseen by an Employment and Skills Board including employers such as Heathrow and Segro.
- 6.5.5 Business beneficiary case study- Redrow, developer of Colindale Gardens

Colindale Gardens is a major new £1 billion regeneration scheme being delivered by Redrow.

Spanning 47 acres, the new neighbourhood will comprise over 2,900 new homes, and will offer nine acres of green communal spaces, restaurants, cafes, shops and a three-form entry primary school.

In 2018 Redrow produced a film about their approach to apprenticeships, asking the council and Barnet and Southgate College to take part in sharing how they can achieve more by working in partnership. This film can be viewed [here](#). The council has supported Redrow to market their vacancies both online and by inviting them to schools and careers fairs and making introductions to local stakeholders.

Mark Parker, Managing Director at Colindale Gardens says 'Redrow has always invested heavily in people because we value our workforce ... we want people to understand how we deliver quality at Redrow and therefore we put a lot of effort into growing our team from the grassroots up'.

Redrow has a training centre at Colindale and one of their local recruits, David McGowan has been recognised for his hard work and determination at recent apprenticeship awards. David came across Redrow whilst searching online for apprenticeship

opportunities near his family home in Barnet. “Choosing to work full time in construction is the best decision I could have made. Being an apprentice means I’m able to earn a salary whilst learning my trade, and I don’t think I would have gained the same experience or learnt as much as I have if I had stayed in the classroom...What’s great about the apprenticeship scheme at Redrow is that they provide you with the opportunity to work with lots of different companies within the supply chain. This has meant that I have been able to learn from lots of different people over the last two years, providing me with a really well-rounded education in my chosen trade.’

#### 6.5.6 Progress over the past year

Title	Description	Update
Local people benefit from jobs in regeneration sites	Work with partners to implement employment and skills obligations across Brent Cross developments- the station, shopping centre and south and ensure there are joined up pathways into jobs for Barnet’s priority groups. This also applies to Barnet’s major regeneration schemes, including Grahame Park and West Hendon.	<ul style="list-style-type: none"> <li>• There have been some delays to the Brent Cross employment and skills triggers following the changes to the development timeline. However, some preparatory work has continued and the Brent Cross Job Shop has continued to deliver opportunities for Barnet residents.</li> <li>• Other regeneration schemes continue to deliver employment and skills outcomes. For example, a local resident has secured employment with Metropolitan Housing in West Hendon.</li> </ul>
Apprenticeship Levy	Large employers make good use of their levy and smaller businesses benefit from the co-investment model	<ul style="list-style-type: none"> <li>• The Entrepreneurial Barnet partners have shared their learning on the apprenticeship levy. Middlesex University has increased the range of public sector apprenticeships it offers. They have also run sessions on apprenticeships at the Capital West London conference and in local events.</li> </ul>
Pathways to apprenticeships	Work with partners to create pathways that enable young people to take up apprenticeships and ensure they have the employability skills that employers are looking for.	<ul style="list-style-type: none"> <li>• This year the council has had a focus on supporting Barnet’s care leavers into apprenticeships. The council has funded additional mentoring, information and advice and also corporately funded five apprenticeships for care leavers. Ten care leavers finished a confidence boosting engagement programme in November and went on to traineeships held at the council and with local employers. It is hoped that at the end of the traineeship many will secure apprenticeships.</li> </ul>
Support for Universal Credit	Universal Credit Full Service will roll out in Barnet in 2018. Many partners area involved in supporting residents to	<ul style="list-style-type: none"> <li>• Universal Credit rolled out in Barnet on May 16. The council has asked Barnet Homes to provide Universal Support on its behalf. In the first two quarters of</li> </ul>

Title	Description	Update
claimants	manage this change and increase their digital and financial management skills	2018 the team provided support to 550 residents with budgeting advice and support to manage their claim online.
Work and health	Implementation of the project offering employment support for those with alcohol and substance misuse issues to find employment.	<ul style="list-style-type: none"> <li>• This is progressing with an expected launch taking place in Autumn.</li> </ul>
West London Skills Commissioning	Publication of a West London Skills Commissioning Strategy	<ul style="list-style-type: none"> <li>• The West London Employment, Skills and Productivity Strategy was launched in early 2018 and to inform the Mayors Skills for Londoners Strategy.</li> <li>• West London boroughs have also been working to deliver various programmes together such as the Work and Health Programme and the West London Jobs Show which attracted almost 2,000 attendees of which 400 were from Barnet.</li> </ul>

## 6.6 THEME D: Access to markets

6.6.1 This theme relates to supporting businesses and voluntary sector organisations to access public sector contracts and procurement activity, and generally to engage with the local supply chain.

6.6.2 Many of the activities in this area have now been running for some time. The Entrepreneurial Barnet partners arrange a wide-ranging programme of events for businesses. The council alone has engaged over 500 businesses through its own communications and events this year. This includes giving information and training about how to access council contracts through the Procurement Portal.

6.6.3 Business case study- Mackin Construction, a Barnet family business with a new home in Colindale

Last year's Entrepreneurial Barnet update included a case study of Mackin Construction who made useful contacts at a business breakfast held by Barnet council that ultimately helped them to win contracts.

In the past year Mackin have relocated to Colindale, meeting their aspiration to have a base in Barnet. Whilst Mackin found suitable space through their own networks the council was able to bring a number potential locations to their attention. Being based in Barnet has supported the firm to bid for further local opportunities this year.

With the council's support Mackin continue to further embed themselves in Barnet. This year Mackin have been part of an employer group who are developing the Groundworker apprenticeship standard and have been engaging with Barnet and Southgate College on

how they can develop their local workforce. They have also contributed the crowdfunding campaign for a local community initiative, the Mill Hill East Community Garden. This project was also supported by Barnet council and will transform a wasted space in to a community garden and provide opportunities for training, volunteering and education.

“Our Business began in our family home in Barnet 15 years ago. After a number of years it became necessary for us to move out of the area. Following our introduction to and engagement with the team at Barnet over the last 3yrs we have had much more success in the borough and have since moved the head office back to Colindale. This was a platform for our business to focus more attention on our local economy and give more back to the community we grew up in, something we are very proud of”, Michael and John Mackin.

#### 6.6.4 Progress over the past year

Title	Description	Update
Developing local supply chain	Advice for local businesses to win contracts with the council.	<ul style="list-style-type: none"> <li>The council's procurement team continued their programme of support for small businesses to learn about opportunities for winning contracts with the council.</li> </ul>
Business Directory	Completion of the Barnet Business Directory and magazine.	<ul style="list-style-type: none"> <li>The council has worked with Burrows to develop a Business Directory for local businesses.</li> </ul>
Inward Investment	Work with the West London Alliance to develop a model of Inward Investment which will include an employer steering group and high-quality website	<ul style="list-style-type: none"> <li>The Capital West London model has been successfully developed. The Capital West London Growth Summit was held on 30 October, launching a cross-borough approach to marketing the sub-region to investors.</li> </ul>

### 6.7 THEME E: Business growth

6.7.1 This theme is about making sure that businesses and entrepreneurs who are looking to either establish themselves or grow have access to the information, advice and networks they need to do this.

6.7.2 Business beneficiary case study- local resident Marie Farmer wins the Entrepreneurial Barnet Competition with her Mini-Mealtimes App

In 2017 the annual competition received a number of outstanding entries and was won for the first time by a local resident.

The competition is open to students at Middlesex University, Barnet & Southgate College, Middlesex alumni, and Barnet residents with a new business idea or social enterprise that is less than two years old.

The Mini Mealtimes App allows parents with fussy-eating toddlers and new mums to wean their children onto solid food, and to gain a clear idea of how much nutrition their

child is absorbing. Marie won £3,000 in prize money to invest in her business and will receive ongoing mentoring to grow and develop her app.

The 28-year-old, who came up with the business idea during her maternity leave, said: "I'm so pleased to have won this award, as the prize money and ongoing mentoring will really help me develop my business idea further. The support you receive throughout the process is wonderful. I would definitely encourage anyone with a business idea to enter the competition next year. It gives you an extra boost of confidence and will validate your idea."

The Entrepreneurial Barnet Competition is organised by Middlesex University, Barnet Council, Barnet and Southgate College and is supported by Hammerson PLC, which hosted the final at its headquarters in King's Cross. The 2018 competition is now open and already has 15 people wanting to enter. Promotion in Barnet First, in particular, led to an increase in new entrants.

### 6.7.3 Progress over the past year

Title	Description	Update
Business Support	Development and delivery of a business support approach (e.g. mentoring) to complement the range of flexible workspaces in the borough.	<ul style="list-style-type: none"> <li>• Delivered the Pop Up Business School at Brent Cross, 5-16 November. There were 106 attendees in the first week of the training and the impact will be monitored.</li> <li>• The council has also been working with Middlesex University who are developing a business support and mentoring offer for student entrepreneurs.</li> </ul>
Business workspace in council offices	Following completion of a workspace trial in libraries we will create small business space in part of the council's officer	<ul style="list-style-type: none"> <li>• In 2018 the council marketed a range of the commercial spaces in its libraries to flexible workspace providers. A specialist provider was selected, however unfortunately they withdrew their interest. These spaces have now been made available for other uses but council officers are working to review council property as it becomes available to assess whether workspace would be an appropriate use.</li> <li>• The council promotes workspace available from other partners, such as Barnet and Southgate College, WOHL institute and the NW7 community hub.</li> </ul>
Business Competition 2018	Fourth year the competition, delivered in partnership with Middlesex University, delivered in partnership with Middlesex University and Barnet and Southgate College.	<ul style="list-style-type: none"> <li>• The Entrepreneurial Barnet competition will be run again this year, with mentoring and prize monies provided by Hammerson.</li> </ul>

## 6.8 FORWARD PLAN OF ACTIVITY FOR 2019

Theme	Title	Description	Timescale
A	Business engagement	Continued partnership working with local business networks to ensure the council understands the top issues and barriers to growth for local businesses.	On-going
A	Improving businesses' experience of dealing with the council	The council will provide a dedicated role for working to improve communication with local businesses. They will focus on sharing business support opportunities and relevant business news from across the council.	On-going
A	Engagement with developers	Joint work with developers to ensure schemes deliver jobs and apprenticeships as part of their Section 106 obligations	On-going
B	A Local Plan that supports local businesses and entrepreneurs	Focus on developing a refreshed "Local Plan" for Barnet that has a greater focus on employment and education space, particularly within town centres.	Delivery of Local Plan in 2019
B	Town Centre Offer expansion	We will continue to support Town Teams in the seven main town centres to take a leadership role in their local neighbourhood as well as providing information to smaller centres	On-going
B	Using technology to support growth	Deliver the Local Full Fibre Networks projects to improve connectivity in 'not-spots' in Barnet Ensure that digital connectivity is a key theme of the regeneration strategy, to improve town centres and local growth.	TBC June 2019
B	Delivery of a programme of Town Centre improvements	The Partnership Board for North Finchley is established and steering public realm and other improvements in the Town Centre. Consider a Good Growth Fund bid in 2019, for example, in Cricklewood. Delivery of West Hendon Broadway improvements.	Spring 2019  Summer 2019 Summer 2019
B	Town Centres and	Ongoing work with TfL and the GLA to	On-going

<b>Theme</b>	<b>Title</b>	<b>Description</b>	<b>Timescale</b>
	Transport Infrastructure	ensure that planned investments in town centres are undertaken in a way that benefits Barnet businesses and residents.	
C	Local people benefit from jobs in regeneration sites	Work with partners to implement employment and skills obligation across Brent Cross development s- the station, shopping centre and south - and ensure there are joined up pathways into jobs for Barnet's priority groups	On-going
C	Pathways to apprenticeships	Work with partners to create pathways that enable young people to take up an apprenticeship and ensure they have the employability skills that employers are looking for.	On-going
C	West London Skills Commissioning	Making the most of the devolution of Adult Education Budgets with the GLA and London Councils	On-going
C	Employment Support	Delivering the Work & Health Programme in partnership with WLA. Deliver Section 106 and business rates-funded programmes for employability (BOOST), Skills Escalator, work retention and Risk of NEET project.	On-going
D	Business Directory	Promotion of Barnet Business Directory and magazine	On-going
D	Inward Investment	Securing benefits from Capital West London investment model, continue to promote Barnet as a place in which to locate and invest	On-going
E	Business Support	Further development of a business support (e.g. mentoring) approach to complement flexible workspaces across the borough. Deliver Pop Up Business School	On-going November 2019
E	Colindale business project	To support businesses in Colindale to understand the changing customer profile and to support business-to-business cooperation	May 2019

Theme	Title	Description	Timescale
E	Entrepreneurial Barnet Competition 2019	Delivered in partnership with Middlesex University and Barnet & Southgate College.	Launched Autumn 2019

## 7. BACKGROUND PAPERS

- 7.1 Assets, Regeneration and Growth Committee Report, 15 December 2014  
<http://barnet.moderngov.co.uk/documents/s19842/Entrepreneurial%20Barnet%20Report%20-%20Publish.pdf>
- 7.2 Assets, Regeneration and Growth Committee town centres Report, 16 March 2015  
<https://barnet.moderngov.co.uk/documents/s21967/Town%20Centres%20in%20Barnet.pdf>
- 7.3 Assets, Regeneration and Growth Committee Entrepreneurial Barnet Annual Update , 30 November 2015:  
<https://barnet.moderngov.co.uk/documents/s27635/Entrepreneurial%20Barnet%20Annual%20Update.pdf>
- 7.4 Assets, Regeneration and Growth Committee Entrepreneurial Barnet Annual Update , 12 December 2016:  
<https://barnet.moderngov.co.uk/documents/s36560/Entrepreneurial%20Barnet%20Annual%20Update%2012%20December%202016%20FINAL%20CLEARED2.pdf>
- 7.5 Assets, Regeneration and Growth Committee Entrepreneurial Barnet Annual Update, 27 November 2017:  
<https://barnet.moderngov.co.uk/documents/s43515/Entrepreneurial%20Barnet%20-%20Annual%20Update%20and%20Forward%20Plan.pdf>
- 7.6 Entrepreneurial Barnet page on the council's website: <https://www.barnet.gov.uk/citizen-home/business/Entrepreneurial-Barnet.html>