



PLAN FOR JOBS



TASK FORCE

The Plan for Jobs Task Force has been led and chaired by Councillor Tudor Evans. The Task Force includes representatives from:

- Akkeron Group
- City College Plymouth
- Millfields Trust
- Plymouth Chamber of Commerce
- Plymouth Community Homes
- Plymouth University
- Ultimate Succession
- Wolsley Trust
- YTKO
- Zebra

This Plan for Jobs brings together the fruits of a huge amount of work - collating, sifting and ultimately delivering - by the Plan for Jobs Task Force members and other organisations.

Councillor Tudor Evans
Chair, Jobs Task Force
Leader, Plymouth City Council



2000 JOBS



When we came into office I did so with a hundred pledges; the first, and arguably most important, was to create a new plan for jobs.

In Plymouth a third of total claimants are aged between 18 and 24 – considerably higher than nationally. We know that this is a difficult time economically, but we need to ensure there are opportunities for employment for this generation. By getting people into jobs now we will give them the skills, experience and most importantly, confidence and self-worth to keep them employed throughout their lifetimes.

To help me create and deliver the Plan for Jobs, I have brought together some of the most influential people and organisations in Plymouth.

The Jobs Task Force has overseen the development of the Plan which will be implemented over the next two years. The Plan will create over 2000 jobs and apprenticeships through 19 initiatives, complementing the countless other economic development projects happening in Plymouth.

We have analysed over 60 potential initiatives and identified those that have a real ability to deliver change and provide opportunities for our young people.

This Plan for Jobs brings together the fruits of a huge amount of work - collating, sifting and ultimately delivering - by the Plan for Jobs Task Force members and other organisations. The time they have freely given to this process needs to be recognised. It shows the importance people place on the issue of unemployment in Plymouth and the pride they have in the city and making it a success.

I wholeheartedly wish to thank all those involved and am eager to get the Plan delivered over the next two years.

This is our Plan for Jobs.

Councillor Tudor Evans
Chair, Jobs Task Force
Leader, Plymouth City Council



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Why is a Plan for Jobs needed?

The economic landscape remains challenging with a sustained recovery from the downturn of 2008 continuing to elude the UK. Business confidence is weak and conditions are expected to remain tough for some time yet.

Plymouth, not immune to these challenges, has suffered a sharper decline in private sector activity than nationally. With the squeeze on public finances and employment set to continue, the city faces an even greater challenge to return to growth and the creation of new jobs.

The city's unemployment rate remains stubbornly high – double what it was before the recession. In the absence of a sustained recovery, the number of long-term claimants has been climbing and now stands at 1,725 or 28% of all claimants.

Unemployment amongst young people is of particular concern and can create a lasting legacy on earnings potential and employability: currently some 33% of the total claimants in the city are aged 18-24 compared to 27% nationally.

THE FIVE COMMITMENTS

- 1 Create jobs for local people by unlocking or speeding up major development projects, including housing
- 2 Help the city's unemployed gain skills and experience to help them get work as well as retain talented graduates
- 3 Pro-actively sell the city, its businesses, its products and its people
- 4 Unlock access to finance and provide support to enable job creation
- 5 Use the Council's assets, influence and buying power to increase jobs by using local supply chains and local goods where possible



Create jobs for local people by unlocking or speeding up major development projects, including housing

WHY

By unlocking land and major projects we can stimulate new business start-ups and growth, and by promoting the use of local labour and supply chains we can maximise returns to the local economy and stimulate the creation of jobs.

HOW

By creating a new partnership of public and private sector landowners we will accelerate, unblock and **maximise local employment from regeneration of the West End** including the Theatre Royal, Pavilions and Civic Centre.

Through **redeveloping Plymouth Pavilions and Home Park**, we will create a blueprint for supporting the local economy, working with education institutions including City College and Plymouth University to create job opportunities for those furthest from the labour market, including our young people.

The Council will proactively accelerate housing provision in the city through a **Get Plymouth Building programme**, bringing forward new sites, promoting self-build and using new funding mechanisms to create jobs in construction and in businesses supporting the housing sector. We will build on successful models developed at North Prospect and through the Decent Homes initiative to maximise employment of local people and provision of apprenticeships.

We will **develop low carbon housing** and green incubators at Bickleigh to establish Plymouth as a national centre for mass produced zero carbon homes. New jobs will be created through construction, supply chains, and the provision of a managed 'green hub' for start-up renewable technology enterprises.

We will create a series of **managed business hubs to support the growth of start-ups**, capitalising upon the success of the Urban Enterprise programme, through the development of a series of projects specifically targeting disadvantaged groups in the city.

Through a more **proactive approach to planning**, we will work with developers to secure additional apprenticeships and the increased use of local labour agreements further supporting the city's economy and prosperity. We will also seek out opportunities for the proactive utilisation of "meanwhile" uses for under occupied land and buildings, including the creation of a list of commercial premises that could provide social enterprises and new businesses a head start in Plymouth.



Help the city's unemployed gain skills and experience to help them get work as well as retain talented graduates

WHY

In order to create wealth and jobs for all, we need to build a skilled local workforce fit for tomorrow's jobs.

HOW

We will **support young people into employment** through the 1,000 Club which aims to identify 1,000 companies in the Plymouth area to commit to providing a range of jobs, apprenticeships, graduate internships and work experience.

The Council will endeavour to provide funding so that in partnership with us, City College Plymouth will create the city's first multi-sector **Apprenticeship Training Agency**. The Agency will make it easier for small businesses in the city to create fulfilling and valuable apprenticeships for young people.

The Council will support **Making Waves** which will create a city wide art project to help attract visitors to the city and provide apprenticeship work opportunities.

1000 CLUB
SUPPORTING YOUNG PEOPLE INTO EMPLOYMENT
www.1000Club.co.uk



Pro-actively sell the city, its businesses, its products and its people

WHY

Plymouth has a lot to offer. If we can attract new business to set up in the city there will be more jobs for everyone.

HOW

The Council is committing more resources to attract **new employers into the city**. We plan to intensify our efforts with the addition of three new inward investment professionals. Through team working with city partners we will pursue outside business opportunities and bring together and communicate the most compelling arguments to set up and grow business in Plymouth.

And it's not just businesses we are attracting ... we also aim to increase visitor numbers to the city by 20% and visitor spend by 25% by 2020.



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APPRENTICESHIPS

BUSINESS GROWTH

BUYING POWER

FINANCE AND SUPPORT

Unlock access to finance and provide support to enable job creation

WHY

Plymouth businesses of all types tell us that accessing finance to fund growth and jobs is their number one concern. In Plymouth we have intervened to overcome the effects of the financial crisis by helping businesses access finance. We also provide support, advice and guidance to ensure that businesses have every possible chance of success.

HOW

Grants for Plymouth businesses will be administered through Plymouth University and Western Morning News Growth Fund, these will be given out to small businesses to create sustainable jobs.

The Council will support Fredericks Foundation to **act as a lender of last resort** for people and businesses that have been unable to secure enterprise finance from mainstream lenders such as high street banks.

The Council will continue to support Outset Finance to **help businesses become investment ready and find appropriate sources of funding** to create jobs and growth.

Further development of the Growth Acceleration and Investment Network (GAIN) will combine city assets and business support expertise to create new jobs and help rebalance the Plymouth economy.

The internet is driving economic growth and change worldwide. The Council will work with partners to **keep Plymouth ahead of the digital curve**. We will work together to create jobs by increasing connectivity and our capacity to exploit it.

The Council will increase engagement with city businesses to **keep employers in the city and help them grow**. More resource will be deployed to provide advice to city businesses, with signposting to support providers and assistance for businesses to realise their development and expansion plans.

A specialist economy focused funding officer will be employed by Plymouth City Council to **help the city get more public funding to support job creation**. This will ensure that the Council and city businesses are made aware of, and assisted with, funding opportunities available to grow their businesses and employee numbers.

Use the Council's assets, influence and buying power to increase jobs by using local supply chains and local goods where possible

WHY

In times of economic hardship and austerity, we need to ensure that every pound spent on procuring goods and services creates maximum value and benefit for the city's businesses. Money spent locally remains in the local economy and creates positive knock-on effects in terms of job creation.

HOW

We will **boost levels of local procurement** through, and increase the number of contracts delivered for, the Council by businesses located in the city. Through Sell2Plymouth, the Council will raise the percentage of local SMEs delivering local services, thereby maximising levels of local expenditure.

The Council will create a new **'Building for Jobs' investment fund** aimed at unlocking stalled developments, creating new jobs and leveraging additional public and private sector finance.

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