



OxLEP Board Meeting Agenda

Dec 12th 2023 5:00pm - 8:00pm

- | | | |
|--|---------------|--------|
| 1. Welcome, Apologies and Declarations of Interest
(Directors are asked to note the Declaration of
Interest Register) | Alistair Fitt | 5:00pm |
| 2. Minutes To approve and note | Alistair Fitt | 5:05pm |
| a. Board Meeting 36 (September 2023) - for approval | | |
| b. Finance and Audit Committee minutes (September
2023) - for note | | |
| c. Finance and Audit Committee minutes (November
2023) - for note | | |
| d. Nominations and Personnel Committee minutes
(November 2023) for note | | |
| e. Matters arising | | |
| i. Status of actions from previous meeting | | |
| ii. Update for minuting on items approved under Written
Procedures in October and November | | |
| 3. Items and recommendations "as Read" | Alistair Fitt | 5:10pm |

- a. **Financial Outturn report to Q2 2023/24 (for noting)**
Item for Information – Confidential Paper for approval as detailed Committee recommendation (Exempt Information)

 Reviewed in detail by Finance & Audit Committee

- b. **Annual review of Strategic Risk Register (for approval)**
Item for Decision – Confidential Paper for approval as detailed Committee recommendation (Exempt Information)

 Reviewed in detail by Finance & Audit Committee

- c. **Board Forward Workplan (for approval)**
Items for Decision – Confidential Paper for approval (Exempt Information)

- 4. **Strategic Economic Plan (SEP) Final Draft v 4 (for approval)**
Item for Decision - Confidential Paper for approval
 Nigel Tipple 5:25pm

- 5. **4DW Pilot Assessment and Recommendations (for approval)**
Items for Decision – Confidential Paper for approval as detailed Committee recommendation (Exempt Information)
 Angus Horner 5:55pm
 Nigel Tipple
 Lyn Davies

- 6. **3 Year Budget Plan - 2023/24 - 2025/26**
Items for Decision – Confidential Paper for approval as detailed Committee recommendation (Exempt Information)
 Nigel Tipple 6:25pm
 Lyn Davies

- 7. **LEP Integration - Verbal Update (for noting)**
Item for information - Confidential Item (Exempt Information)
 Nigel Tipple 6:55pm

- 8. **Questions from the public arising from the agenda (Max 3 mins per question – notified in advance in writing)**
Public Section - Items for Decision/Information
 7:05pm

9. **Chief Executives Report (NT)**
Public Section - Item for Information

Nigel Tipple

7:15pm

10. **Support for Business - Deep Dive**
Presentation by Growth Hub team

Richard Byard

7:25pm

11. **Meeting Closes**

END
8:00pm

<u>Subject: Chief Executive's Report</u>	
Author: Nigel Tipple Tel: 07792 907302 Email: ChiefExec@oxfordshirelep.com	Board Meeting No.37 12th December 2023 Agenda Item no: 09
Oxfordshire Local Enterprise Partnership Ltd: OxLEP Ltd, HQ Building, Thomson Avenue, Harwell Campus, Didcot, Oxfordshire, OX11 0GD	

Summary

The report is now presented as a key operational update covering the last quarter (Q2) reporting period to September 2023. Key highlights of which are detailed in the presentation pack at Annex A with additional information provided where appropriate in the report below.

Recommendation

That the Board notes:

The operational progress outlined in this report and supporting documents:

- Annex A -Team Updates presentation
- Annex B – KPI Reporting Summary to Q2 2023/24

Operational Updates

1. Communications

Annual Event 2023

We held our annual event on 30 October at the Oxford Belfry hotel – activity was built around two main objectives:

- To generate new leads into OxLEP programmes via business support tool completions and 1:1 advisor bookings and
- Raise awareness of our offer and reputation within the Oxfordshire SME community.

Social Media activity 2023-24

- Our paid activity is continued to be supported by a concerted SEO strategy which ensures our website's reach remains optimised.
- We have also extended our paid content to include new capital programme animation and key content from our podcast series, helping to increase our business community reach.

OxTalks podcast – series two:

- In early-November, we launched the second series of our podcast production, OxTalks.
- Due to the success and impact of the first series, we were able to achieve significant sponsorship for the second series that has allowed us to not only produce ongoing content, but also create paid campaigns to generate greater reach within our SME community.

As in recent years this years Annual Report is produced in a digital format, highlighting the success over the financial years and reflecting upon the year ahead. Some of the key messaging from the report was shared at the Annual Event held in October. At the time of writing this report, the production of our 22/23 annual report is in its final stages and will be available to review very shortly. The report will be circulated to our key stakeholders and partner organisations and be available on our web site as part of our Christmas communications activity, which has traditionally reflected upon our achievements and impacts.’

2. Support for Business

Presentation and Deep Dive included at agenda item 10.

3. Skills Team

The Team have been developing a programme in response the the DfE skills Bootcamps programme, our proposal has been well received and seeks £1.7m which we anticipate a positive response on or around the 12th December.

Proposed Skills Bootcamps - Oxfordshire

- Suitable for adults 19+. free, flexible training programmes lasting up to 16 weeks, based on employer / sector ‘in-demand’ skills.
- Currently aiming for potential delivery from Spring 2024-March 2025
- Meeting Oxfordshire Local Skills Improvement Plans (LSIP) priority sectors
- SME’s pay 10% of course costs, Large employers 30%.
- Employers – please register interest via: skills@oxfordshirelep.com

Courses proposed from April 2024:

Courses	Example Content	Level
Data Analytics	Introduction to data analytics, Accessing and extracting data, data quality and ethical issues, intro to diagnostic analysis, tools and techniques	3-5
Amazon Web Services (Cloud services)	Cloud Foundations, Linux, Linux and Networking, Networking and Security, Security, Python programming, Python programming and data bases, Databases, Systems Operations, Storage and archiving	3-5
Digital Marketing	Addressable markets and branding, Website design, SEO and organic search, Paid search and analytic tools, Social media, Content creation, Video, Conversion rate optimization	3
Hospitality	Introduction to the hospitality industry, Health, safety and first aid, Food safety and allergens, Food preparation techniques, Cooking techniques, Culinary creativity	3
Green – E Bikes	Cytech Level One and Two courses, plus Cytech e-bike course	1-3
Green – E Vehicles	Modes of charging equipment including suitability for intended location., Identification of the range of plugs and socket-outlets used and the types of charging connections, Variations in electric vehicle charging equipment features,	3
Green Sustainability Skills	Engagement to raise awareness of the benefits of the environmental opportunities identified, Co-design/creation: Working collaboratively to devise and deliver solutions to support environmental objectives.	3-5
Green Construction	We are working with employers to develop courses that will focus on Green Power, renewables and Green construction and buildings	3-5
Engineering/Manufacturing	Health and safety, Engineering drawings measurement and inspection, Automation and robotics, Bench fitting skills, Drawings, measurement, and inspection, Machining skills	3-5
Health and Life Sciences	We will work with employers to develop the curriculum for the bootcamps	3-5

GroupCommunity Employment Plan (CEP) Event 2.11.2023

Held at Abingdon & Witney College’s new Advanced Skills Centre:

- CEP Evidence Paper shared
- Panel Discussion supported by: Storey Construction, Howdens, Morgan Dixon, Propeller Trust, BASE and ACS Construction

No Limits Programme

The No Limits programme has exceeded its engagement targets working across 19 community food larders and community centres. We are extending the programme for a further six months (was due

to close down end of Dec '23), with the ambition that delivery could be picked up earlier in the next financial year by the districts through their UKSPF funding.

4. Strategy and Internationalisation Team

The Board will be aware that following recent departure of our Head of Internationalisation and Investment Sebastian Johnson, we undertook an internal resource review to consider how best to provide both continuity of service and optimise the skills, experience and expertise of existing staff. Following detailed review, consultation and evaluation we have brought together the previously separate Strategy and Internationalisation team functions, maximising existing skills, capability and expertise. Helen Ryan-Wallis heads up the newly aligned team, Natalie Eagan will continue to lead on Inward Investment, Trade and Export activity and the team will be supported by Grace Wallace who moved across from the Growth Hub team providing both administrative and programme delivery support.

Business Trade

- Experience Oxfordshire LVEP have been promoting our MICE, business offer at two key trade events in Oct and Nov 23.

5. Visitor Economy Vision and Destination Management Plan (DMP)

- The DMP is finalised and work has begun on recommended actions, working with partners to ascertain any available funding/ resource currently available across the system. The Funding Strategy is due end of November 2023.

Visitor Economy Grant (VEG) delivery

Total award - £244,859 to 17 businesses spread across the districts
Cherwell – 1; Oxford – 7; South Oxfordshire – 4; Vale – 3; West - 2

Sector split:

Activities of exhibition and gatherings – fair / festival organisers	1
Activities of tourist guides	1
Distilling, rectifying, and blending of spirits	1
Independent retailers based in Oxfordshire tourist destinations	1
Licensed clubs, Public houses and bars	2
Licensed restaurants, Unlicensed restaurants and cafes	1
Manufacture of cider, beer, and wine	2
Operation of arts facilities, galleries and studios	2
Passenger transport – Water and land	1
Renting and leasing of passenger water transport equipment	1
Sports, recreation and well-being activities for visitors	2
Visitor attractions	2

6. Capital Projects

We have submitted our half year LGF and GBF outputs and outcomes reports to Government. As in previous reports we are on track to meet our targets. Most of our LGF (about 27) and all our GBF (6) projects are on track to deliver by March 2025 as required by government. Our high level targets are

LGF (£107.5m Government funds)

- Create 9.7k new jobs
- Support 2.8k new learners
- Develop 1.8k new homes
- Enable at least £850m of funding

GBF (£8.4m Government funds)

- Create 640 new jobs
- Safeguard 290 jobs
- Assist 350 businesses
- Assist 500 new learners

As in previous reports we are flagging that for 3 LGF major enabling projects outcomes will be by 2030 rather than 2025. This is not surprising due to the size of the projects and added construction/materials, labour and supply chain pressures associated with the impacts of Covid, Brexit and Ukraine War. We understand that this is a theme across other LEPs too and central government are considering this, the three projects are

- Oxford North Development enabling works (A40 Improvements)
- Oxpens Development enabling works
- Osney Mead Innovation Area enabling works

In addition to our formal reporting we continue to make the most of a variety of communications opportunities, these can be seen by following the links below:

- Launch of our LGF animation [Local Growth Fund | OxLEP \(oxfordshirelep.com\)](#)
- Press release re the success of our GBF Clinical Biomanufacturing facility enabling works [Investment obtained by OxLEP helping to maintain vaccine development centre's world-leading position | OxLEP \(oxfordshirelep.com\)](#)
- Case Study re the ongoing success of our GBF programme Meanwhile in Oxfordshire... [Getting Building Fund case study 'Meanwhile in Oxfordshire...' A reinvigoration of our high streets and underused premises | OxLEP \(oxfordshirelep.com\)](#)
- Case Study re the ongoing success of our LGF Plant Science Innovation project [CASE STUDY: The Oxford Centre for Plant Science Innovation – OxLEP investment boosts vital food production research | OxLEP \(oxfordshirelep.com\)](#)

It is worth noting that our ongoing monitoring of project/programme output-outcome reporting will be undertaken annually usually in the Q1 (June) Board reporting cycle allowing time for full validation at the previous year end results.

7 . KPI Impact Reporting

Attached at annex B is our updated KPI reporting data, reflecting progress towards financial year end targets noting that full validation of the 2023/24 figures will be reported in Q1 2024/25.

The Board will note that our Foreign Direct Investment (FDI) targets are assessed in April and validated by the Business and Trade Team typically by June of the following year. By way of assurance, the current figures reported exclude the £300m Moderna investment and others coming forward across the county. We currently have 90 active FDI projects in the Department for Business and Trade national pipeline (tagged to Oxfordshire) with at least 19 new enquiries received to date this year.

[oxfordshirelep.com]

Operational Team Updates

OxLEP Board meeting
12th December 2023

Item 09 CEO Update Paper - Annex A



Three key outputs during the past quarter:

Annual Event 2023

Key metrics delivered via the annual event included:

- **228 attendee sign-ups** and **132 actual attendees (57%)**.
- **66**, one-to-one business advisor appointments secured for the event.
- **80% uplift** vs. usual, weekly online traffic delivered to our business support tool website page, during event week – conversions still being assessed.



Three key outputs during the past quarter:

Paid Social media activity - increasing our reach and pipeline:

- We have continued to deliver a variety of paid campaigns across Google Ads and LinkedIn (In Mail) to broaden our reach, influence programme uptake and generate leads.
- Since strategic campaigns were launched in January, our LinkedIn activity has now led to **630,000 impressions**, leading to **78 direct programme leads** at a cost per click of just **£1.34 per lead**.



OxLEP Business
1,754 followers
Promoted

Looking to fund your business growth with equity investment?

Join us for the fully-funded Investor Pitching Fast Track workshop on 27th & 28th February, where you'll learn how to develop and deliver an engaging and comprehensive pitch.

With expert guest speakers, hands-on support from specialists, and the chance to pitch your proposition to your peers, this is the perfect opportunity to take your investment journey to the next level.

Limited spaces available - book now to secure your place.

Funded by the ERDF.

Learn from Investor Pitching Experts [Sign Up](#)

oxlepbusiness.co.uk

Like Comment Repost Send

Comment as OxLEP Business...

Three key outputs during the past quarter:

OxTalks podcast – series two:

At the time of creating this report, our podcast has achieved a total number of **1,660 audio downloads**, which positions OxTalks just outside the **top 40%** of performing podcasts globally.

From a social media perspective, we estimate that OxTalks-related LinkedIn activity has generated **23,500 impressions** since launch, leading to **11,500 collective views** of OxTalks content.



Social Contract Programme – Levy Pledge Totaliser



109
Apprentices
Supported through
Levy Pledging

29
Level 2
Apprentice
s
supported

47
Level 3
Apprentices
supported

6
Level 4
Apprentice
s
supported

17
Level 5
Apprentice
s
supported

2
Level 6
Apprentice
s
supported

8
Level 7
Apprentice
s
supported

Business
Sector
Apprentice
s 10
starts

Charity
Sector
Apprentice
s 2
Starts

Constructio
n
Sector
Apprentices
18
starts

Creative
Sector
Apprentice
s 1
starts

Early
Years
Sector
Apprentice
s 6
starts

Engineering
Sector
Apprentices
4
starts

Hair and
Beauty
Sector
Apprentices
24
start

Health and Social
Care
Sector Apprentices
41
starts

Sports
Sector
Apprentice
s 2
start

£976,186
Total amount
matched to Pledges

Social Contract Programme – No Limits (SOFEA/Aspire delivery)

No Limits	Target	Achieved
Beneficiaries	224	459
Digital Devices	460	484
Travel Bursaries	75	104

No Limits	Target	Achieved
People into paid employment	224	459
Work Ready	460	484
Made Progress towards the Labour Market	75	104
Made positive steps forward	224	259



2024 Oxfordshire Apprenticeship Awards Launch 16.11.23



Sponsors and supporters
Thank you!



2024 Award categories

Awards ceremony – 16th May 2024



Apprentices

Intermediate Apprentice of the Year
Advanced Apprentice of the Year
Higher/Degree Apprentice of the Year
Special Recognition Award
Rising Star Award
Shining Star Award
Apprenticeship Ambassador Award
Oxfordshire Apprentice of the Year



Employers

Apprenticeship Employer of the Year
(<250 employees)
Apprenticeship Employer of the Year
(250+ employees)
Inspiring the Future Employer of the
Year



Schools / Colleges / Training Providers

Careers Champion Award
Training Provider Individual Award

<https://oxlepskills.co.uk/oaawards>

#OAAwards2024

@OxLEPSkills
@OxonApprentice

How you can help – up to 19th February 2024

1

Enter or nominate
Enter your organisation
Nominate your current and former apprentices
Nominate colleagues from training providers and schools you work with

2

Use your networks
Encourage other employers and apprentices to enter or nominate
Post on social media, include info in your newsletters or on your website

3

Share our posts
Use the hashtag #OAAwards2024
Follow and Tag @OxLEP Skills & @OxonApprentice on LinkedIn, Twitter / X, Facebook, Instagram & TikTok

#OAAwards2024

@OxLEPSkills @OxonApprentice

<https://oxlepskills.co.uk/oaawards>



Strategy



Strategic Economic Plan

- V4 is the draft final presented to the Board for consideration and approval
- The Action Plan is under development
- Evidence Base Published and available on our web site.

Internationalisation

FDI (April-Nov 23)

- 7 FDI successes (target 34) with 4 being in the highest value 'A' Investment Band Category
- Total value over £70m (target £480m)
- Total jobs supported 425 (target 640)
- Recent opening: Fortescue's state of the art technical innovation centre at Oxford Technology Park

Trade

- Growth Hub (with DBT) are providing international trade support to June 24 (aim to support 50 SMEs)

Invest service (figures not yet available)

- Enquiry numbers to be collated and reported twice yearly
- Sector interest to be recorded and reported twice yearly

Culture and Visitor Economy Subgroup (CVESG)

The Visitor Economy Renaissance Programme

- Two Marketing Campaigns left
- Visitor Economy Grant 2 closed and awarded £244,859 to 17 businesses
- Experience Oxfordshire LVEP promoted our MICE, business offer at two key trade events

Creative industries and culture and the arts

- Schwarzman Centre Engagement Strategy Funding bid
- Create Growth Programme extension – unsuccessful bid

OXiA – Conference Facility for Oxfordshire

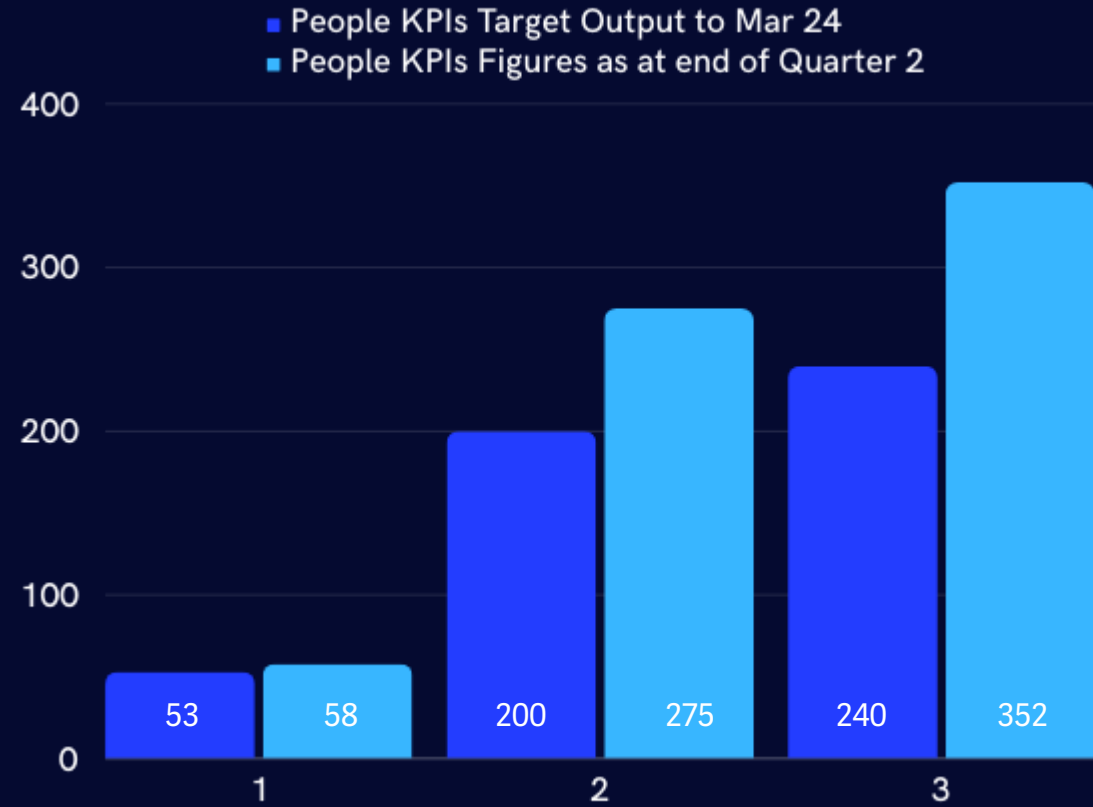
- Supporting Oxford United's new Stadium and conference plans

Key Performance Indicators (KPI)

Snapshot of KPIs for People, Business, Investment and
Communications year to date



People KPIs



Key:

- 1. Number of Schools/colleges engaged in careers education
- 2. Number of businesses and business volunteers
- 3. Number of businesses engaged in unlocking/accessing the Apprenticeship Levy

Key:

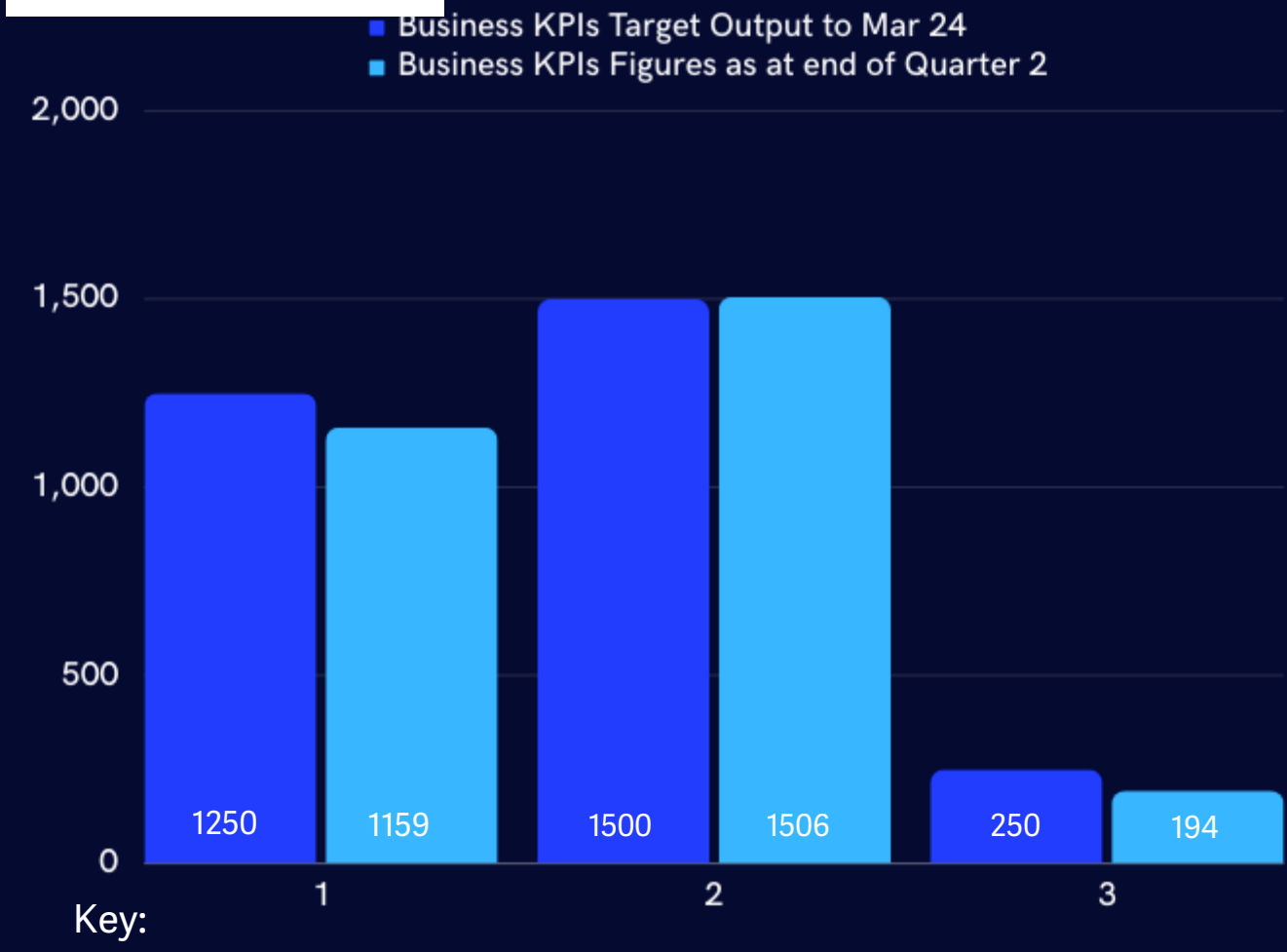
- 1. Gatsby Benchmarks achieved by our Careers & Enterprise Company CEC Careers Hub
- 2. Optimise level of engagement of Higher Education, Further Education and independent training/education providers on the local labour market and skills

Key:

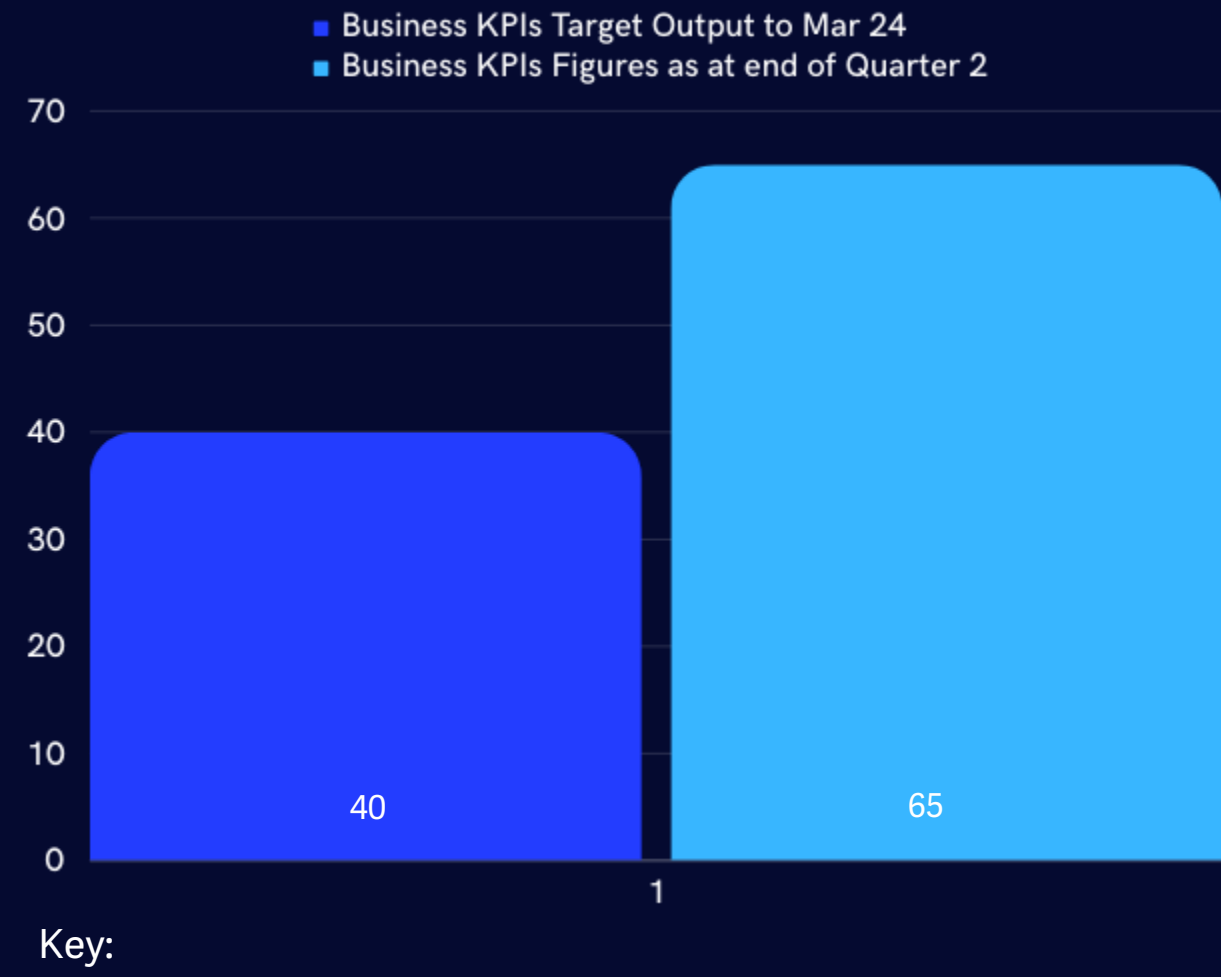
- 1. Value of retained Apprenticeship Levy in Oxfordshire



Business KPIs



- 1. Number of businesses supported through light and medium touch engagement and/or triaged via the business support tool
- 2. Hours of support provided to SME's
- 3. Number of referrals to other programmes, including ERDF and Skills

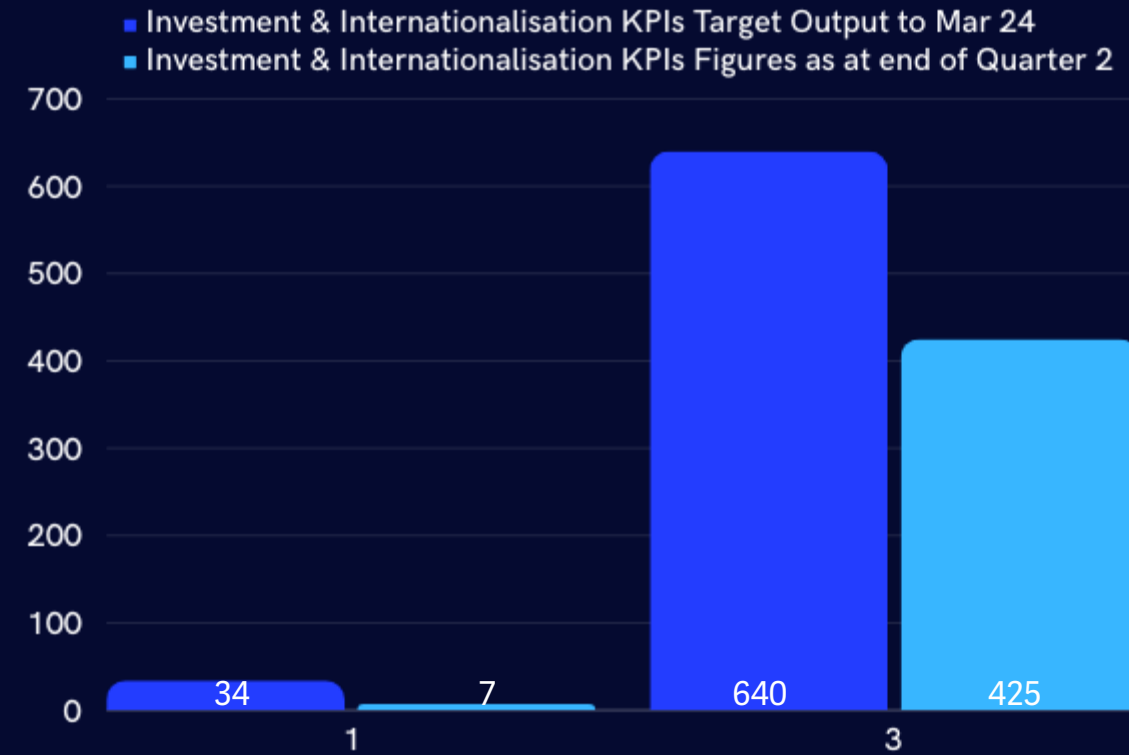


- 1. Number of jobs created (direct and supported) and safeguarded



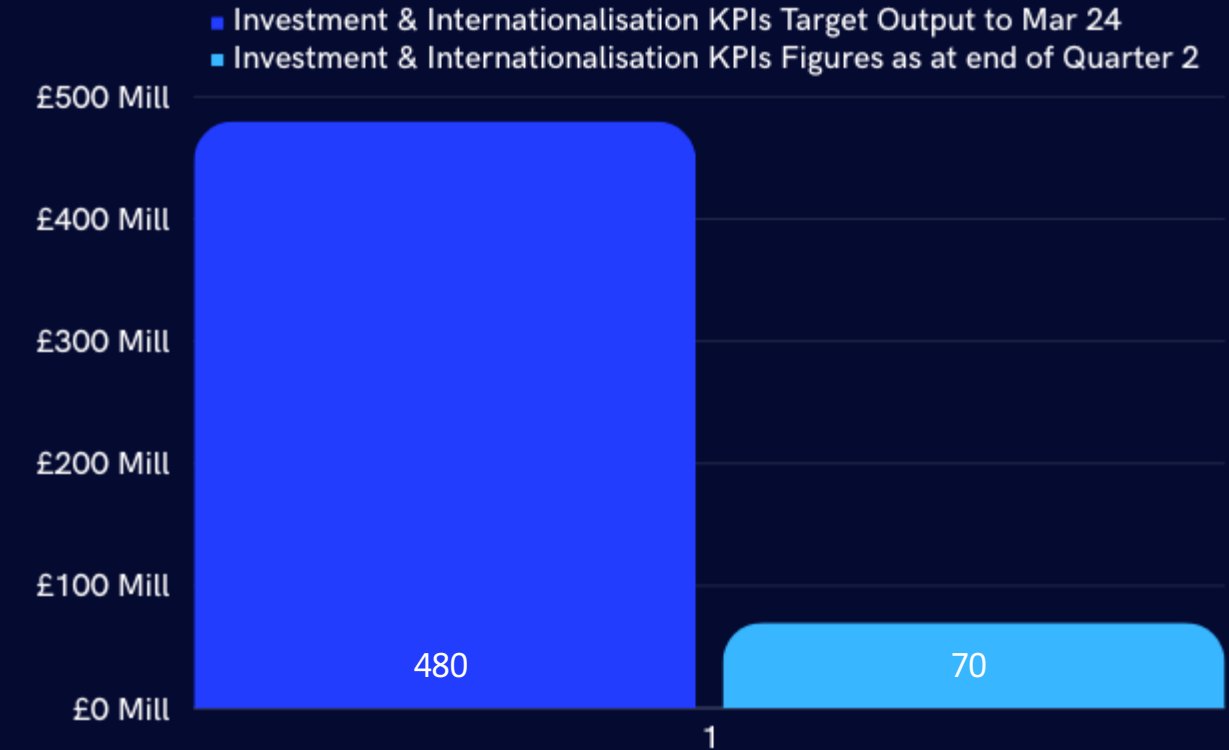
- 1. % of businesses satisfied with event attended or the quality of the support received

Investment and Internationalisation KPIs



Key:

- 1. Number of Foreign Direct Investment (FDI) projects in Oxfordshire 23/24
- 2. Total jobs supported



Key:

- 1. Value of FDI projects (investment into Oxfordshire in £'s)

Value of FDI projects in £'s relates to target £480million and progress to date of £70 million

Communication KPIs

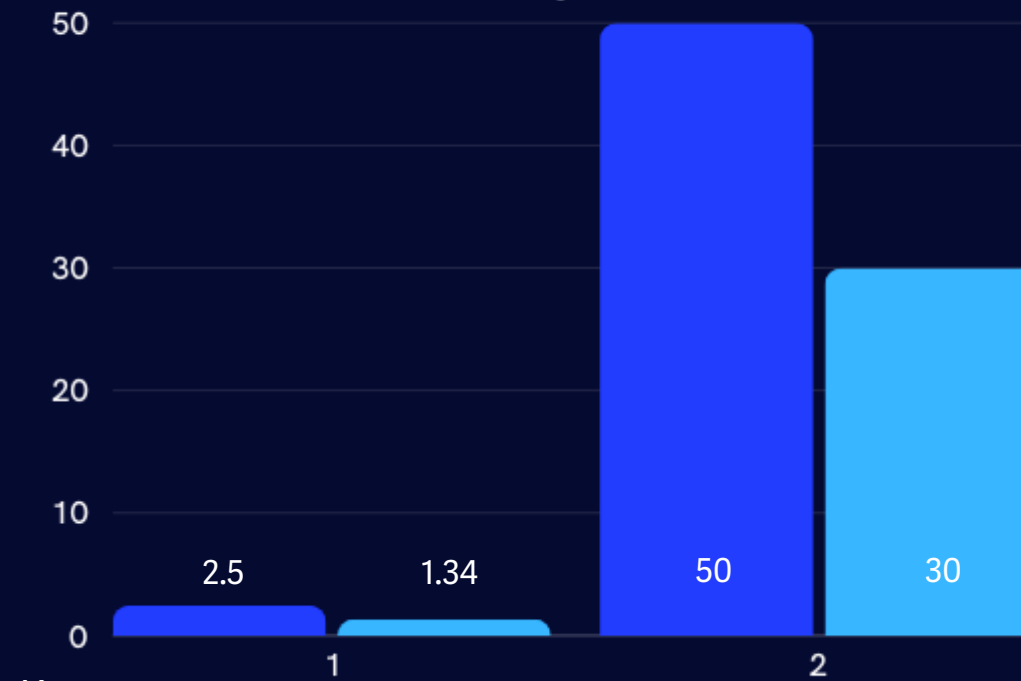
■ Communication KPIs Target Output to Mar 24
 ■ Communication KPIs Figures as at end of Quarter 2



Key:

1. Increase number of collective followers, across all OxLEP social media channels, by 2% quarter on quarter, reaching 27,500 by March 2025

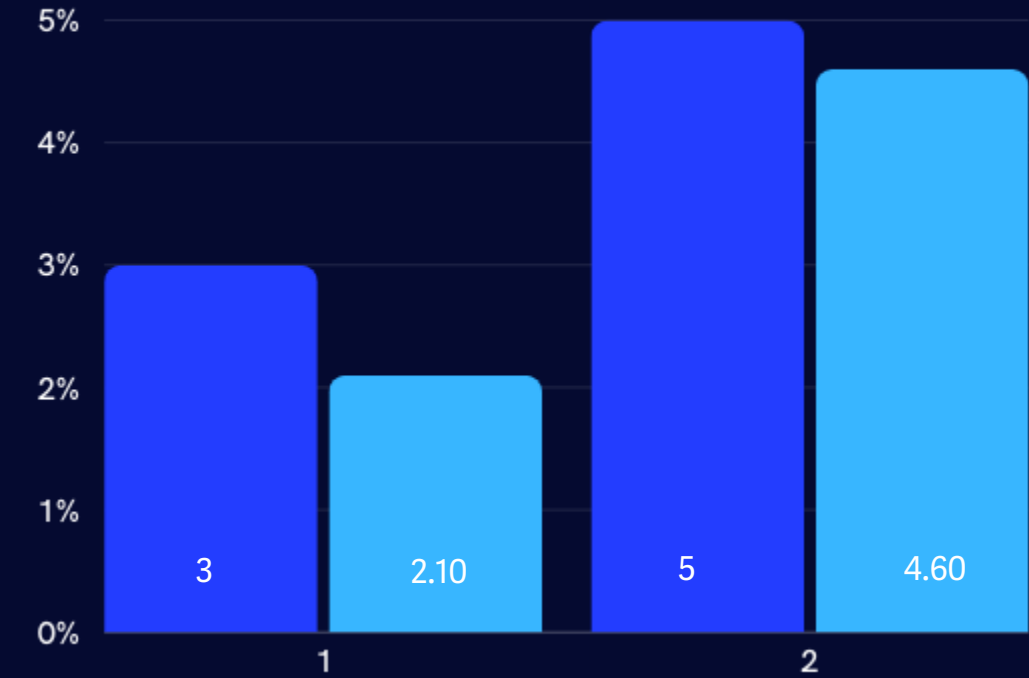
■ Communication KPIs Target Output to Mar 24
 ■ Communication KPIs Figures as at end of Quarter 2



Key:

1. Ensure all LinkedIn lead generation paid activity maintains a cost per click score of £2.50 or below per lead
 2. Ensure that the average OxTalks podcast episode download averages 50 downloads across the first 90 days of release

■ Communication KPIs Target Output to Mar 24
 ■ Communication KPIs Figures as at end of Quarter 2



Key:

1. Reach and go-beyond a collective average level of 3% engagement across OxLEP-generated social media posts by March 2025
 2. Score an average monthly YouTube click-through-rate of at least 5% or more per month for all OxLEP-generated content - ensuring maintained engagement with this audience