



## OxLEP Board Meeting Agenda

Jun 11th 2024 5:00pm - 8:00pm

Via MS Teams

1. **Welcome, Apologies and Declarations of Interest**  
(Directors are asked to note the Declaration of Interest Register)
2. **Minutes To approve and note**
  - a. **Board Meeting, March 2024 - for approval**
  - b. **Finance and Audit Committee minutes (Draft), May 2024 - for note**
  - c. **Nominations and Personnel Committee minutes, May 2024 - for note**
  - d. **Matters arising**  
Record outcome of Written Procedures approved since last Board Meeting
3. **Items and recommendations "as read"**  
Items for Decision/Information – Confidential Papers for approval as detailed Committee/Sub-Group recommendation (Exempt Information1)
  - a. **Financial outturn report and carry forward budget approval**

5:00pm

5:05pm

5:15pm

<ul style="list-style-type: none"> <li>b. <b>Capital Programmes update</b></li> <li>c. <b>Internal Controls Review outcome</b></li> <li>d. <b>Forward workplan</b></li> <li>e. <b>Board Succession</b></li> </ul>	
<b>4. Transition Plan Update</b> Items for Decision/Information – Confidential Papers for approval as detailed Committee/Sub-Group recommendation (Exempt Information1) <ul style="list-style-type: none"> <li>a. <b>SEP</b></li> <li>b. <b>Business Planning</b></li> </ul>	5:40pm
<b>5. Questions from the public arising from the agenda (Max 3 mins per question – notified in advance in writing)</b> Public Section - Items for Decision/Information	6:15pm
<b>6. Social Contract update presentation</b> Public Section - Items for Decision/Information	6:25pm
<b>7. Corporate Website Update</b> Public Section - Items for Decision/Information	6:55pm
<b>8. Chief Executives Report (NT)</b> Public Section - Items for Decision/Information <ul style="list-style-type: none"> <li>a. <b>Annex A -Team Updates presentation</b></li> </ul>	7:15pm

b. KPI updates

9. Meeting Closes

7:30pm

END  
8:00pm

<b><u>Subject:</u> Chief Executive's Report</b>	
<b>Author:</b> Nigel Tipple  <b>Tel:</b> 07792 907302  <b>Email:</b> ChiefExec@oxfordshirelep.com	<b>Board Meeting No.39</b> <b>11<sup>th</sup> June 2024</b> <b>Agenda Item no: 08</b>
<b>Oxfordshire Local Enterprise Partnership Ltd:</b> 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 (Q3) reporting period to December 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 latest Q 1 2024/25 reporting provides updates on key operational progress up to the March 2024 reporting cycle.

The operational progress outlined in this report and supporting documents:

- Annex A -Team Updates presentation
- Annex B – KPI Reporting Summary Outturn as at 2023/24

### **Operational Updates**

#### **1. Communications**

##### **Growth Hub lead generation campaign:**

Delivered in collaboration with our retained communications agency across three phases (late-November to early-April) we coordinated a themed paid campaign – ‘Business Superheroes’ – with the aim of generating business support tool completions

##### **Oxford Calling - Digital Platform**

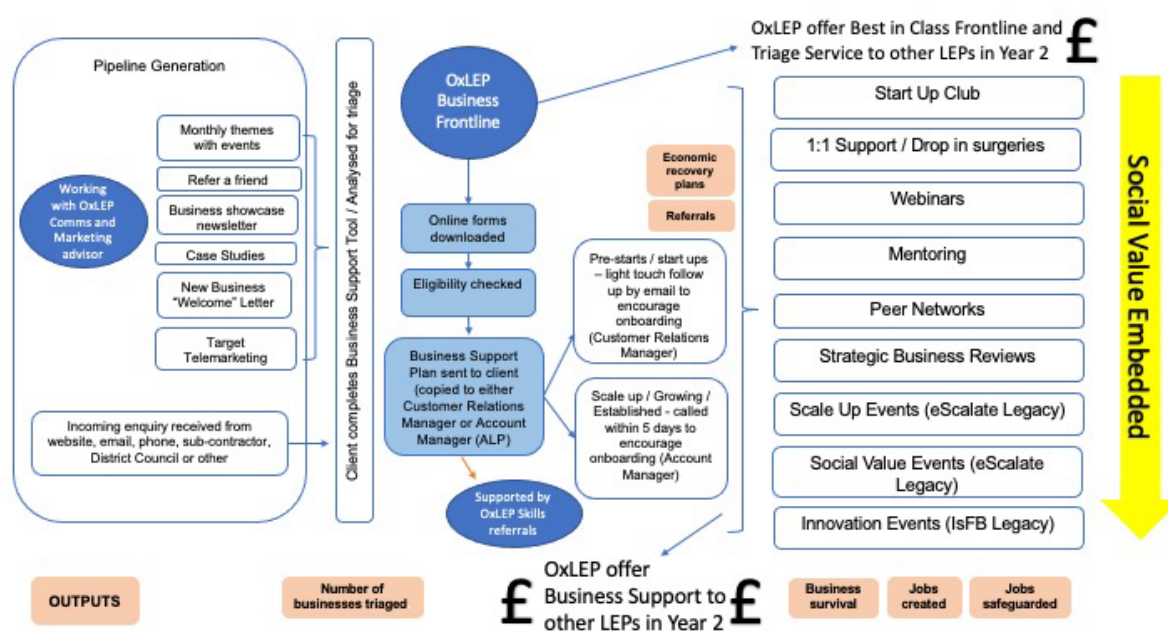
“Oxford Calling” has been created to promote Oxfordshire Globally, a content driven platform which highlights major innovation and investment opportunities with interactive geo-spatial mapping. Bringing together the Oxfordshire ‘offer’ and news into one digital space driven by AI and partner curated content. This can be seen by following the embedded link: [Oxford Calling – Inspire, Innovate, Invest – Oxford Calling.](#)

#### **2. Support for Business Team**

It is important to recognise that in delivering our core support for business programmes through the Oxfordshire Growth Hub in recent years, we also have deployed resources and supported programme delivery in respect of the EU exit, Covid Pandemic and subsequent financial crisis which saw

unprecedented structural change withing our local and national economic landscape. Indeed the associated financial/Inflationary and operational pressure across our business ecosystem, require businesses to restructure, innovate and diversify in order to survive, consolidate and grow. Without the focused resources of the team, many businesses would have been unable to navigate the complexity of the government programmes and initiatives launched in response. And, for many, our ability to co-ordinate national and local support in recent years, pivot and redeploy existing funds effectively through grant programmes such as BIF and VEG, to provide advisory and mentoring services to SME's would have resulted in many being unable to navigate their business journey.

### A reminder of the customer journey and support available:



Additionally our delivery partner of choice ambition is seeing positive progress, in addition to our core delivery offer, we are supporting additional tailored business support programmes supported by locally deployed UK Shared Prosperity Fund and wider regional collaborations such as the “Made Smarter Programme” ensuring co-ordinated delivery of national programmes.

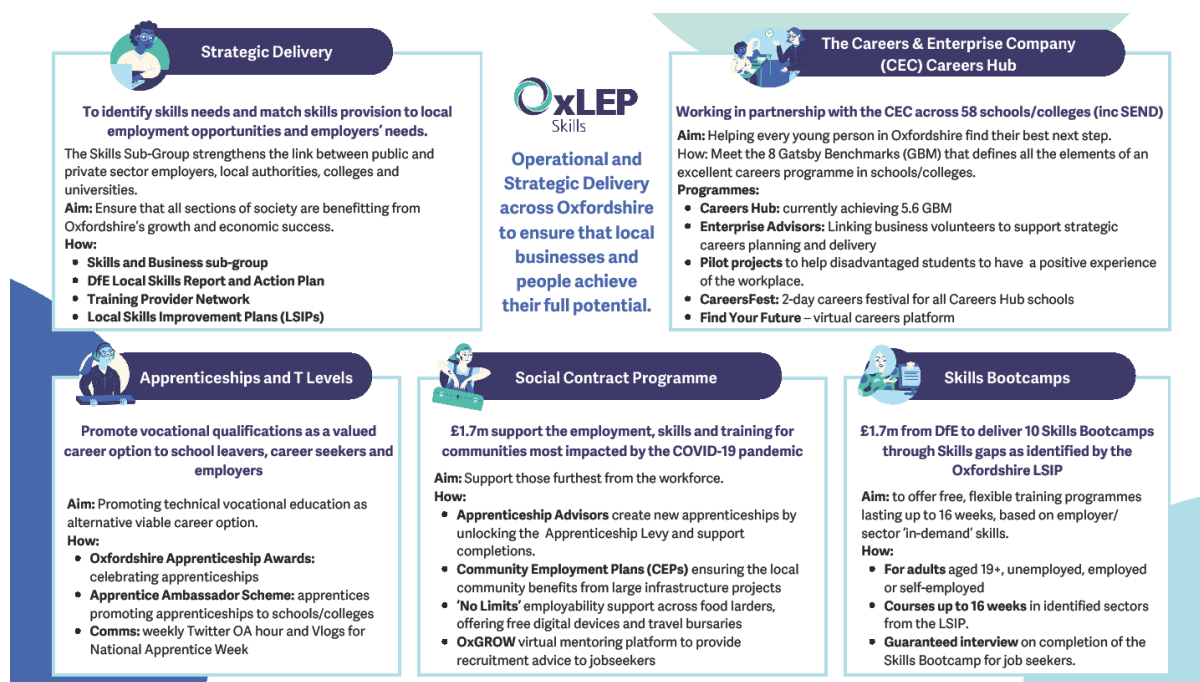
### The table below sets out our Growth Hub 2024/25 operational programme:

Activity	Funding where appropriate
Core Growth Hub delivery	£462 (£261k government funding)
West Oxfordshire Business Support programme	£185k
WODC grant wrap around support	£8k
Code Red – Resilience	£27,500
Cherwell Business Support Programme – in discussion	£155k approx.
Cherwell Grant Scheme - in discussion	£350k approx.
Made Smarter Adoption programme - manufacturing	£1.2 million for entire South-East but not until April 2025
Facilitate Net Zero discussions – including one stop shop (landing page) and Net Zero Show case	No funding available

### 3. Skills Team

As we reflect upon another successful year of support delivered by the Skills Hub Team, the table below highlights the breadth of activity supported in 2023/24 with continued delivery expected in

2024/25. The Board will receive a “Social Contract - Deep Dive Update” at this meeting - Item 6 on this agenda.



## 'Skills for the Future' Inquiry – The Industry & Regulators Committee 30.4.2024

As industry experts with national reputation we (OXLEP) and specifically Sally Andreou, our Skills Hub Manager was one of two representatives invited to give evidence at the Inquiry by the LEP Network at the House of Lords.

The inquiry was focusing in particular on apprenticeships and in-work training. Examples of our work shared at the inquiry included:

Apprenticeship Levy, Skills for Business, No Limits, Teacher Encounters and the Apprenticeship Bursary Scheme.

### DfE Skills Bootcamps 2024/25

As we have mobilised the £1.7m programme, we held 2 supplier briefings via Teams in April with the deadline for applications set for the 2<sup>nd</sup> May. The response has been positive with 34 provider applications received across 10 categories with some providers submitting applications across multiple categories.

We have reviewed our procurement timetable to ensure a robust evaluation of submissions as follows:

- Assessment of application/moderation and Interviews 14<sup>th</sup> – 30<sup>th</sup> June
- 11th June notifications to successful and unsuccessful bidders followed by a 10 day “standstill” period
- 25th June contracts issued to successful bidders

### Oxfordshire Careers Hub – Leading and Informing Employers

Examples of how the Careers Hub is working with employers to tackle disadvantage:

Becoming an Inclusive Employer – offered a free 2-day training workshop in partnership with the British Association for Supported Employment (BASE):

- Sessions supported employers to work with young people with neurodiversity, disabilities and/or mental health conditions.

- To breakdown any barriers, stereotypes and misconceptions, sharing the benefits there are to an employer, with enabling them to feel more empowered and confident to recruit people with disabilities.

Positive Destinations Project – working with employers to support:

- 27, Year 11 students at Meadowbrook College Alternative Provision to secure a future destination through workplace and college visits.

Oxfordshire Horizons Project – Working with employers via 11 schools which have the highest number of students on FSM (Free School Meals). The focus was to support:

- Students in Year 9 at risk of becoming NEET (Not in Education, Employment or Training) will be offered a workplace visit with the aim of increasing their confidence and being ready for formal work experience in Year 10.

Cornerstone Group – Established a new Cornerstone Employer group, and part of its remit is to champion employers looking to support disadvantaged young people through their school outreach work and ultimately into employment.

#### **4. Strategy and Internationalisation Team**

The team have continued to drive active collaboration and alignment of a number of strategic commissions over the last 12 months and Q1 of 2024/25. As the Board will be aware, we finalised and published our latest Strategic Economic Plan (SEP) in December 2023 following an extensive evidence based engagement process over almost 12 months. We have also recently finalised the associated Action Plan with our stakeholder partnership which highlights the areas of action required to support the SEP ambition.

As the Board will be aware, as a requirement of the aged LEP Transition Plan we have developed a further engagement/workshop process with the County Council Cabinet in response to their desire to review the plan to ensure a number of emerging strategies commissioned/developed by the County Council over the last 3/6 months are reflected and aligned. These strategies include Oxfordshire Place Narrative, Oxfordshire Circular economy Strategy & Action Plan and Oxfordshire Green Investment Prospectus. We have supported the Oxford-Cambridge Pan-Regional Partnership in the development of their Investment Atlas (launched at UKREiiF this month) which aligns with our Internationalisation plan work programmes and the Future Oxfordshire Partnerships Local Nature Recovery Strategy (LNRS).

Updates on our Inward Investment, Culture and Visitor Economy programme activity and Visitor Economy Renaissance Programme (VERP) campaigns are included at Annex A.

#### **5. Capital Programmes /Projects**

The Board will recall we continue to monitor the delivery of Local Growth fund (LGF) and Getting Building Fund (GBF) programme outputs and outcomes from the projects delivered under these programmes. Detailed end of year programme reporting is at Annex A attached to this report.

#### **6. KPI Impact Reporting**

Attached at annex B is our updated KPI reporting data, reflecting outturn for the 2023/24 financial year.

[ oxfordshirelep.com ]

# Operational Team Updates

OxLEP Board meeting  
11<sup>th</sup> June 2024

Item 08 CEO Update Paper - Annex A

# Three key outputs during the past quarter:



## Growth Hub lead generation campaign:

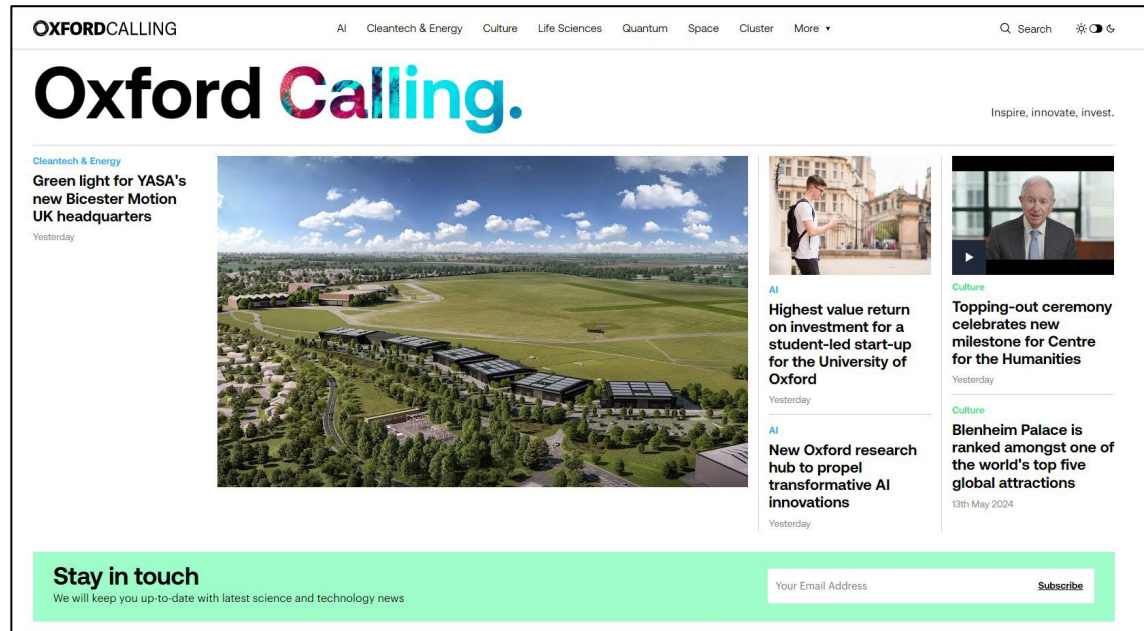
- Delivered in collaboration with our retained communications agency across three phases (late-November to early-April) we coordinated a themed paid campaign – ‘Business Superheroes’ – with the aim of generating business support tool completions.
- The campaign achieved **at least 150 BST submissions**, mainly inspired through a variety of ‘championing’ content, used for a targeted LinkedIn and Facebook business demographic.
- The campaign delivered excellent value for money. It generated **496k** social media profile impressions, a cost per click average of **£0.55** across the entire campaign leading to **3,638** total clicks.
- We are repeating a similar formula, using targeted analytics, to drive engagement with the West Oxfordshire Accelerator and Spark programmes.

# Three key outputs during the past quarter:

## Oxford Calling (oxfordcalling.co.uk):

Oxford Calling has been created to promote Oxfordshire's major global hub for innovation and investment, by bringing together the Oxfordshire 'offer' and news into one digital space.

We have led the development and delivery of the site – with the backing of many stakeholders across the innovation ecosystem – supported by a long-term plan using paid promotion, SEO tactics and responsive content to ensure it lands with key investor audiences and other global ecosystems in particular.



The site is live and new, original content – driven by close working relationships with our science parks, universities and associated stakeholders (like university spin-outs) – will drive its engagement that we will consistently measure.

A formal launch of the site will follow in mid-to-late June.



# Growth Hub Delivery Programme 2023/24

Activity	Funding available where appropriate
Core Growth Hub support	£261k (funded) – total funding £437k
BIF 2	£200k
Visitor Economy grants – 2 rounds over 1.5 years	£750k (final claims due in May)
West Oxfordshire Advisor sessions – both rounds completed	£13,500
Code Red – Business Resilience – through to March 2025	£27,500
Supporting Ukrainian Nationals - Asylum Welcome – start Up support	£5,500

# Support delivered since April 2023

Programmes	Examples of webinars/workshops	Other activity
Monthly OxBOost Networking – network of 280	Understanding your B2B customers and how they have changed	Launch of Business Directory - 81
Quarterly OxLEP Women in Business Networking – network of 169	Crafting Compelling Business Stories	Progressing through final VEG 2 grant claims (completion May 2024)
Business Drop In – BIPC Oxford	Unlocking Your Export Potential	Launch of Networking home page
Start Up Bootcamps	Networking do's, don't and success strategies	Code Red – Resilience project – Collaboration with TVLEP and BBF
Mentoring	So You Want to Start a Business	WODC 121 advisor session to support Rural grant scheme
Strategic Business reviews	Growing from 2 to 5 staff	Refresh resources page
Investment Readiness Club	5 A Day - CEO Targeted series	Development of a new website
Foundations to Growth	Using AI In Your Business	OxLEP Business showcase x 2
Unlocking Export Potential	Digital Sale Masterclass	Facilitation of Net Zero/Carbon Reduction Group
Leadership Peer Network	Net Zero Master classes	Ukrainian Nationals - Asylum Welcome
Monthly newsletter on behalf of OxLEP	CXO Masterclasses	Finished Business Investment Fund grant scheme
121 support (20 advisors)	Developing your purpose	

## Delivery to date (Two-year contract 23/24 -24/25)

Activity	2 year target	Output to date
Business support Tool	N/A	691
Business Support Plan's	2500	1792
Hours of support delivered through webinars and workshops etc	2900	2153
Exporting specialist support - hours	70	N/A
Mentoring support - hours	240	103
Strategic business reviews – hours of support	80	107 – target achieved
Jobs created	80	222 – target achieved
Jobs safeguarded	600	553
Referrals	500	2677 – target achieved
Business surviving beyond 6 months	200	519 – target achieved

# Oxfordshire Careers Hub – Leading and informing employers

Examples of how the Careers Hub is working with employers to tackle disadvantage:

**Becoming and Inclusive Employer** – offered a free 2-day training workshop in partnership with the British Association for Supported Employment (BASE):

- Sessions supported employers to work with young people with neurodiversity, disabilities and/or mental health conditions.
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**Positive Destinations Project** – working with employers to support:

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**Cornerstone Group** – Established a new Cornerstone Employer group, and part of its remit is to champion employers looking to support disadvantaged young people through their school outreach work and ultimately into employment.

The Hub has also created 2 films which showcase some of the best practice in the county when it comes to supporting young people with SEND into employment.



# Oxfordshire Careers Hub – Careers Fest 2024



**Aim:** To bring employers, training providers, FE & HE establishments together with students and parents/carers, to help young people learn about pathways available to them post 16/18, and to be the most inclusive Careers Fest to date.

- 73 exhibitors
- 2980 students from 32 schools
- 779 signed up for the parent/carer session
- Headline sponsors: Abbott, Blenheim Palace, Grundon, Howden, Morgan Sindall, Persimmon, STFC
- £13,850 donated by businesses to support travel for schools
- Quieter session available for young people with SEND, and careers advisor appts available for parent/carers session

## Impact:

- Exhibitors scored the event 4.5/5 in terms of how much their organisation benefited from attending
- 100% of Careers Leads felt the event was useful in helping their students think about their next step, and 100% felt that having attended students would explore different pathways
- 100% of parents felt better able to support their child when looking at their next steps, with 88% saying it had made them think differently about what might be best for their child post 16/18
- 74% of students said it had changed their thinking in terms of their future plans, 91% said they had learnt more about apprenticeships and 95% said it had made them aware of businesses and sectors in Oxfordshire



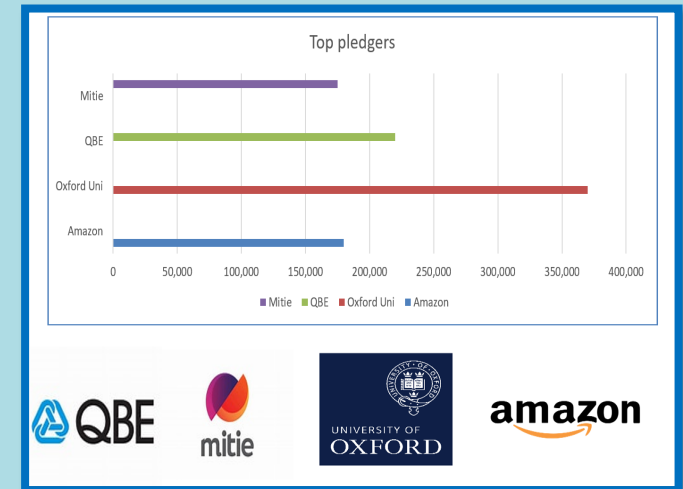
Oxfordshire  
CAREERS HUB

THE CAREERS &  
ENTERPRISE  
COMPANY

OXLEP  
Skills

# Social Contract (SCP): £3.5m Levy Pledge total!

- The apprenticeship levy pot reaching **£3.5m**, exceeding the original target of **£1.3m** and the aspirational target of **£2m**. The funds have optimised the levy for **185 new apprenticeship starts**.
- This pivotal moment not only highlights our commitment to fostering talent and driving forward innovation but also reinforces the vital role of apprenticeships in shaping the future of Oxfordshire.
- Can this work be progressed beyond the current COMF funding (end December 2024)?



The total combined value of the top pledgers equates to **£945.5K**.

**£465.5K** of these funds have already been successfully allocated to Oxfordshire SME's and charities.

# Oxfordshire Apprenticeship Awards 2024

- 8<sup>th</sup> Annual awards, 13 awards categories
- 26 Sponsors and supporters
- Oxford North Headline Sponsor
- Most entries ever, including 85 individual current or recent apprentices, 46 employers and 37 training providers
- 180+ guests at the celebration evening, 88<sup>th</sup> award
- Overall winners:  
Cecilia Badiale (Ridge & Partners LLP) and Josh Jones (Milestone Infrastructure)
- See a list of winners and watch on demand:  
<https://oxlepskills.co.uk/oaawards>



# Inward Investment

## FDI (March-June 24)

- FDI successes still being finalised by DBT -published in June/July
- 47 FDI successes (target 34) with 13 being highest value 'A' Investment Band Category
- Total value: over £601m (target £480m)
- Total jobs supported: 978 (target 640)
- Recent opening: [Rimac](#) Energy at Tungsten Park, Witney, a new 20k sqft facility for their UK team.

## Invest service

- Investment focused 'Oxford Calling' has been soft launched - a content led platform promoting the Oxfordshire innovation cluster and latest investment news [www.oxfordcalling.co.uk](http://www.oxfordcalling.co.uk)
- Seven Sector Brochures have been refreshed: [Invest in Oxfordshire](#)
- Natalie Egan, Inward Investment Lead attended UKREIIF (May 24) alongside Nigel Tipple and officers from the County Council



**OXFORDCALLING**  
INSPIRE. INNOVATE. INVEST.



# Culture and Visitor Economy Subgroup

## The Visitor Economy Renaissance Programme (VERP)

- Now finished (apart from final VEG 2 claims due in by June 24)
- Outputs included -nine marketing campaigns delivered to encourage overnight visits and spend in off peak periods
- Visitor Economy Grant supported 50 businesses
- 63 businesses received tailored digital support via Growth Hub
- Business Visitor offer promoted at two key overseas events
- Oxfordshire Welcome created by Experience Oxfordshire -over 150 businesses signed up
- Destination Management Plan - funding to now be secured



## OXIA

- Continued support for Oxford United stadium plans



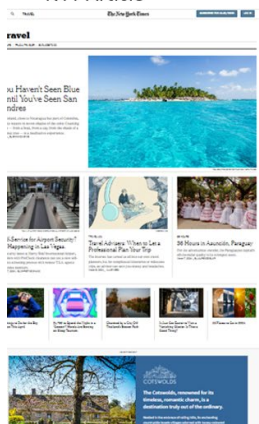
## e.g. VERP Marketing Campaigns

## Campaign Number 6: Out of the Ordinary

### Images Accompanying Campaign:



## NYT Article



## Slow Traveler Instagram activity



## Hand Luggage Only Instagram activity



Advertisement

**10 Amazing Oxfordshire**  
Products you can buy online

Oxfordshire is a hotbed of fantastic producers. From expertly curated cheese hampers to innovative shandy makers and creators of fine spa products, the county will surprise you.

Charlotte Berry has been lovingly designing and hand making jewelry using the highest quality materials and traditional craftsmanship, for over 35 years. She makes small collections of one-of-a-kind jewelry, which she sells online and in independent shops, and also one of a kind and bespoke pieces for customers to treasure and pass down to future generations.

Hands of Time is the bring together of founding leathermith and bag designer Georgia Tins' passion and skill for leatherwork. Georgia is on a mission to keep British craft and industry alive. All the luxury leather goods are crafted by hand in Gloucestershire and really made to last. Think luxury leather notebooks, adorable personalized keyrings, hip flask cases or satchels.

**The Winkley Food Company**  
brakes in equal rights for all  
fruit and veg! Started by a team  
of passionate farmers and foodies,  
The Winkley Food Company  
makes great tasting products  
that also tackle the problem of  
food waste. From ugly oranges to  
leftover tins, they pick as much

imperfect and suggest that and veg into their products as possible, understanding that no matter what size, shape or colour, it's the taste that counts.

[www.kylefoods.com](http://www.kylefoods.com)



Emily Morrison hand builds small batches of recycled ceramics, playing with pattern and colour, shapes and lines.

Each piece is carefully made by hand, therefore each piece has something individual about it. A very special gift for someone special in your life.

[emilymorrison.co.uk](mailto:emilymorrison.co.uk)

Use Coffee Pods taken time to

Learn how to get the best from coffee to understand the roasting process and the science and available to offer specialty grade and experimental micro-lot coffees. From Ethiopia to El Salvador, these coffees are ethically and sustainably sourced and we must say absolutely delicious. Browse their fantastic coffee online, including their Christmas range & much more.

[www.coffeenewshours.com](http://www.coffeenewshours.com)

Shirley Shook are all about enabling moderation without compromise for everyone. They produce a range of three shourdels: P&G, Shirley, Slide-Roller, Lager (top and P&G & Ginger) between 2.2-2.8% ABV that are all natural, low-malt, vegan and gluten-free. They not pick up a mixed case and sample their unusual but very smooth flavours.

[www.shirleyhook.co.uk](http://www.shirleyhook.co.uk)

**Shirley's Garden Cucumber** is a

a loved one will feel like a goddess

[New! Award-winning artisanal chocolate products.](#) The small team is headed up by former chef Ben Dutton who developed a passion for a more toasty ethos, and this led to him being interested in chocolate production. Their super popular gifts are created for gifting or to sample at home. [sallypopping.co.uk](#)

[We define organic luxury like a way which is intelligent, healthy and](#)

A small jar of Winkys Pickles and a bowl of pickles. The jar has a purple label with the word 'Winkys' in white script. The bowl is black and filled with yellow pickles.




oxfordshirelep.co



## Places to stay



### Things to do



## Food and drink



Shop local

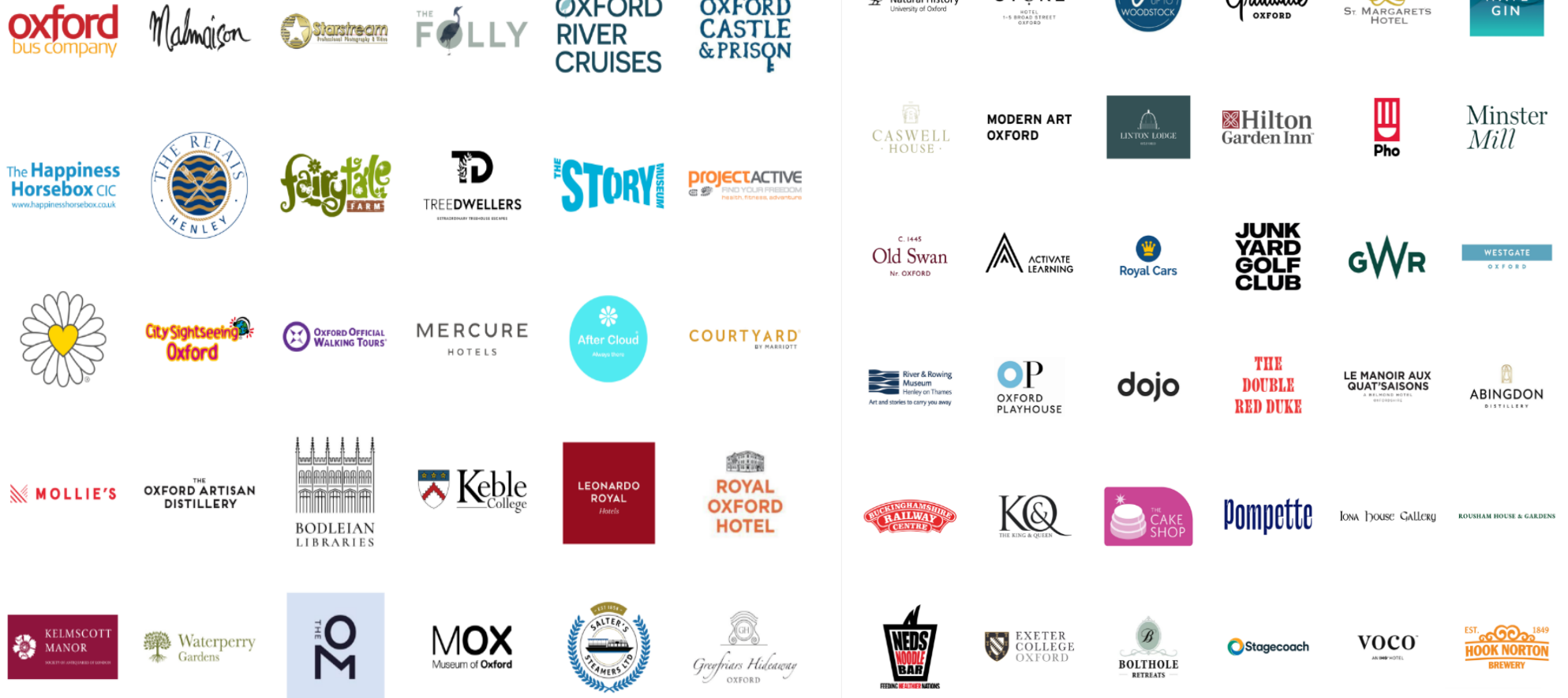


				
<p>House in a 19th century barn, The Healey Distillery is a family-run distillery offering gin tours and tastings.</p> <p><b>Discover on</b></p>	<p>Blissnet Village is a luxury shopping destination home to more than 150 designer boutiques.</p> <p><b>Discover on</b></p>	<p>Say 'Hi to Gin' is a boutique distillery located at the beautiful Blissnet Heritage and offers gin distillery experiences.</p> <p><b>Discover on</b></p>	<p>Rock Nectar Brewery is one of 12 family-owned breweries and a great selection of a Victorian Town Brewery in the country.</p> <p><b>Discover on</b></p>	<p>Woodstock has a good choice of independent shops and a great selection of places to eat and drink.</p> <p><b>Discover on</b></p>





# Oxfordshire Welcome – over 150 businesses signed up



# Capital Programmes

## Local Growth Fund (LGF) – HMG Deadline 03/2025

Position as at March 2024	Target	Actual	Percent complete
LGF spend - complete	£107.6m	£107.6m	100%
Match funding	£147.2m	£94m	64%
Enabled funding – note - low due to the big 3 – see below	£695.8m	£225.6m	32%
Jobs created	159	234	147%
Supported jobs – note - low due to the big 3 – see below	9477	433	5%
Number of new learners assisted	2808	2656	95%
Sqm new or improved learning/training floor space - complete	7503	7372	98%
Housing – note - low due to the big 3 – see below	1880	500	27%

19 of our projects have already met their targets with a further 7 projects on track to complete their targets by the March 2025 deadline. The remaining 3 major projects (Oxpens, A40 Improvements and Osney Mead Innovation Area) received very early-stage funding and have had their timelines impacted by Brexit, Covid and Ukraine. They will need additional time to reach their targets.

# LGF (minus the 3 major projects) – HMG Deadline March 2025

Position as at March 2024	Target	Actual	Percent complete
Match funding	£99.7m	£77.9m	78%
Enabled funding	£0.9m	£59.7m	6897%
Jobs created	159	234	147%
Supported jobs	446	389	87%
Number of new learners assisted	2808	2656	95%
Sqm new or improved learning/training floor space - complete	7503	7372	98%

These figures show the 19 LGF projects that have already met their targets along with the 7 LGF projects that are on track to complete their targets by the March 2025 deadline. The 3 major projects are not included.

# Capital Programmes

## Getting Building Fund (GBF) – Deadline 03/2025

Position as at March 2024	Target	Actual	Percent complete
GBF spend - complete	£8.4m	£8.4m	100%
Match funding	£5.8m	£6.1m	106%
Jobs created	644	499	77%
Jobs safeguarded - complete	318	256	81%
Sqm commercial floor space	2762	4171	151%
Sqm new or improved learning/training floor space - complete	800	800	100%
No of businesses assisted	364	357	98%
Number of new learners assisted	505	283	56%
Number of new super/ultrafast broadband connections	1600	1756	110%

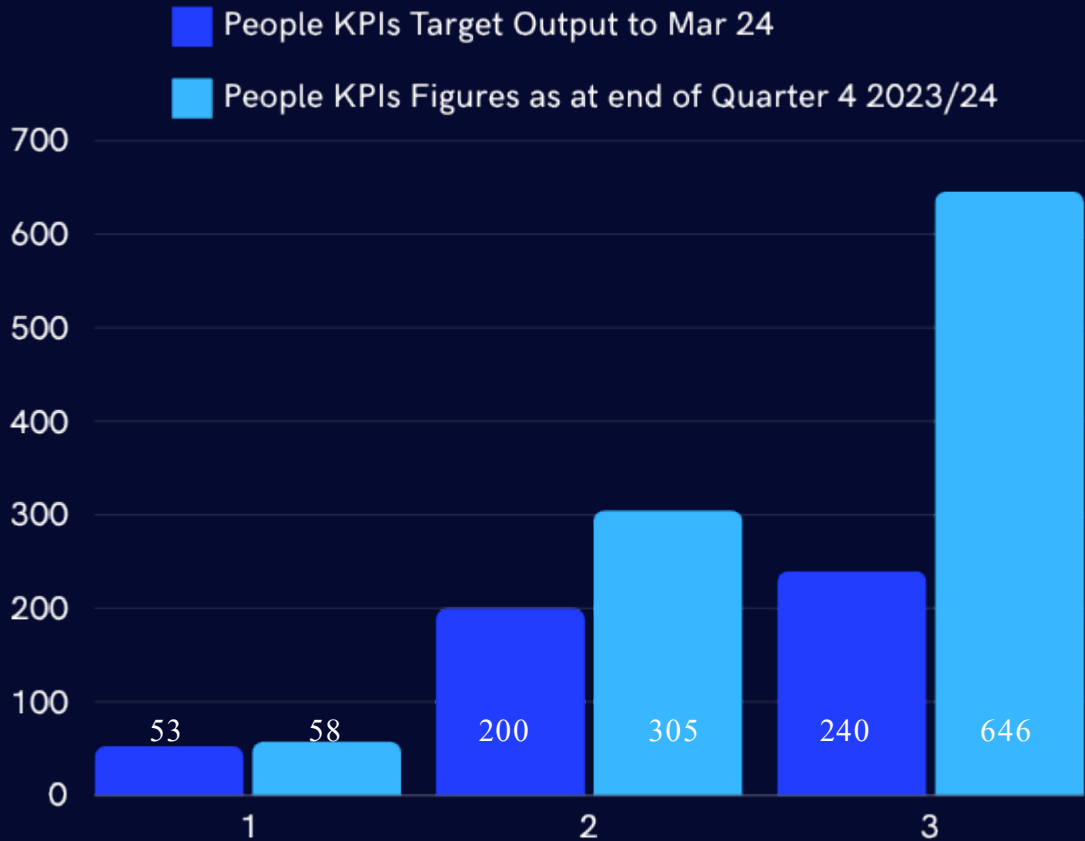
All projects are on target to meet their targets by March 2025 except for the Green Construction Skills Centre which will need until March 2026 to deliver its new learners assisted, it is on track to achieve this.

# Key Performance Indicators (KPI)

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

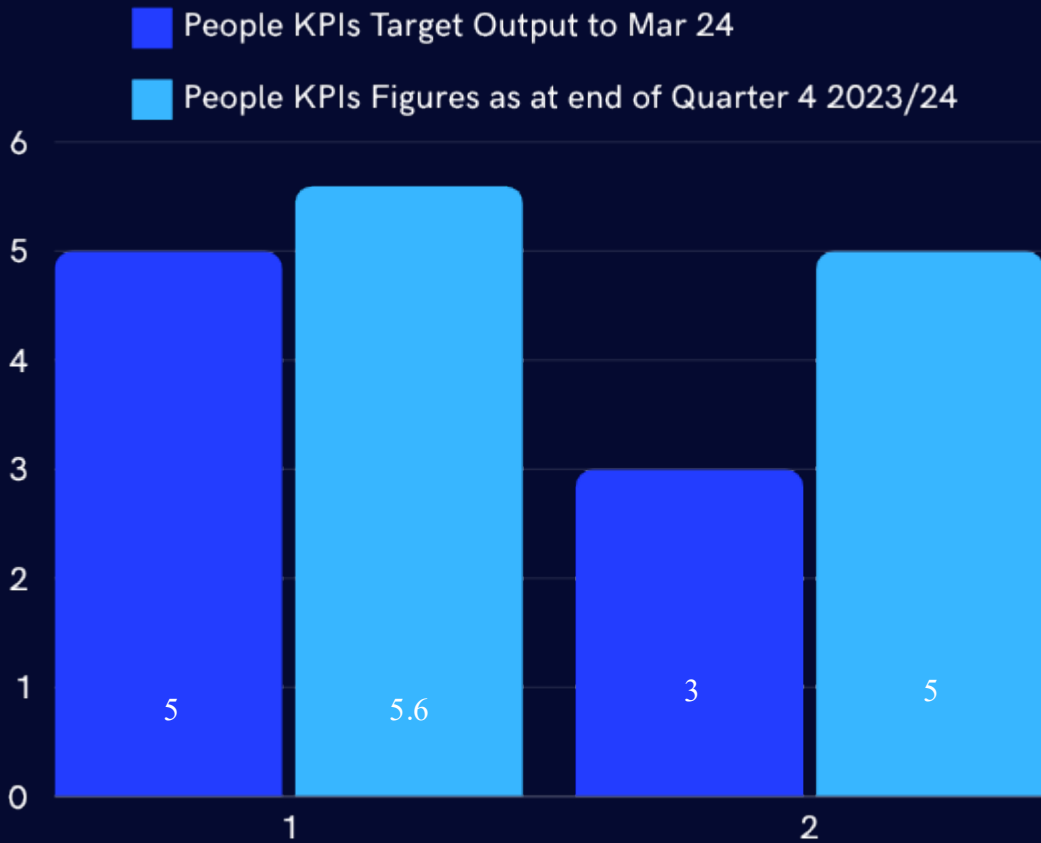


# People KPIs



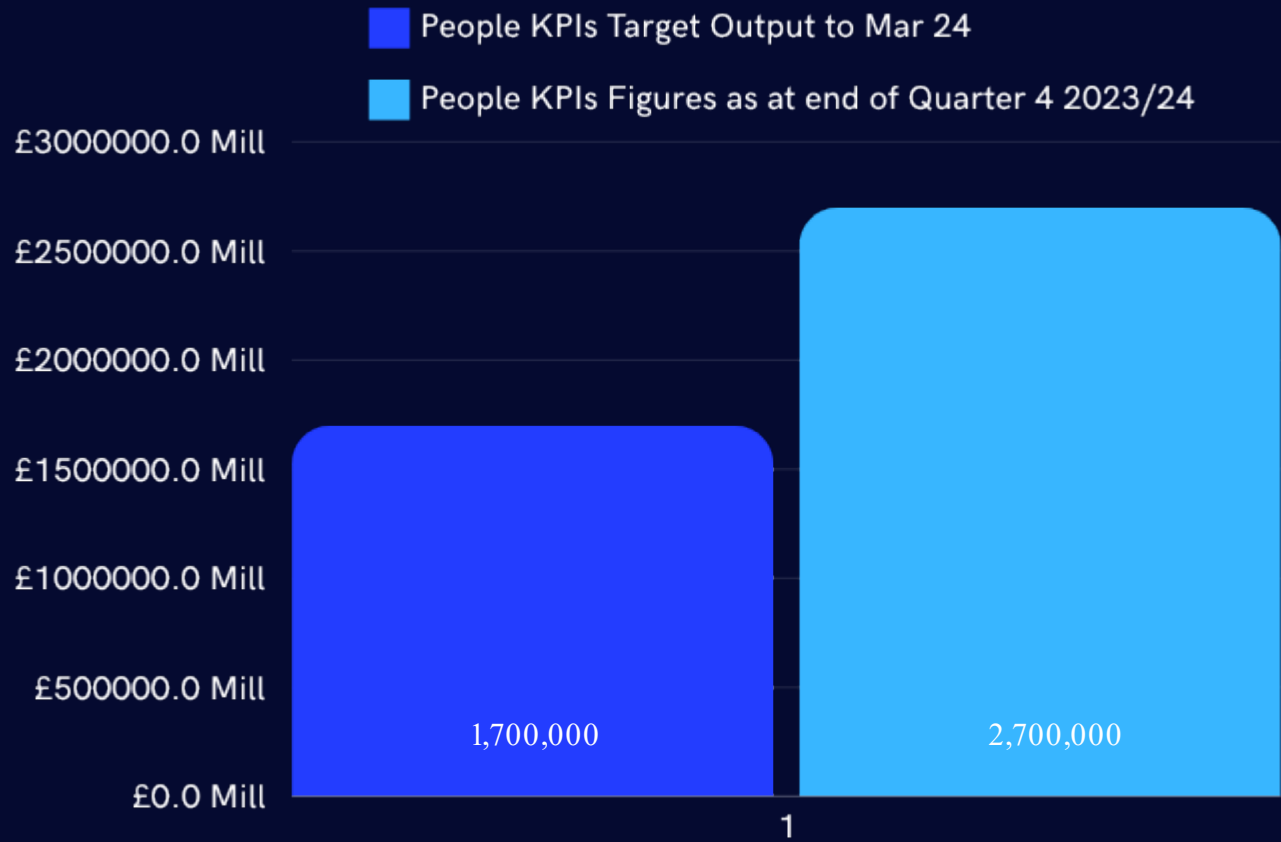
Key:

- 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



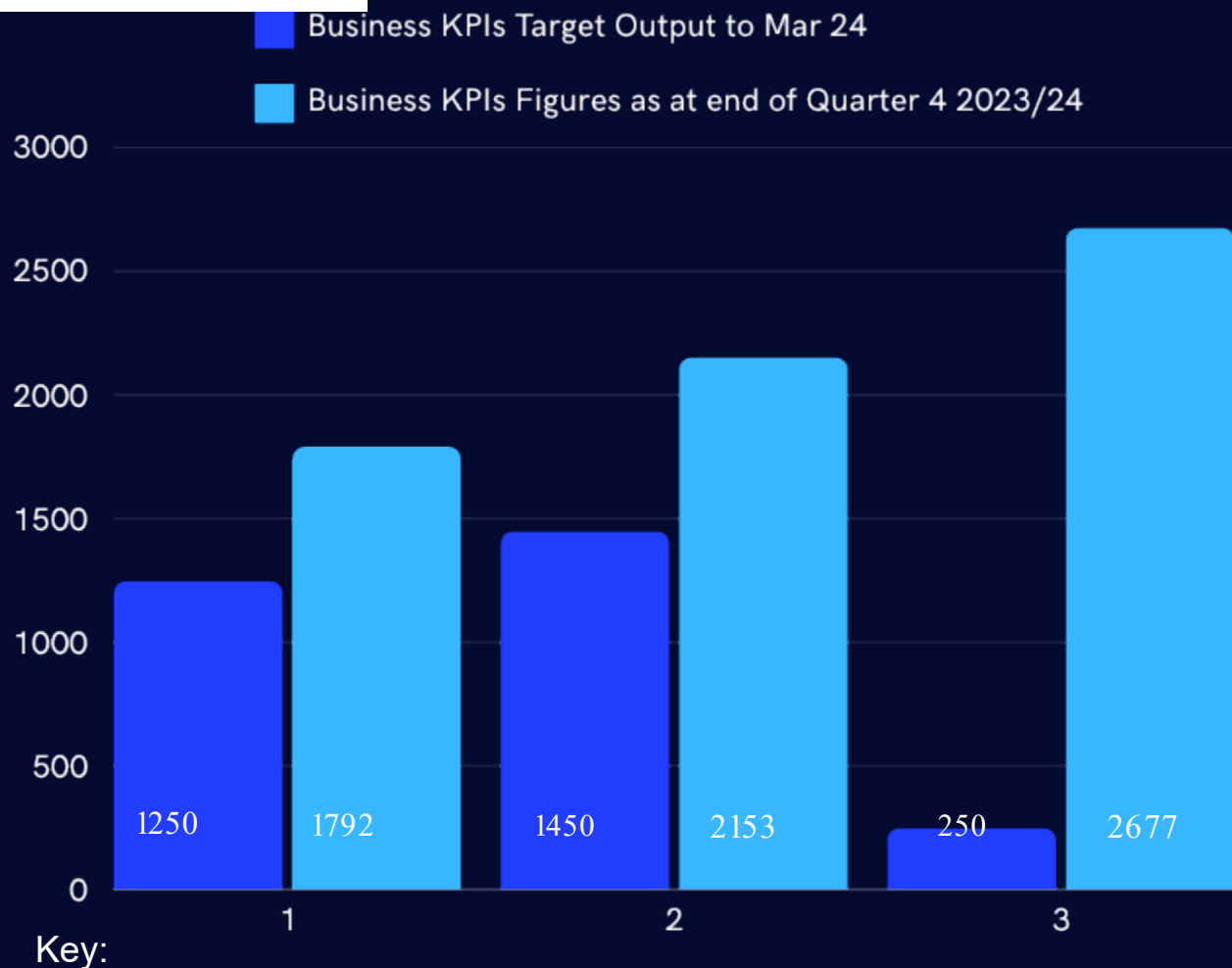
Key:

- 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



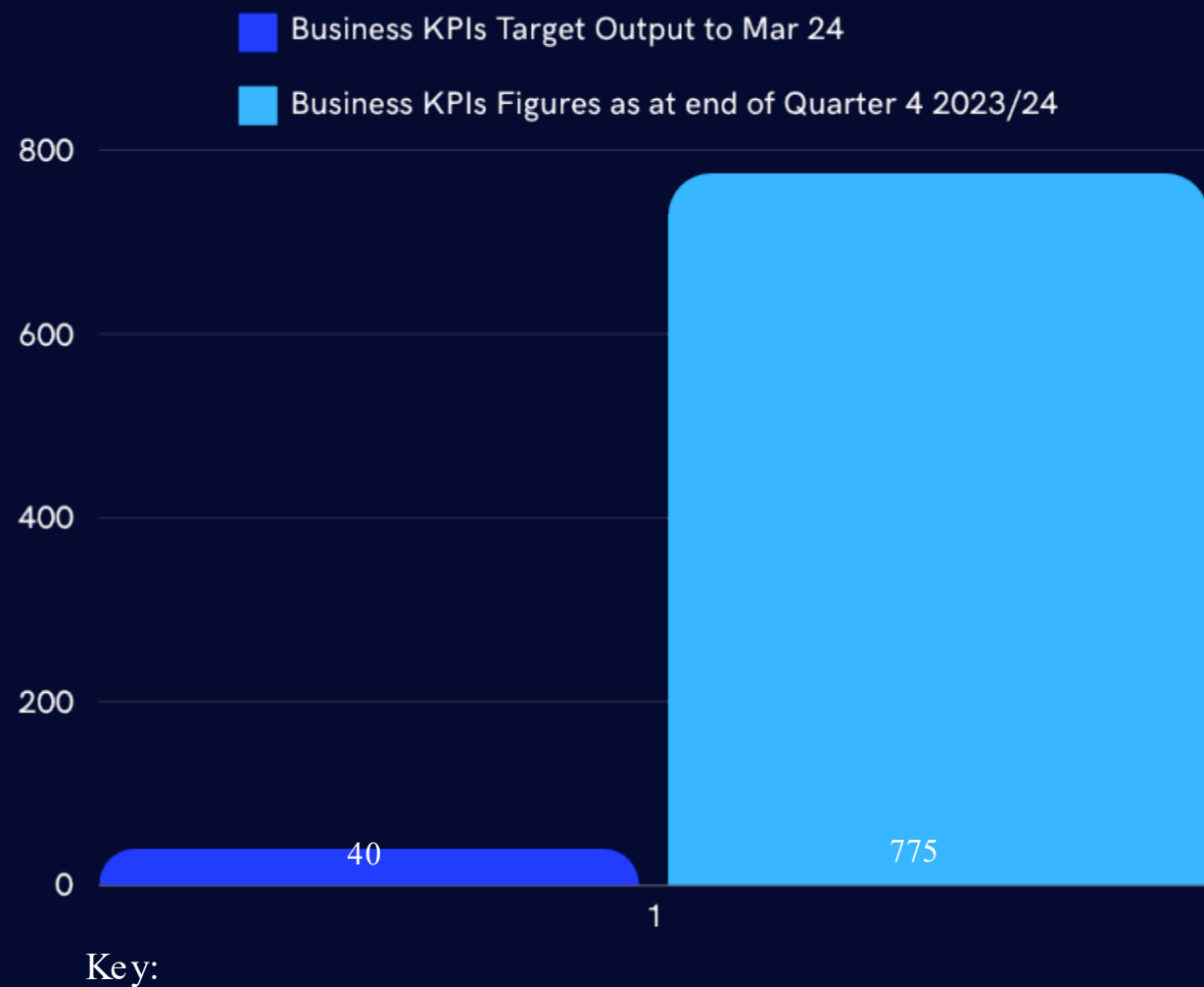
Key:

- 1. Value of retained Apprenticeship Levy in Oxfordshire in £Millions. Original target £1.3million

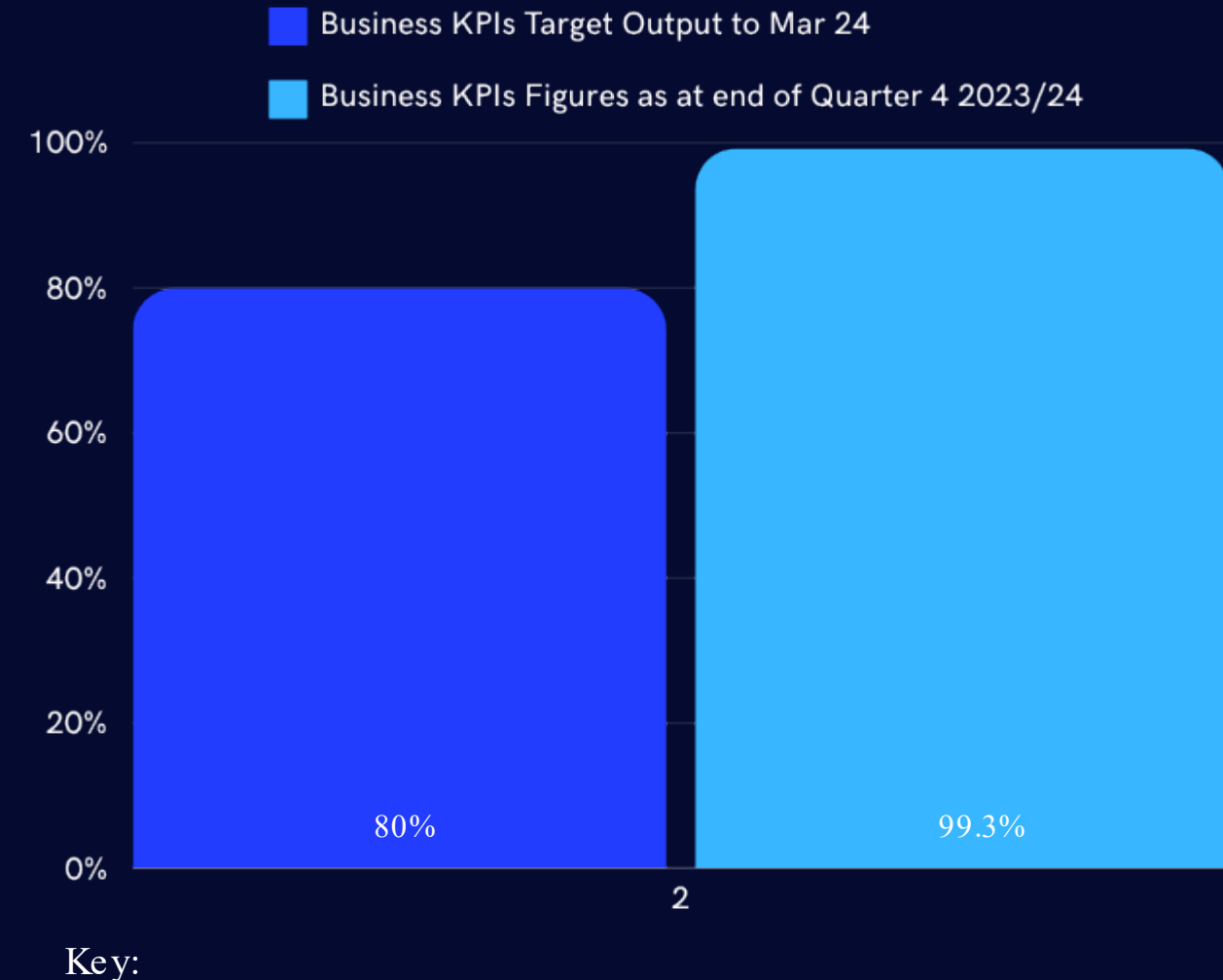


1. Number of businesses supported through light and medium touch engagement and/or triaged via the business support tool\*
2. Hours of support provided to SME's
3. Number of referrals to other programmes, including ERDF and Skills

## Business KPIs

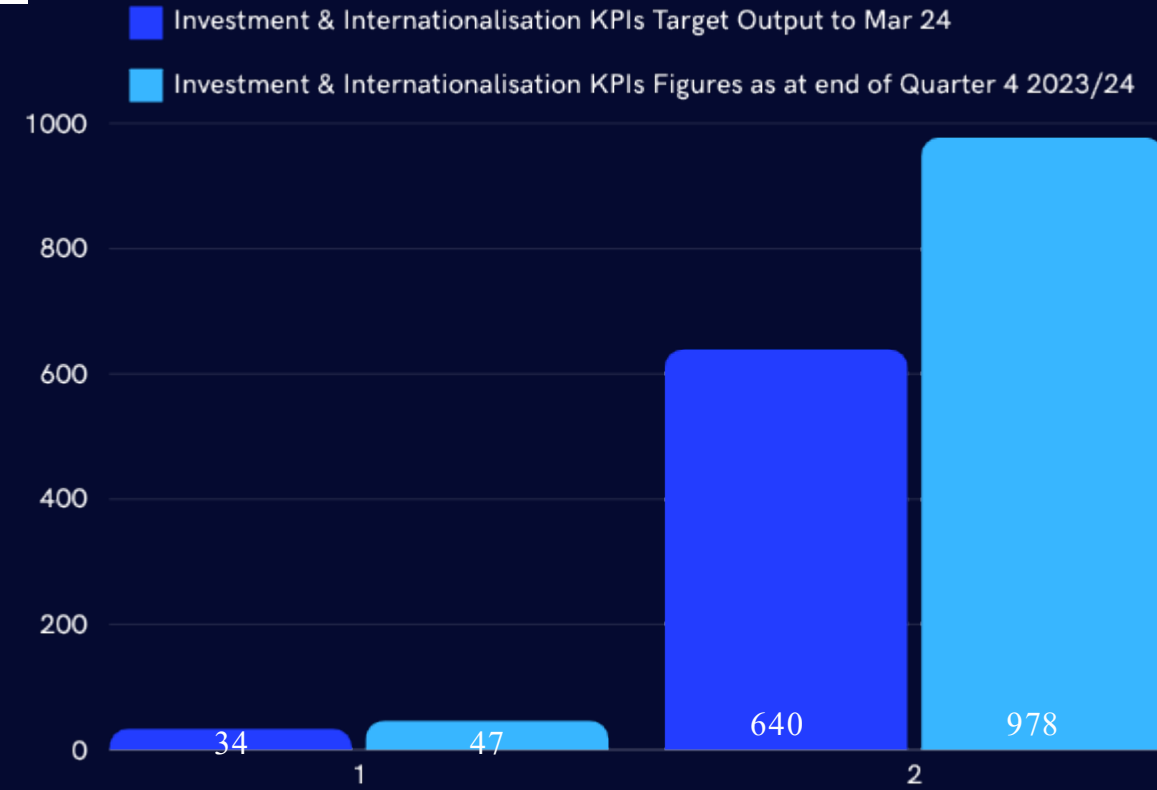


1. Number of jobs created (direct and supported) and safeguarded
- \*Target to March 2025 is 2500



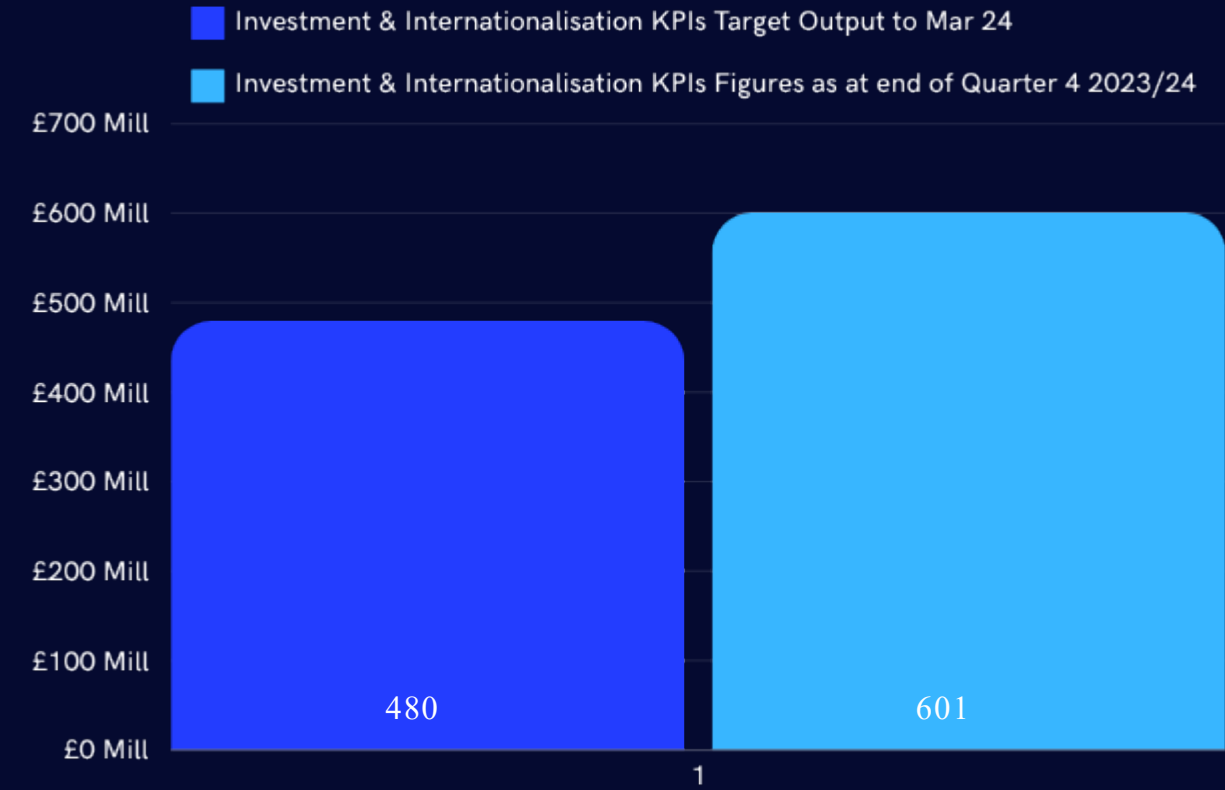
1. % of businesses satisfied with event attended or the quality of the support received

# Investment and Internationalisation KPIs



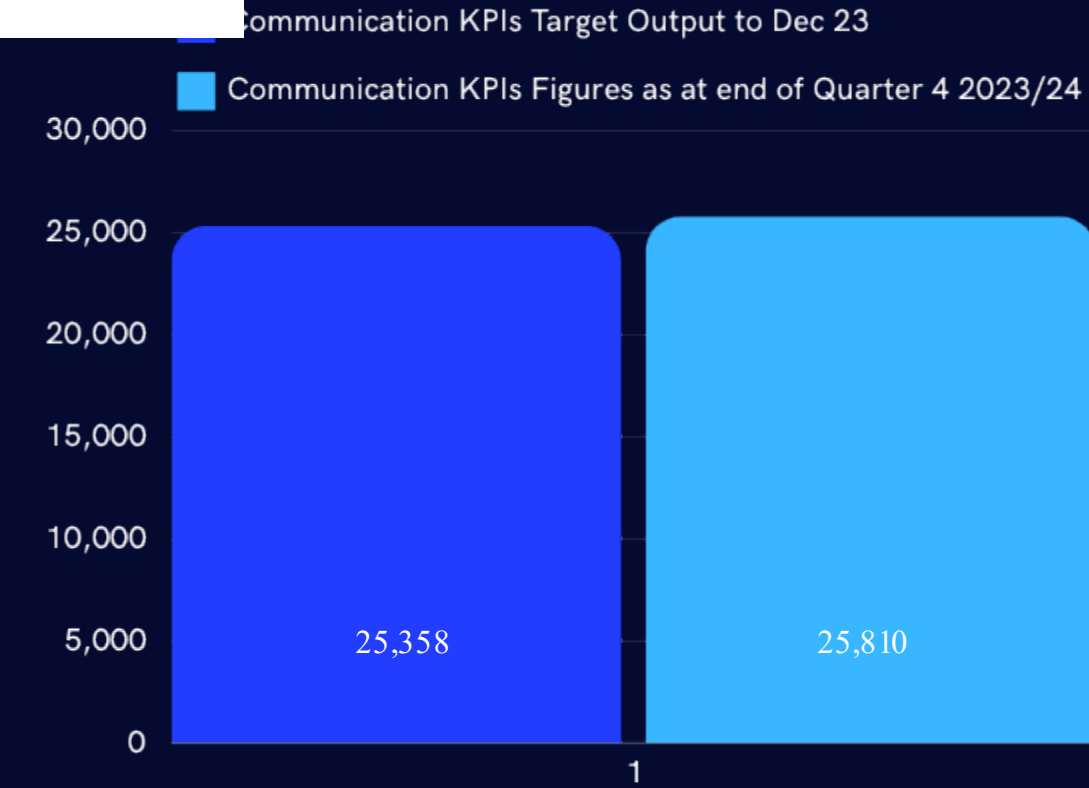
Key:

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



Key:

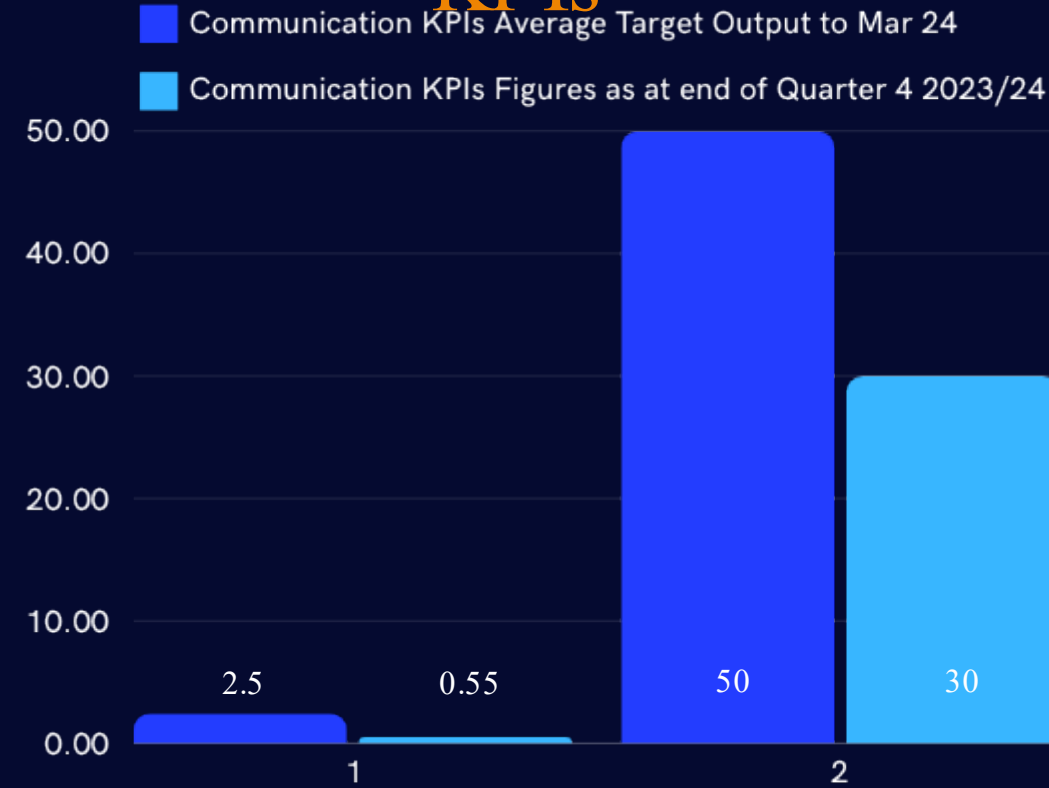
1. Value of FDI projects (investment into Oxfordshire in £'s)



Key:

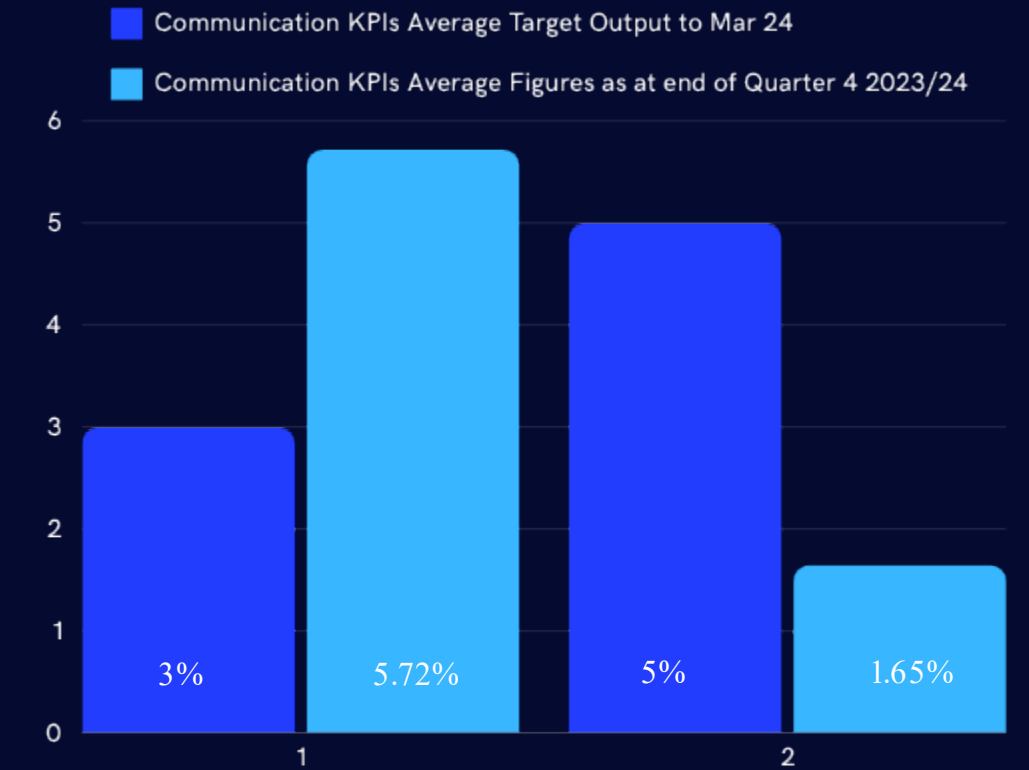
1. Increase number of collective followers, across all OxLEP social media channels, by 2% quarter on quarter, reaching 27,500 by March 2025

## Communication KPIs



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



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