

Bristol City Council, Colin Molton – 23rd January, 2018

- Priority within Bristol boundary to drive growth rather than linking to neighbouring areas (e.g. Cardiff)
- Sees a big opportunity to use BCC property assets -> they still own a lot of city assets (48% of city) – big push to understand this through development of an asset management plan
- Thinks historically BCC have connected very poorly with private sector in the city
- Thinks public sector agencies need to work more effectively together in the city
- KPMG have told him there are some big investors looking for projects in the city – but need to define ask/offer
- Feels connectivity in the city is a big area to tackle – particularly linking up key nodes of growth/quality places
- Mentioned he really like Space Syntax (we've lined them as a sub for BTM bid)
- He wants to define an 'offer' to present to organisation to invest in Bristol and define an 'ask' of what the city wants of them
- City will continue to invest in the built environment for creating conditions for growth – mainly housing, transport, infrastructure
- He sees the importance of WECA however, Marvin Rees is more focused on the City (as one would expect!)
- Continued focus on city co-design and multiple stakeholder approach to delivery
- Important for the city to be resilient if one of the big companies leaves e.g. airbus, rolls Royce
- Highlighted the role of middle sized companies 250-500 employees
- Likes the concept that the Economic Strategy would be a 'a call to arms' to motivate and guide the city down a path to productivity and growth
- Tackling inefficiency (in addition to additionality) offer two complimentary routes to improved productivity
- Currently working on the regional strategy with WECA

Ian Townsend (Bristol Green Partnership CEO) – 6th February, 2018

- Ian leads the <http://bristolgreencapital.org/>
- He raised the inclusive growth strategy should raise the profile of green growth/environmental sustainability
- He suggested two types of support
- 1) Support businesses that act ethically/sustainably as an organisation
- 2) Support businesses that produce ethical/sustainable products
- Link to government's clean growth strategy
- Green industries provide vocational/blue collar as well as white collar opportunities
- Bristol has a target to be carbon neutral by 2050
- Bristol City leads on low carbon agenda in core cities.
- Sustainable development goal -> designed for national but could be brought down to the city level.
- Suggested indicator - Carbon intensity -> carbon output per GDP
- Manheim -> global city
- Malmo -> implementing SDGs
- American cities -> NY, Baltimore
- Meta framework for SDGs

Triodos Bank Launch – 6th February, 2018

- ‘Triple win’ sustainable bond investment and crowd funding options encouraging local investment in projects that are ethical/socioenvironmental sound – case study
- 1) Charity supporting troubled teens builds solar panels
- 2) Investment secured by local crowd funding
- 3) sustainable income generated supports charity
- Spoke to Good Food Company CEO -> has grown to 105 people, based in Bristol, no apprenticeships but people advance through in-house training schemes through to management

Bristol & Bath Regional Capital CIC (Ed Rowberry) plus Charlotte Alldritt – 7th February, 2018

- ER is the CEO of - <http://www.bab-rc.uk/>
- CA is the Deputy Director of a Lord Sainsbury funded think tank and a policy expert on inclusive growth – Centre for Progressive Policy – website pending
- ER seeks to invest in ethical companies so they are attracted to invest, relocate and set up shop in the WoE
- ER largely opportunistic to date but wants to be more proactive -> this would be helped in the Council/City Office had a clear approach to ethical investment in the city to set a framework
- ER working with the mayor on a City Fund that provide in-kind services and actual financial support
- CA is charged with providing ‘free’ support on inclusive growth. Currently focusing on West Midlands and West of England combined authorities. Likely to be a 6-12-month programme of support. Has analysts at disposal.
- ALL - Discussion about difficulties in measuring success of inclusive growth strategies -> going beyond GVA/GDP - room for both qualitative and quantitative metrics/measures.
- ALL - Discussion on both getting the scheme appraisal right to reflect internalised and externalised social benefits and the importance of post-delivery appraisal/reflection.
- CA – current focus on analysing skills mismatch in areas including WoE
- CA – importance of microfinance and basic business administration support for local small companies
- ALL – discussion about importance of gazelle companies in WoE context
- ALL – discussion regarding some form of promoted ethical accreditation in Bristol -> ER mentioned the B-Corp model - [https://en.wikipedia.org/wiki/B_Corporation_\(certification\)](https://en.wikipedia.org/wiki/B_Corporation_(certification))
- ALL – discussion re: importance on getting business to recognise value of behaving ethically rather than being compelled too – altruism is not always required and the bottom line can be bolstered.
- ER flagged that “the House” was popular in Bristol - <http://www.thehouse.co.uk/>
- ALL – flagged the need for an improved social appraisal and post intervention evaluation approach - > challenge who pays?
- CA – in terms of metrics perhaps people focused questioned are the best approach e.g. How safe do you feel? Does your local area provide you with opportunities? Are things getting better in the local community?

Ines Lage (TUC), Nigel Costley (TUC), Fred Jerrome (UNISON) – 8th February, 2018

TUC has 0.5m members and 200k
Relies on workplace volunteers

TUC has four key asks for Bristol linked to providing better jobs.

- 1) **Tackle low pay** and create a living wage city accredited by the Living Wage Foundation.
- 2) **Broaden skills** – tailor skills and learning to the local demographic -> move away from niche only sectors that provide fewer opportunities -> need to focus more on putting pressure on employers as they haven't met the challenge -> challenged the Bristol Learning Partnership Board is populated by all providers and no representation from learners -> only 30% of kids in Southville (a reasonably affluent ward in Bristol) attain degree level qualification - > argues that graduate retention in Bristol is poor after the first few years.
- 3) **Tackle worker exploitation** -> support enforcement of modern slavery act, particularly in the vulnerable sectors supporting police, GLLA, HSE -> encourage the mayor and council to apply what levers it has to deliver change -> funding a resource very limited -> target for top 100 Bristol companies to sign Living Wage charter -> BCC are ready to sign the ethical carer charter.
- 4) **Mental Health at Work** – work related health biggest issue flagged by members (thriving at work report) -> promote mental health first aid course, mental health champions -> poor work practices and bad policies -> target early interventions and support -> New York thrive model -> Neurodiversity – more complex than just stress in the workplace.

More care companies handing back care services to the Council in response to budgetary pressures.

Evidence that apprenticeships are being exploited -> not getting paid the minimum wage or apprenticeship minimum wage – Employer, Government, Employee (three legged support required).

Take up and management of apprenticeship levy needs to be improved

Target driven apprenticeships are not fit for purpose and drives poor behaviours of those using apprenticeships -> needs to be more structured and informed by need.

See gender split amongst apprentice roles with women being paid less.

Need to address both skills and physical access to jobs e.g. north/south link in Bristol.

Need employment hubs in the south of the city

Greater understanding -> more sectoral focus on opportunities

Informal work training ok but need checks and balances to make sure that it is being delivered inclusively.

Checks and balances -> informal and formal -> need to make workplace more accessible to trade unions.

Lots of environmental jobs are at the hard end – e.g. waste sorting and collection. Male dominated -. Need to recognise and address the non-affluent and academic side of the green agenda.

Andrew Sissons (Deputy Director, Chief Economist), Environment Agency, 12th February

EA have traditionally been anti-growth but relatively recent movement to consider, “yes, if...”.

Follow the partnership funding model that provides funding for flood mitigation schemes on main water courses and coastal regions.

Flood funding targeted at existing dwellings and homes are valued greater than businesses and infrastructure.

Current research focusing on net gain in natural capital to assess impact.

Impact of flooding:

- 30% households
- 30% business
- 30% infrastructure
- 10% people

Land value uplift of flood risk reduction not factored strongly in EA assessment work.

West of England Nature Partnership key local body.

EA keen to improve the link between health wellbeing and watercourses.

Water companies have a big role to play.

Bristol Avon Catchment Partnership has a role to play.

EA keen on promoting awareness of flood risk which is very poor amongst the public.

Coastal areas have a strong correlation between deprivation and flood risk – Avonmouth in Bristol.

Flexible office space required in Bristol to allow smaller companies to grow – does not have to be grade A quality.

Growth around transport hubs.

He would be happy to support EA signing a pledge.

James Durie and Matt Griffiths Business West, 15th February, 2018

BCC must identify projects that facilitate transport, skills and infrastructure supportive of growth.

Movement and public transport access to job markets is key.

Need to look at the functional economic boundary beyond individual LA boundaries.

Need to identify the Bristol need and petition and convince WECA/Government for funding.

Need to lift aspirations.

Why is the north fringe popular for business growth and south Bristol not? – Probably the marked difference in connectivity.

Bristol needs a robust mass transit system.

Bristol needs a transport plan – it doesn't have one.

Permitted Development Rights (PDR) are squeezing the employment space market in Bristol.

Compounded by the pressure for affordable homes – land use needs to be re-balanced.

Limited amount of lower grade, flexible office space in Bristol.

Convert BCC property assets into property space.

Good examples in South Bristol of success:

- Green Business Park
- Bottle Yard
- Ashton Gate

South Bristol needs to be properly promoted in an articulated and focused way -> opportunity to create a cluster based around the international gateway of Bristol airport and growth plans.

Need to counterbalance investment in the centre and north of Bristol or the south will suffer even more.

Industrial estates need revitalising -> some BCC owned.

Key issues

- High house prices
- Limited employment land

Local procurement needs to be addressed – buy local

Why is the educational performance so bad in Bristol?

WoE performing far worse in education than in skills
 Need to focus on pre-16 skills and aspirational support
 Two important factors on delivering social mobility within cities

- Diversity and diversity mixing
- Connectivity

 Need a more granular data assessment and analysis process
 Growing school population offers and opportunity.
 Engage with private and public schools
 Why not have a lottery system for schools?
 John Milne – Clifton Prep School
 Academic Trusts have the power for change
 Business West can help drive through change
 The Park, Knowle West -> David Freed
 Different model required to deliver skills, including life skills
 Mayor -> an opportunity to provide concise and focussed leadership
 Bristol should aim to have higher educational attainment than England average.
 “West @ Work” – initiative led by John Savage -> provide transport to workers, mini bus to work.
 Increase BME membership of the business community.
 Promote the Living Wage
 Human slavery, worst performing areas – Tech supply chain, informal economy
 Business West supports the Anti Slave Partnership -> Modern Slavery Act.
 TISC - <https://tiscreport.org/>
 Need to target employment agencies and sectors.

Jane Taylor, Darren Perkins, Elke Hein – BCC Adult Learning team, 16th February

Need to define clear pathways for learners’ different people.
 Need to support those around the learner in addition to the learner themselves
 There is a very crowded market for the provision of skills learning and support in Bristol.
 Lots of initiatives start up and die and then are reinvented.
 Need long term planning and sustainability of delivery providers to provide continuity and reliable support/
 Need to take a bottom up and a top down approach to the issue on all levels.
 No coherent approach to post-16 training.
 Need a system change with system leadership -> charter for providers to sign up to which encourages partnership working and transparency -> avoid silos, sharing of good practice.
 Partnership approach is key – ensure everyone is pointed in the same direction.
 North Somerset have a good model of partnership -> Team North Somerset board with CEO reps for the Council, College, strategic partnership. -> mechanism for pooling resources and endeavours.
 Need to pull together the worlds economics and skills -> sector based focus.
 Importance of lifelong learning.
 Need to promote and facilitate appropriate apprenticeships and define employment path.
 Apprentices need support around them -> a family unit approach to support needed - > apprentice can have a negative impact on family e.g. loss of total benefit income.
 Careers advice is very patchy -> needs to be improved.
 “onsite” brokerage between apprentice and employer is a good idea.
 A rebalance of provision between the apprentice scheme and market is required.
 Funding allocations does not appear to be evidence based.
 Need to listen and engage with the community.

Pre-16 very important is setting up individuals -pre-16 action plan?
Sub-regional growth funds need to be assessed and delivered to deliver inclusive growth outcomes -> skills in addition to roads and buildings.
Poor record of referrals between agencies -> driven by silo reporting of indicators.
Care sector – struggle to recruit, poor visibility regarding diversity of career pathways and roles, poor pay -> plus side = a lot of diverse roles and flexible hours.
A large proportion of people in Bristol don't have English as a first language.
Some people are not literate in their first language.

Sarah O'Driscoll, BCC planning policy manager, 21st February, 2018

WoE Joint Spatial Plan -> programmed to get adopted in December 2018.
Local plan -> programmed to be adopted in December 2019.
Evidence led housing allocation -> SHLA
Not next increase in employment allocations.
Employment land needs to work harder -> quality over quantum -> intensification and efficiency of use.
SPD Urban Living being produced ->this will address need for intensification of housing -> mid rise/high rise.
Gentrification an issue but the word is only used once in the local plan – in the foreword.
If you push the light industry and dirty industry out of East and South Bristol where does it go?
Industrial estate review is underway – need to get more out of estates as functional employment spaces.
Stretch targets for affordable housing and housing in the city to meet mayor's aspiration.
St. Phillips Marsh has more economic activity than is attributed -> key challenge here is the emotive nature of the fruit, flower and veg centre.
Role of local plan to create employment land that is flexible and responds to the flexibility demanded by the market.
There is plenty of low grade B2 in Bristol.
The role of Bristol Airport in the south is becoming increasingly prominent -> both as a transport hub and a centre of employment.
Potential for linked supply chain and cluster industries in south Bristol taking advantage of the profile and accessibility of the airport.
Avonmouth is a low priority for regen -> it has poor transport links -> even with flood defence schemes flood risk is still an issue restricting uses.
East Bristol and Redcliffe -> relatively good access but a lot of deprivation -> area functions as a transition point for foreign immigrants and unemployed/low paid workers who move to Bristol -> they tend to get settled, get jobs and move out to other areas and are replaced by a new influx.
Need to ask the community what they want -> can't apply middle class values on what they need and desire.
Neighbourhood planning has a role if executed inclusively.
Multiple ownership of land an issue for releasing plots – a review required?

Victoria Bleazard; James Snelgrove, City Office, 20th February, 2018

City plan is aiming for a 2050 horizon -> could we change inclusive growth strategy to match?
Governance structure needs to dovetail with City Plan governance.
City plan has done some work with stakeholder on a project timeline.
19th March -> event to discuss inclusive growth and housing

City office aware of local initiatives being led by employers to address mental health at work.
Useful to keep the conversation going between two pieces of work with some iterative discussions.

Michael Dow, Bristol Economic Policy Officer, 8th, 2018

Tourism in Bristol seeing a year on year growth.
Fall in £ has opened an opportunity.
Also, electrification of rail line and increased frequency Bristol->London has generated an opportunity to capture more international visitors.
Need a joined u, targeted tourism strategy.
Permitted development rights for resi has had an impact on B2 availability.
Filwood Green Park, south Bristol a real success story – shows demand for employment space in the south.
Data a real strength of the city -> owned by different stakeholders -> pool asset and support UWE/UoB to leverage more research funding -> BCC use its soft convening powers.

Sado Jirde, BSWN, 8th March 2018

Developing an enterprise hub specifically to support BAME enterprises in Bristol.
Feeling that due to issues such as institutional racism that these groups have a significant potential and headroom to deliver additional productivity.
Hub needs to be located in the heart of the community and have multi-function's and multi-benefits.
Continuing support is required to address the specific challenges faced by BAME groups in Bristol.

Lee Probert, Bristol City College, Principal and CEO, 13th March 2018

Bristol school attendance is 150th out of 152 in England based on recent research.
Need to be careful about continually labelling areas of the city as underperforming because that leads to a self-fulfilling prophecy.
Need to look at success longitudinally and beyond academic attainment to the conversion of that attainment to a good job.
Lifelong learning is important – should people be labelled as a failure if they don't obtain a GCSE until they are 30?
Need to align this work to the One City Plan work.
Headline indicator – the city pledges that every resident should have the opportunity of a good job.
Lots of fragmentation in the city in terms of providing skills and education – needs to be strategically guided but provide room for local innovation.
Careers advice particularly patchy and sometimes not aligned to the needs of the market.
How about an employability skills passport and gain commitments from industry to provide an interview for those that have a certain level of skills passport criteria?
Need to treat education as a system -> treat the family unit not just educate the individual.
City needs to create a distinct 'ask' and a distinct 'offer'.
Any pledge must have really meaning and detail – not too amorphous or woolly.
Three key elements to the strategy:
1- Clearly articulates a city goal/vision
2- Co-ordinated careers education advice (adult and children)

3- Look and learn lessons from the wider regional and national context -> target and leverage funding

Better coordination of apprenticeships.

Collectively the public sector in Bristol has a lot of cash and many assets -> needs to be audited and co-ordinated to achieve maximum value -> think outside the box.

The funding allocation system at sub-regional level can be improved to focus more on the local context rather than macro metrics such as GVA e.g. given school attendance is worst in the country transport schemes should focus on getting kids to school – free travel?