

### Our Pledge

50,000 more jobs

50% rise in GVA

In 10 years

Source: SSLEP Strategic Economic Plan (Refresh) 2017

#### Growth Since 2011

On target to create 87,000 jobs by 2021, against our target of 50,000...

Behind schedule for £10bn GVA increase by 2021 - currently projected to increase by £4.5bn...

- Our original SEP detailed our ambitions to sustainably drive rapid growth in Stoke-on-Trent and the development of the peri-urban areas along the County's key transport corridors.
- In our original SEP, we set out ambitious targets to "grow the economy by 50% and generate 50,000 new jobs in the next 10 years". Our performance to date suggests that we are well above our employment growth ambitions, but behind on our economic growth aspirations.
- The Stoke-on-Trent and Staffordshire economy has experienced economic growth of 6% over the last five years, with strong performance between 2013 and 2014. This economic growth is complemented by strong employment growth, with our area having a higher rate of growth than nationally

### HEADLINE: Forecasts outputs for jobs and homes are slightly lower than targets. Review of early indicators in progress to ensure the forecasts are remain achievable

- GVA per hour worked was around £26.40 in Stoke-on-Trent & Staffordshire in 2016, compared to regional and national averages of £28.30 and £33.10 respectively. Stoke-on-Trent and Staffordshire took longer to recover than many other areas but has seen strong growth in the last couple of years. Since 2014, GVA per hour worked has increased by 5% in Stoke-on-Trent & Staffordshire compared to 4% in both the region and nation overall
- CDGD LGF currently forecasting that both jobs and housing targets for March 2021 will be missed, 4958 forecast jobs against a target of 5000, and 908 houses forecast against a target of 1000. With the withdrawal of the Friarsgate development agreement, the LEP has £2.9m Local Growth Fund uninvested. A Growth Deal Open Call was issued in September 2018 for organisations across the SSLEP area to submit either business cases or expressions of interest for current and future funding opportunities able to drive economic growth. This is currently being reviewed to identify suitable schemes that can deliver the required outputs. £2.9m is immediately available for projects that are fully worked up and able to submit a robust business case for consideration. Proposals need to deliver jobs and / or housing units. 33 submissions were received by the closing date (19th October), totalling £87.3m. All bids will be assessed and recommendations taken to the December Executive board
- £1.6m recycled back into GPF to date and £1m currently available for allocation. Two new proposals are currently being progressed.
- Key ESIF business support, innovation and low carbon output targets have a sufficient level of activity to meet the mid-programme performance framework targets

Definitions overleaf

INITIATIVE / PROJECT BRAG						
OVERALL	FINANCIALS	SCOPE	TIME	OUTPUTS	FUTURE	
IN FLIGHT PROJECTS						

LGF	AG	AG	AG	A	A	AG
City Deal	AG	G	G	A	A	AG
ESIF	AG	A	A	A	A	AG
GPF	AG	AG	AG	AG	AG	AG

SSLEP CUMULATIVE ACHIEVEMENT TO DATE KPI's - Q2 2018/19															
Jobs		Housing		Businesses		Apprenticeships		Private Sector Leverage	Costs			GVA per hr worked (2016)	Employment land created (Ha)	Employment space created sqm	Low Carbon savings achieved
Actual Jobs created	Forecast Jobs (total)	New Housing created	Forecast Housing (total)	Actual New Businesses created	Forecast New Businesses	Apprenticeships - actual	Apprenticeships - target		Actual Cost per Job (to date)	YTD Cost (by Qtr)	Total Cost (to date)				
372	10,731	64	4,850	-	-	824	1,263	£7,488,337	£96,452	£6,071,000	£71,582,000	-	90	45,300	-
710	2000	-	-	-	-	0	3900	£0	£7,404	£328,000	£5,257,000	-	-	-	0
108	188	-	-	2827	4910	-	-	-	-	-	-	-	-	-	5096
300	2187	130	218	tbc	tbc	-	-	£19,109,167	£17,867	Q1 tbc	£5,360,000	-	24	51,022	-
<b>1,490</b>	<b>15,106</b>	<b>194</b>	<b>5,068</b>	<b>2,827</b>	<b>4,910</b>	<b>824</b>	<b>5,163</b>	<b>£26,597,504</b>	<b>£25,081</b>	<b>£6,399,000</b>	<b>£82,199,000</b>	<b>£26.40</b>	<b>114</b>	<b>96,322</b>	<b>5,096</b>

### ECONOMIC OUTLOOK

#### Change in total GVA (Indexed: 2011 = 100)

#### GVA per filled job

#### GVA per head

#### GVA per hour worked

Total GVA within Stoke-on-Trent & Staffordshire currently stands at £21.8 billion. The economic downturn affected Stoke-on-Trent & Staffordshire for longer than many other parts of the country. However, the area has experienced a real upturn in the last couple of years, with total GVA increasing by 9% between 2014 and 2016 compared to a 7% increase in both regional and nation overall

### INFRASTRUCTURE & HOUSING

#### Housing Units

#### Employment land created (Ha.) from 2014

#### Transport (Kms)

#### Low Carbon savings achieved (tonnes of carbon per year)

CDGD LGF housing forecast below target, 828 houses by end 20/21 (target 1000 houses); following removal of Friarsgate forecast outputs. Total forecast housing units = 4850. Currently 64 houses have been completed. Permissions exceed this and are being analysed as a lead indicator.

### SKILLS & EDUCATION

#### % population achieving NVQ4 & above qualification

#### % population no qualifications

### BUSINESS & EMPLOYMENT

#### % population employed 2017 (economically active)

#### % Employment by occupation 2017

#### SSLEP % Employment by occupation

"% population employed 2017" and "% Employment by occupation 2017" data source: NOMIS Labour Market Profile June 2018 (annual report)  
The "SSLEP % Employment by occupation" is currently based on a sample size of 40% of current "actual jobs created"; accuracy will improve in future reports

**KPI Definitions:**

KPI	Definition
<b>Jobs</b>	The total number of newly created and safeguarded permanent full-time equivalent jobs as a direct result of the intervention at predetermined employment sites. Employment sites include occupied newly developed commercial premises, the premises of supported enterprises, and any FE space directly improved or constructed by the intervention. Created and safeguarded jobs exclude those created solely to deliver the intervention (e.g. construction). A job is deemed as permanent if it lasts at least a year
<b>Housing</b>	At the impact site, the number of completed housing units. Complete refers to physical completion of the individual unit, or, in the case of flats, on physical completion of the block. Housing unit refers to one discrete housing unit (e.g. house, flat, live/work), regardless of size
<b>Businesses</b>	The number of new start ups across the LEP area; this indicator is derived using BankSearch Data
<b>Apprenticeships</b>	Number of apprenticeship positions created as a direct result of the intervention
<b>Private Sector Leverage</b>	This is the total capital funding invested by the private sector to date on the project. It will exclude all LEP, Local Growth Fund and other public bodies investment.
<b>Costs</b>	This is the total funding invested in the project to date through the LEP's funding sources e.g. LGF, City Deal, ESIF, GPF Cost per job is the total cost to date divided by the total number of jobs currently created / safeguarded. For LGF only costs incurred by projects delivering jobs are included in the calculation
<b>GVA per hr worked</b>	The ratio of GVA output divided by the hours worked to create it. GVA per hour worked is the Office for National Statistics' preferred measure of productivity as unlike GVA per job filled, it is not affected by local labour market structures or working patterns, such as the mix of part-time and full-time workers, and job shares
<b>Employment land created</b>	At the impact site, the area of employment land made available as a result of completion of the planned intervention (Ha)
<b>Employment space created</b>	At the impact site, the area of employment space completed. Floor areas should be measured in accordance with the RICS Code of measuring practice (6th edition) 2007. A building should be classified as completed once it is on the non-domestic rating list (sqm). This includes buildings that have yet to be occupied and create jobs.
<b>Low Carbon savings achieved</b>	Measure of CO <sup>2</sup> saved through implementation of alternative or other lower carbon energy sources (tonnes of CO <sup>2</sup> per annum)