

COMMUNITY AND ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Date of Meeting	Tuesday, 12 th January 2016
Report Subject	Flintshire Business Week 2015 (FBW15)
Portfolio Holder	Cabinet Member for Economic Development
Report Author	Chief Officer, Community & Enterprise
Type of report	Operational

EXECUTIVE SUMMARY

Flintshire Business Week (FBW) is the most successful event of its kind in the region and acts as a major driver for a true partnership with private, public and third sector business in collaboration with academia.

FBW has become a recognised brand to promote local companies, sponsors and Flintshire Council to a far wider audience than would be possible through normal networking activities. FBW also highlights our commitment to working with the business community and partners across North Wales and North West England to promote cross border priorities including skills and infrastructure; develop trading opportunities and to be an excellent place to do business.

Our theme for this year was the Regional Agenda which focussed on supporting businesses in Flintshire and across the region to maximise opportunities to generate investment, employment and skills to develop a sustainable and growing economy.

RECOMMENDATIONS

1	For Committee to support and recognise the key activity and outcomes from Flintshire Business Week 2015 (FBW15).
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REPORT DETAILS

1.00	Flintshire Business Week 2015 (FBW15) Delivery and Outcomes
1.01	<p>Background</p> <p>Flintshire Business Week, now in its ninth year, has been developed to reflect a changed economic environment and to respond to the widened ambitions and improvements that all partners wished to see incorporated in this year's programme.</p> <p>Both financial and in kind sponsorship provides the finance to achieve the aims and objectives which are agreed through a series of evaluation and consultation events involving stakeholders throughout the whole process.</p> <p>The event provides the resource to promote the county and businesses as well as cementing partnerships with the North Wales Economic Ambition Board, Mersey Dee Alliance, education institutions and Members of the UK and Welsh Government.</p>
1.02	<p>Improving the FBW Offer</p> <p>To improve the FBW offer for 2015 the following ambitions were agreed with stakeholders:-</p> <ul style="list-style-type: none">» Positive promotion for Flintshire as an excellent place to do business and for potential investors» Partnership excellence to promote economic and regional priorities» Raise the profile of the manufacturing sector to young people regarding career, work experience and apprenticeship opportunities
1.03	<p>Performance Indicators</p> <p>The following performance measures were set:-</p> <ul style="list-style-type: none">» Achieve delegate attendance target of 2,625» Increase event awareness through increased use of social media» Production of a single website to promote FBW seminars; online Flintshire Year Book; Regional Business Exhibition; Flintshire Business Awards» Maintain 90% positive delegate evaluation feedback» Positive news stories
1.04	<p>Positive Promotion</p> <p>FBW 2015 was a dedicated Council event positively promoting the public, private and third sectors within the county and wider region. This was achieved through delivery of:-</p> <ul style="list-style-type: none">• FBW seminars – including the regional economy; manufacturing industries; academia; apprenticeships and workforce training;• Regional Business Exhibition – featuring 60 business stands from across the region to promote networking and trading opportunities;

	<ul style="list-style-type: none"> • Flintshire Business Awards – showcasing Flintshire business excellence and the best in class in ten award categories; • Development of Flintshire In Business website and Year Book 2015/16; • Flintshire Industry Awareness 2 day event – raising awareness of the manufacturing sector with school aged students
1.05	<p>Partnership Excellence</p> <p>The wider regional benefits were incorporated in this year’s programme to support the priorities of the Council, NW Economic Ambition Board (EAB), Mersey Dee Alliance (MDA) and incorporating academia at a higher level with industry to promote rapid commercialisation opportunities.</p> <p>The following regional key themes were identified and incorporated in to this year’s programme:</p> <ul style="list-style-type: none"> • Growing the Economy – local and global economics effecting local, national and international trading opportunities • Destination Management – restoring the region’s reputation as a location for inward investment • Advanced Manufacturing – using the opportunities represented by North Wales’ high value manufacturing sector and Deeside Enterprise Zone • Developing partnerships and supply chain opportunities • Social Enterprise – developing existing networks and showcasing support for new third sector enterprise
1.06	<p>Industry Awareness: Science Technology Engineering & Maths (STEM) Event</p> <p>The two day Industry Awareness Event was sponsored by Welsh Government to introduce 14-19 year olds to experience science; technology; engineering and maths (STEM) in action via the various automotive and technological displays and activities within the Rally Service Park at Toyota, Deeside. The event provided direct engagement with manufacturing and technological businesses as well as education establishments exhibiting interactive displays and factory tours. The total number of exhibitors and attendees reached 1,710 over the two days.</p>
1.07	<p>Key Performance Outcomes</p> <p>As a result of FBW15 we have:-</p> <ul style="list-style-type: none"> • Achieved 4,069 delegate attendance (2,359 FBW plus 1,710 STEM) against the corporate target of 2,625 • Increased event awareness through use of social media resulting in a £5k saving on media packages • Developed and delivered a highly-regarded quality inclusive programme, delivering a range of events of economic interest to individuals and organisations at a local, regional, national level • Produced a high quality Flintshire In Business Year Book that is being used to externally promote Flintshire and the region to local, national and international investors

	<ul style="list-style-type: none"> Delivered Flintshire Business Awards and Gala Evening, attended by 200 delegates, to showcase and celebrate business success across 10 award categories.
1.08	<p>Future Developments</p> <p>Feedback from stakeholders has been exceptional with interest already shown for the 10th anniversary of FBW in 2016.</p> <ul style="list-style-type: none"> Rt. Hon. Lord Barry Jones confirmed as FBW16 President Business Awards Headline Sponsor confirmed MDA and NWEAB priorities to be showcased Higher and Further education apprenticeships to be showcased FBW website has been a new development and is now a cost effective approach which can be updated for internal reuse Critical assessment from stakeholders has been undertaken to improve 2016 delivery such as:- <ul style="list-style-type: none"> FBW to be delivered late September 2016 Exhibition and seminars to be held in the same location; Streamline the programme over three half days; Include regional transformational projects; Introduce an evening seminar

2.00	RESOURCE IMPLICATIONS
2.01	Both financial and in kind sponsorship provided the resources to deliver FBW15. £55,600 sponsorship was achieved against £45,000 expenditure with seminars free for businesses to attend.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	<p>The Council works closely with and is informed by:</p> <ul style="list-style-type: none"> Senior Officers – Community & Housing President of Flintshire Business Week FBW Sponsors FBW Delegates

4.00	RISK MANAGEMENT
4.01	None arising directly from this report.

5.00	APPENDICES
5.01	None.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	<p>None.</p> <p>Contact Officer: Rachael Byrne, Business Development Manager Telephone: 01352 703318 E-mail: rachael.byrne@flintshire.gov.uk</p>

7.00	GLOSSARY OF TERMS
7.01	Deeside Enterprise Zone (DEZ) – the Welsh Government designated area for support to encourage business growth. The Enterprise Zones are currently designated for support until 2017 with Enhanced Capital Allowances for DEZ designated until 2020 at the Northern Gateway site.
7.02	Mersey Dee Alliance (MDA) – the partnership between the public sector in North East Wales and North West England to work together on common strategic interests to ensure a sustainable future for the area and facilitate a coherent approach to social, economic and environmental issues.
7.03	North Wales Economic Ambition Board (NWEAB) – the partnership to develop a strategic and co-ordinated approach to economic development across North Wales.
7.04	Performance Indicators - the targets or milestones used to evaluate the success of activities and delivery of Flintshire Business Week.
7.05	Science Technology Engineering and Maths (STEM) – the academic requirements needed to support skills development, job creation and career progression within the manufacturing sectors.