



Doncaster Council

Report

Date: 9th March 2020

UPDATE ON BUSINESS DONCASTER

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Councillor Bill Mordue	All	No

EXECUTIVE SUMMARY

1. This report provides information on the background to Business Doncaster and current areas of work. The report also provides an update on recent successes and current activities relating to a number of work streams around Inward Investment, Key Account Management, Employment and Enterprise, Tourism, Marketing and Promotion.

EXEMPT REPORT

2. The report is not exempt.

RECOMMENDATIONS

3. Members of the Regeneration and Housing Overview and Scrutiny Panel are asked to note and comment on the information provided.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

4. Business Doncaster makes a significant contribution to make Doncaster a better a place for residents to live, work and play. We work on projects aimed at new investment, jobs growth, supporting businesses, town centre initiatives, major events and improvements to attractions, We also contribute to the positive image of Doncaster in the media through our marketing and promotional initiatives

BACKGROUND

5. Business Doncaster, is the councils Economic Development team charged with bringing forward new inward investment, provide key account management support to large Doncaster companies and SME's that have investment and job creation projects, deliver employment and enterprise initiatives, grow our tourism offer and lead on marketing activities in order to promote Doncaster as a place to live, work, invest and play.

6. In terms of providing support to the business community, we work alongside partners such as the Sheffield City Region Growth Hub, Sheffield City Region Investment teams, Universities and Colleges. In Doncaster we are closely aligned to Doncaster Chamber of Commerce but have differentiating and complimentary roles, which are highlighted below:

Business Doncaster	Doncaster Chamber of Commerce
<ul style="list-style-type: none"> - Proactively seeking new investments and creation of jobs into Doncaster - Handling investment and property enquiries - Managing Impartial database of available commercial properties and running Doncaster property forum - Key Account Management to the larger Doncaster companies - Doncaster sector growth projects - Employment initiatives related to career progression, upskilling and getting residents into work - Co-producing high quality sectorial careers prospectuses with Employers - Contract management and delivery of 'Launchpad' start up programme - Marketing and promotion of Doncaster for attracting new investment and businesses using the 'Business Doncaster' brand - Marketing and promotion of Doncaster to residents and visitors using the 'Visit Doncaster' brand - Management of the Doncaster Tourist Information Centre - Organiser of Doncaster Business Showcase - Delivery of town centre initiatives 	<ul style="list-style-type: none"> - Business membership organisation (900+ patrons and members) offering a range of business support services to members including H&S, Tax, HR, Legal services - Lead on Doncaster export programmes - Recognised as the private sector 'voice of Business' in Doncaster - Organiser of 'one to many' business events and workshops - Deliver quarterly business insight survey - Business Lobby organisation to government - Organiser of Doncaster Business Awards and Doncaster Business Conference - Delivery of 'Launchpad' business start up contract - Lead on linkages between business and education through 'Opportunities Doncaster' programme

7. Over the last two years Business Doncaster have:
 - Helped deliver £284 million of new investment into Doncaster
 - Helped create 1597 new jobs including 551 paying over £23k per year
 - Facilitated over £2.7 million of new supply chain contracts for Doncaster businesses
 - Supported and assisted 130 potential entrepreneurs to be enterprise ready
 - Engaged 447 people, helped 64 people into work and 54 to progress in work through the Advance programme
 - Delivered 5 employer work academies and filled 87 vacancies through Advance
 - Engaged with 65 employers to create 4 sector career prospectuses

8. Business Doncaster is split into three functional areas:
 - a) Investment team
 - b) Employment and Enterprise team
 - c) Destination Marketing Team

INVESTMENT TEAM

9. The role of the Investment team is to attract new inward investment into Doncaster and support local investment projects in order to create new jobs for Doncaster residents, provide supply chain opportunities for Doncaster businesses and increase business rates revenue.

10. Work with the property sector to impartially promote available commercial units and ensure Doncaster has the right stock available.

11. Work to grow our key business sectors identified as Manufacturing/ Engineering, Rail, Creative, Digital and Cultural Industries, Retail, Leisure and the Visitor Economy in order to attract new companies, create new jobs and collaboration opportunities.

12. Support our large employers via a Key Account Management programme on everything from investment and funding, skills and supply chains to premises and local issues such as lorry parking.

13. Provide ad hoc business support as requested. In recent times, we were asked to support businesses affected by the flooding and directly supported over 80 businesses utilising five members of staff.

14. The structure of the Investment team is aligned to the delivery of:
 - a) Doncaster Growing Together aimed at delivering new inward investment, sector growth and bringing new better quality jobs for Doncaster residents

- b) A Key Account Management programme delivering council support to the larger Doncaster employers and high growth companies with investment projects
 - c) Ad hoc business support for companies not covered by Chamber of Commerce and SCR Growth Hub Provision
 - d) Delivery and management of the Doncaster Council business incentive scheme, which is used to attract companies to Doncaster and help with local investment projects.
15. The team delivers a number of corporate Key Performance Indicators relating to new recorded and assisted investment, new FTE jobs, New FTE jobs with a salary of £29k +, Supply Chain opportunities, new commercial accommodation, new business rates and new property related enquiries.

16. **Recent Successes**

- Over the last couple of years, Doncaster has seen record levels of new investment and seen a number of new commercial property schemes delivered.
- Working with St Modwen on the construction and delivery of a new 500k sq. ft. industrial scheme on Wheatley Hall Road. New tenants attracted include DB Cargo, Raytheon and Thornhill Engineering.
- Delivery of the new IPort Rail facility at Rossington.
- Support to Arena Leisure on the building on the Hilton Garden Court Hotel.
- Attracting Iqbal poultry to reopen and expand a new state of the art food-processing factory in Thorne.
- Attracting MH Star, an online wholesaler to a 123k sq. ft. unit in Armthorpe and help them expand further.
- Attracting ASOS to take a new 160K sq. ft. unit at Armthorpe.
- Working with Verdion to deliver new tenants to the IPort including Amazon, Lidl, Fellowes and Kingsbury Press.
- Delivering new funding and supporting Omega Kitchens with a major £18 million new investment in Thorne creating 142 new jobs.
- Successful delivery of a SME Growth Hub Enhancement programme working with Barnsley, Sheffield and Rotherham Council investment teams. The programme generated 292 new jobs, £1 million of new investment and supported 816 businesses.

- Hosting quarterly property forums attracting over 100 delegates to each event, the best attended in the region.
- Establishing a new manufacturing / engineering forum allowing related businesses to network and learn about latest industry trends.
- Delivering bi monthly familiarisation visits for potential investors and intermediaries looking at Doncaster.

17. **Current and future activity**

- The team has a more pro-active focus around new lead generation and targeting sector growth projects that will add value to the Doncaster economy.
- A new long-term project involving all the team aimed at targeting individual companies that do not have a regional presence and approaching these companies with a request for them to look towards investing in Doncaster. This requires a large amount of research work into the company, identification of key decision makers, gauging their long-term plans and providing them with a compelling reason to consider Doncaster.
- Working to grow our important individual business sectors through means of networking, promotion, collaboration and raising our profile on a national level.
- Business Doncaster has become the first Local Authority to join the newly formed Spanish Business Association. The Association now has over 50 members and includes a wide range of companies including some major infrastructure players. This relationship is one that we want to develop further as there are many potential benefits for Doncaster in terms of inward investment opportunities from a range of sectors including rail and business services.
- As founder members of the Northern Rail Industry Leaders, we continue to play an active part in developing this influential supply chain group. A White Paper was launched in Manchester last year and Transport for the North has endorsed this. Now that the government has announced its support for the Northern Powerhouse Rail project to the tune of £35bn (no money has been allocated yet) it is important that Doncaster remains in the mix so that we can take our fair share of this huge sum.
- We are working with most of the major rolling stock companies. Hitachi, Siemens, Bombardier and Talgo with regards to new investment in Doncaster.
- The new Siemens rail manufacturing plant in Goole factory has been given planning permission and Goole Council are working with us on supporting this investment. This will ensure employment opportunities

are available for Doncaster residents and Doncaster will benefit from supply chain opportunities including new inward investment.

- We are putting together a Business Case, working with local manufacturing companies on the development of a carbon-free innovation centre in Doncaster. This is being driven by the private sector and potential initial tenants are showing interest with areas of land being identified. This project could develop the idea of taking the SCR innovation corridor to the next level and we are already in discussions with the AMRC to gain their support for the venture.
- Working with the other three South Yorkshire local authorities we are working on a bid for funding to deliver a Business Productivity project aimed at grant funding SME companies looking to innovate and increase productivity.
- We are working with Sheffield and Barnsley local authorities on an ERDF bid to capture funding to deliver a 'low carbon' programme aimed at assisting business looking to reduce their energy consumption and carbon emissions.
- We are targeting local towns to investigate town centre retail and leisure expansion opportunities from independent businesses. Harrogate, York, Bradford, Lincoln and Newark are on our target list. We are specifically identifying Ladies wear and accessories as a priority (women bring men, Women and men bring children, families/groups spend more on retail, leisure, food and drink).
- Working with a number of transport related tourism ventures we are looking to establish a transport museum in Doncaster including linking with the Vulcan to the Sky Trust.

EMPLOYMENT AND ENTERPRISE

18. The People side of the Business Doncaster Team (Employment and Enterprise) covers a diverse range of activity all aimed at supporting people to achieve economic outcomes, aligned to DGT Doncaster working theme and the Inclusive Growth Strategy. It is also a key contributor to themes 2 and 3 of the Education 2030 strategy, Best Start, New Start and Access to Quality Employment.

These services include:

- The Employment Advancement Service (Advance) has been established to address 'DGT Working' challenges and delivery of the Inclusive Growth Strategy (better work and Jobs).

- Advance delivers support for Adults to progress and thrive in their chosen career, by providing bespoke careers, education, information, advice and guidance (CEIAG) to both individuals and employers who want to develop and support their workforce.
- It also delivers sector based work academies where an employer has multiple vacancies on offer.
- Advance is for adults of any age or employment status, but has a specific focus on working with people who are already in work or looking to progress or transform their career.
- Its delivered 1:1 and in groups, staff are GOALs UK accredited trainers and accredited in Counselling.
- We are producing Advance Career Prospectuses, which is quality sector careers information co-designed with Doncaster employers, to provide local insights and bring real vacancies and progression opportunities to our residents.
- We deliver of sectoral careers events linked to the prospectuses.
- We run Employment Academies at Doncaster's strategic development (IPort, Unity, Aero Centre) which is candidate and employer dedicated support to ensure local people have access to job opportunities at these key sites.
- Working with partners, we promote the vacancies available and engage with young people to provide information about the opportunities in the future.
- We ensure all businesses located and locating to the various employment sites in Doncaster are supported with all HR and Recruitment support including advertisement, local salary rates, access to funding, links to partners.
- Through our Launchpad programme, delivered alongside Doncaster Chamber we offer support for people looking to go into self-employment or business and businesses that have been trading for up to 3 years.
- We plan and manage a community programme of engagement and attraction of new start businesses.
- We have developed and deliver a programme of masterclasses and a bi-annual Boot Camp (Start up Saturday), utilising mentors and business experts.

- We are part of a SCR Redundancy task force, representing Doncaster and ensuring that all available support is offered to those facing redundancy.
- Collaboration at an SCR level with the employment Local Authority Officers group (this has produced collaboration on the ESF Advance bid submitted Oct 2019).
- We deliver economic development projects and areas we can innovate and trial activity such as the Pop up Business School a 2-week 'alternative' start up course, high energy and intensive, taking place for the second time in March 2020.
- We support the Good Food Doncaster Partnership, creative businesses, and coordinate the Handmade in Doncaster Network.
- We have developed a Graduate City conceptual proposal, which provides a strategy, to enable Apprentices to be better networked and supported and graduates in particular creatives to be attracted to locate and establish a business here.
- We manage employment websites and social media platforms across all initiatives and produce social media content and case studies, collate testimonials and successes as well as key vacancies and opportunities.

19. **Recent Successes**

- We have developed a strong brand, team, websites and social media reputation with the Employment Advancement Service (Advance).
- Launchpad and Advance are both outperforming set targets with strong performance set to continue.
- Advance collaborated with Opportunities area / LoCYP to commission the [Start in Doncaster](#) all age Careers Platform to ensure one point of contact for careers information in Doncaster.
- We have created and launched three career prospectuses. Public Sector, Hospitality and Leisure and Health and Social Care, as well as a shorter Logistics Magazine to support the Logistics zone at the 2020 'Opportunities Live' careers fair.
- The IPort Employment academy model, which has seen 1500 people engaged in looking for employment opportunities on the site, is being replicated for Unity and Aero centre to be launched in 2020/21.

20. Current and future Activity

- We shall shortly see the full launch of Unity and Aero Centre Employment Academies and supporting websites.
- A new Advance ESF bid is due to go to Panel in April 2020 for approval, which if successful will see apprenticeship levy used as match to enable support to people in work to progress until 2023. Levers in 60% ESF funding.
- We are growing the Advance offer to ensure wider access, delivery of outcomes and increasing the number of registered adult users on the Start in Doncaster Careers platform.
- Completion of a further four co-designed career prospectuses (minimum); Transport and Logistics, Manufacturing and Engineering, Property and Construction and Creative and Digital.
- Delivery of our 2nd Pop up Business School will take place in March 2020 aiming to attract more than 100 participants.
- Increased community Launchpad activities, more innovative inclusive offers such as weekend activities including Start up Saturday.
- Continuation of and more collaborative projects with LoCYP and Opportunities Doncaster to ensure momentum behind the Doncaster Promise and all age careers, employment and skills outcomes and to support the delivery of the Education 2030 strategy (specifically action 4 - Improving Access to Quality Employment).
- Supporting Public Health in the successful delivery of the Community Wealth Builders (CWB) ERDF funded project (approved in January 2020).
- Further support for the Future High Street Fund developments in particularly creative networks co-working and incubation space and potential collaboration with the Hall Cross (DC6) performance and expressive arts sixth form campus.

DESTINATION MARKETING TEAM

21. The destination marketing team is responsible for the promotion and marketing of the borough, both in terms of business investment and attracting new visitors through tourism related activities. The team runs the Tourist Information Centre on the High Street and takes responsibility for town centre activities by supporting businesses and creating an attractive and vibrant environment.

22. Recent successes

- Developed a three year Visitor Economy Strategy to cement the Council's commitment to the sector alongside the private sector.
- Established a Visit Doncaster marketing campaign to promote Doncaster as a destination to spend quality family time (building on previous Doncaster Tourism) campaign The campaign has been led by an annual production of a visitor guide and a dedicated distribution campaign based on customer requests from around the UK.
- Developed a Doncaster Visitor Economy Group from a low attended group to 30+ members meeting every two months.
- Promoted Doncaster across the UK including the Great Yorkshire Show and British Travel show to attract new audiences.
- Developed a pro-active town centre delivery model to engage event organisers and ensure an enjoyable experience for visitors.
- We have established a Major Events Programme for the town centre from a limited baseline, which includes Delicious Doncaster food festival, Armed Forces day, Steampunk events and Christmas celebrations.
- We are one of the first economic development agencies to launch a digital marketing campaign targeting new investment into Doncaster, which has received excellent feedback and recognition from competitors including an innovative approach to target investment decision makers via LinkedIn.
- Delivered new Visit and Business Doncaster promotional videos.
- Developed the www.wearedoncaster.co.uk website as a platform to attract inward investment.
- Developed a marketing campaign to be investment and jobs led.
- Enhanced social media campaigns across both tourism and investor campaigns to significantly increase the use of video.
- Organise and host the annual Doncaster Business Showcase, held each February, now the largest business-to-business exhibition and networking event in Yorkshire.
- Worked with Doncaster Chamber to establish a Doncaster Ambassador programme, which has held a number of events across Doncaster.

- Successfully led the bid for Doncaster to host the Rugby League World Cup in 2021 in a multi partnership approach.

23. **Current and future Activity**

- Ongoing work via Doncaster Sheffield Airport and Wizzair to promote Doncaster to destinations in Poland in order to attract more visitors.
- Launching a marketing campaign working with North Lincolnshire Council to promote the Doncaster attractions on the A614 corridor including Boston Park farm, Sunnybank Gardens, The Gomde Buddhist retreat, Hatfield Moors and Tyram Lakes.
- Partnering with venues including the Racecourse and Keepmoat Stadium to promote the Doncaster conference offer at the 2020 conference and hospitality show in Leeds.
- Further work with Welcome to Yorkshire to raise the profile of Doncaster as a weekend break destination.
- Development of two new websites; www.visitdoncaster.com and www.wearedoncaster.co.uk building on 1.2m page views (18-19 Visit Doncaster) and 378k page views (18-19 Business Doncaster) respectively.

OPTIONS CONSIDERED

24. There are no specific options to consider in this report.

REASONS FOR RECOMMENDED OPTION

25. This report provides the Panel with an opportunity to focus on the work of Business Doncaster, consider opportunities for future provision and skills development and become aware of progress being made in promoting Doncaster to new Inward Investors and developing the Visitor Economy.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

26.

	Outcomes	Implications
	<p>Doncaster Working: Our vision is for more people to be able to pursue their ambitions through work that gives them and Doncaster a brighter and prosperous future;</p> <ul style="list-style-type: none"> • Better access to good fulfilling work • Doncaster businesses are supported to flourish • Inward Investment 	<p>The Business Doncaster team contribute indirectly towards all of Council's key objectives and Doncaster's priorities by helping developing its economy and raising the profile of the area and Doncaster both to domestic and international markets. We fully support and deliver Economy and Environment Directorate Key Priorities Numbers 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 25, 30 50.</p>
	<p>Doncaster Living: Our vision is for Doncaster's people to live in a borough that is vibrant and full of opportunity, where people enjoy spending time;</p> <ul style="list-style-type: none"> • The town centres are the beating heart of Doncaster • More people can live in a good quality, affordable home • Healthy and Vibrant Communities through Physical Activity and Sport • Everyone takes responsibility for keeping Doncaster Clean • Building on our cultural, artistic and sporting heritage 	
	<p>Doncaster Learning: Our vision is for learning that prepares all children, young people and adults for a life that is fulfilling;</p> <ul style="list-style-type: none"> • Every child has life-changing learning experiences within and beyond school • Many more great teachers work in Doncaster Schools that are good or better • Learning in Doncaster prepares young people for the world of work 	

	<p>Doncaster Caring: Our vision is for a borough that cares together for its most vulnerable residents;</p> <ul style="list-style-type: none"> • Children have the best start in life • Vulnerable families and individuals have support from someone they trust • Older people can live well and independently in their own homes 	
	<p>Connected Council:</p> <ul style="list-style-type: none"> • A modern, efficient and flexible workforce • Modern, accessible customer interactions • Operating within our resources and delivering value for money • A co-ordinated, whole person, whole life focus on the needs and aspirations of residents • Building community resilience and self-reliance by connecting community assets and strengths • Working with our partners and residents to provide effective leadership and governance 	

RISKS AND ASSUMPTIONS

27. There are no specific risks associated with the recommendations of this report.

LEGAL IMPLICATIONS (Officer initials SRF Date 24/2/20)

28. There are no specific legal implications associated with this report.

FINANCIAL IMPLICATIONS (Officer initials... BC Date... 26/02/2020)

29. There are no specific financial implications associated with this report.

HUMAN RESOURCES IMPLICATIONS (Officer initials DK Date 26/02/2020)

30. There are no specific Human Resource implications associated with this report.

TECHNOLOGY IMPLICATIONS (Officer initials PW Date 25/02/20)

31. There are no specific technology implications associated with this report.

HEALTH IMPLICATIONS (Officer initials... CT.. Date...24.2.20..)

32. There are no specific technology implications in relation to this report. The report refers to a number of new websites which have been previously considered and agreed by the Technology Governance Board (TGB).

EQUALITY IMPLICATIONS (Officer initials. CJD Date 28.02.2020.)

33. There are no equality implications with regards to this report. Regular review of the Overview and Scrutiny work plan enables the Committee to ensure it remains relevant and is responding to important issues for citizens and the borough. The work plan update helps support openness, transparency and accountability as it summarises outcomes from overview and scrutiny activities. Citizens are able to contribute to the work of overview and scrutiny by attending meetings or contributing to reviews

CONSULTATION

34. There is no consultation required for this report.

BACKGROUND PAPERS

35. None

GLOSSARY OF ACRONYMS AND ABBREVIATIONS

SCR = Sheffield City Region
FTE = Full Time Equivalent
AMRC = Advanced Manufacturing Research Centre
SME = Small to Medium Enterprise
ERDF = European Regional Development Fund
DGT = Doncaster Growing Together
ESF = European Structural Fund

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