

Review Title: **The benefit of joint working to retain graduates in Bath & North East Somerset (Scrutiny Inquiry Day)**

Policy Development & Scrutiny Panel: **Economic & Community Development Panel**

Panel Chair & Vice Chair: **Cllr. Robin Moss & Cllr Ben Stevens**

Policy Development & Scrutiny Project Officer(s): **Donna Vercoe & Lauren Rushen**

Supporting Service Officer(s): **Jeremy Smalley & John Wilkinson**

Process for Tracking PD&S Recommendations - Guidance note for Cabinet Members

The enclosed table lists all the recommendations arising from the above Policy Development & Scrutiny Review. Individual recommendations are referred to the relevant named Cabinet Members (or whole Cabinet in the case of a whole Cabinet referral) as listed in the '**Cabinet Member**' column of the table. In order to provide the PD&S Panel with a Cabinet response on each recommendation, the named Cabinet member (or whole Cabinet) is asked to complete the last 3 columns of the table as follows:

Decision Response

The Cabinet has the following options:

- **Accept** the Panel's recommendation
- **Reject** the Panel's recommendation
- **Defer** a decision on the recommendation because a response cannot be given at this time. This could be because the recommendation needs to be considered in light of a future Cabinet decision, imminent legislation, relevant strategy development or budget considerations, etc.

Implementation Date

- For 'Accept' decision responses, give the date that the recommendation will be implemented.
- For 'Defer' decision responses, give the date that the recommendation will be reconsidered.
- For 'Reject' decisions this is not applicable so write n/a

Rationale

Use this space to explain the rationale for your decision response and implementation date. For accepted recommendations, please give details of how they will be implemented.

Recommendations from SID Benefit of joint working to retain graduates in Bath & north East Somerset

| Recommendation | Cabinet Member | Decision Response | Implementation Date | Rationale |
|--|---|-------------------|---------------------|-----------|
| <p>Recommendation 1: The SID highlighted the benefits to the local economy arising from the Universities. In particular recognising the economic advantage arising from students as consumers. Research revealed that the biggest factor in retaining and attracting graduates is the availability of good jobs. The SID therefore seeks Cabinet to endorse and continue to implement the Economic Strategy</p> | <p>Cabinet Cllr Cherry Beath</p> | | | |
| <p>Recommendation 2: Business representatives gave evidence that events such as X Media Lab and business networks such as Creative Bath were hugely beneficial to not only promoting business growth per se but in addition in demonstrating to graduates the benefits of staying in B&NES and developing their own businesses and business networks. As such the Council should seek to continue sponsoring and developing such networks and events. Promotion of the involvement of local businesses in scheduling and organising events and festivals to raise the profile of Bath and North East Somerset should be stepped up.</p> | <p>Cllr Cherry Beath</p> | | | |

Economic and Community Development Panel: Cabinet Response Table

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|--|---|--------------------------|----------------------------|------------------|
| <p>Recommendation 3: Implementing the Bath and North East Somerset Economic Strategy (as recommended at 1 above) means expanding and attracting those businesses that demand high skilled workers (particularly graduates).</p> <p>At a more detailed level more needs to be done to match future employer requirements with potential employee qualifications.</p> <p>This ‘intelligent labour market planning’ has commenced within the Council and it is recommended that ownership of this and driving the links between employers and HE/FE should be promoted via the B&NES Learning and Skills Partnership.</p> | Cllr Cherry Beath and Cllr Nathan Hartley | | | |
| <p>Recommendation 4: With a clear focus on growing business, either through inward investment or indigenous expansion, B&NES Council should develop a more robust inward investment campaign which includes local business and education institutions</p> <p>Specifically more needs to be done to promote the fact that current residents and workers are more highly skilled than labour markets elsewhere in the UK. The inward investment</p> | Cllr Cherry Beath and Cllr Nathan Hartley | | | |

Economic and Community Development Panel: Cabinet Response Table

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| <p>strategy needs to make more of this comparative advantage. This must include marketing beyond the West of England boundaries in conjunction with the Universities.</p> | | | | |
| <p>Recommendation 5: Research presented at the Panel indicated the value of flexible cheap space to provide flexible low cost space to graduates (and others) in order to allow them to develop their business ideas without the need for a lot of upfront investment.</p> <p>It is recommended therefore that Cabinet support the co-working hub in Bath and a recommendation that this hub could also incorporate information to raise awareness of start-up support e.g. mentoring/networking opportunities.</p> | <p>Cllr Cherry Beath and Cllr David Bellotti</p> | | | |
| <p>Recommendation 6: The development of a hub is a good start. Businesses that gave evidence to the Panel mentioned the requirement to have ‘move on’ space that allowed them to expand as their business grew without having to move out of the District.</p> <p>It is recommended therefore that the Enterprise Area makes provision for this in Local Plans and that it is delivered as an early phase of the areas development with further liaison with business about the nature of the</p> | <p>Cllr Cherry Beath, Cllr Bellotti and Cllr Tim Ball</p> | | | |

Economic and Community Development Panel: Cabinet Response Table

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| space and when it will be required. | | | | |
| <p>Recommendation 7: Students undertaking placements, work experience, internships or mentoring with local businesses was seen by both the Universities' and business as a good way to assist with helping retain graduates in B&NES.</p> <p>Actions to support this were recommended as follows:</p> <ul style="list-style-type: none"> - Promote awareness of such opportunities between business, the Universities and colleges - Make the process simpler for students through a central hub of information on placements, internships, mentoring. - Develop a more systematic method of matching opportunities with students rather than relying on personal contacts. For example a web based 'dating' site developed by business, the Council, University and colleges - Encourage the Universities and Colleges to work with businesses to offer 'job tasters' that give students insights into businesses that they may not have known existed. | Cllr Beath, Cllr Bellotti, Cllr Hartley | | | |
| <p>Recommendation 8: Local businesses with requirements for graduates should collaborate to promote a 'mini milk round' to the University of Bath and Bath Spa University. This would require some coordination by the Council and businesses.</p> | Cllr Cherry Beath | | | |

Economic and Community Development Panel: Cabinet Response Table

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| <p>Recommendation 9: Fledgling businesses can often struggle with finance, both in raising it, knowing where to raise it and how. This is especially true for students graduating with good ideas and products but lack business knowledge.</p> <p>Establishing a banking/finance forum locally could help with this and further considering the launch of a local business specific bank developed through local investment.</p> | Cllr Cherry Beath and Cllr David Bellotti | | | |