

**AIREDALE PARTNERSHIP**

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**QUARTERLY REPORT July to September 2004**



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# **AIREDALE PARTNERSHIP**

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Airedale was identified in a strategic context through the Yorkshire and Humber Regional Economic Strategy, The West Yorkshire Action Plan and Bradford Metropolitan District Council's Regeneration Strategy, as a location for key companies and clusters, for investment opportunities and employments sites as well as having an attractive environment with urban centres and recent road and public transport investment.

At the time of the establishment of the Urban Regeneration Company, the Council Executive asked for proposals that met the needs of the wider district to include urban centres, areas of brownfield and industrial development.

After major consultation between June and November 2002 The Airedale Partnership was established with a shadow board being formed in December 2002. The Board now fully constituted has 8 members 50% of which are private sector representatives with the remaining members representing Bradford Vision, The Learning Partnership and Bradford Council.

The Partnership aims to bring about the economic regeneration of Airedale by:

- Bringing key employment sites into use
- Stimulate the growth and development of key clusters such as Advanced Manufacturing and Digital
- Promote connectivity
- Support the renaissance of the urban centres
- Ensure appropriate skill development and connect local people to economic opportunities
- Develop initiatives for the rural economy
- Develop cross boundary initiatives with Leeds and Craven as a corridor for investment

## **PROJECT OVERVIEW**

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Bradford's 2020 Vision identifies Airedale as one of the keys to economic regeneration of the district. The Airedale Partnership has been established to act as a catalyst for the development of key employment sites, lead the renaissance of the town centres, co-ordinate business support, training and jobs match and develop cross boundary initiatives with Leeds and Craven in the joint promotion and development of the Aire corridor as a focus for the growth of knowledge rich industries, particularly in the digital and advanced manufacturing clusters.

The project has been developed in response to the recommendations of the Employment, Skills and Training Surveys undertaken by Evaluation Research and Strategies (ERS) and funded through Sub Regional Action Plan 1 funding.

The project aims to undertake a range of actions to address the skills and training needs of businesses identified by the research and connect local communities to economic activity and employment opportunities.

## SUMMARY

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Projects are progressing well, the final ICT Apprentices project will be starting in October now that match funding has been approved through the Shipley Pact. The Bingley Connection was officially opened in July and a formal launch will be held in the next quarter.

The Partnership is looking to claim approximately £110K, approximately 30% of this years funding in this quarter with approximately £40K moving into the next quarter due to slippage in target dates. All targets are expected to be achieved but due to the delays in starting the whole project some achievement dates will drift into the 2005/06 next financial year. A new financial profile will be submitted to the LSC in quarter 3.

The Partnership also held the first of a series of business network events on 30 September at the Bradford & Bingley RFC called, 'Facing the Green Challenge. It included speakers from Urban Mines, Business Link West Yorkshire, Sustainability U.K. and the Carbon Trust.

Good progress has been made with the Skills, Training and Employment Projects. The Wheels2Work project has now young people allocated to all its mopeds adding flexibility and independence to their training and employment.

Establishment of an Airedale Business Network continues with much ground work being carried out with local businesses, networks and other organisations, the web portal will be key to this and is likely to be live by the end of October.

Keighley College has made good progress in developing a construction network with many local construction companies expressing interest and support. The launch conference was held on 6 September with good attendance from existing and potential new members.

Both the interim and final reports have been completed for the connectivity Survey by Palmedia, we look forward to the public launch in December. Keighley Local Enterprise Agency has supported 8 new businesses during the last quarter.

# **PROJECT DESCRIPTIONS**

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**Brokerage Co-ordinator** – to help facilitate links between businesses in Airedale and Yorkshire Forwards cluster and sector training brokers, review and monitor local delivery of cluster broker initiative and to produce case studies to inform future investments.

**Business Network** – to develop an Airedale Business Network with a web portal to support local businesses, linking them to services across the district.

**Connectivity Feasibility Study** – to undertake an ICT feasibility study to map the geographical spread of broadband connectivity in Airedale and to identify viable solutions to connect those businesses and communities not able to take up broadband.

**Construction Network** – working within the construction industry to connect communities to economic activity, to develop better connections to local construction companies, to improve education, learning and skills acquisition. Improve the skills of existing employees and encourage new business start-ups.

**Childcare Provision** – provide childcare support to learners.

**Learning Node** – to support the establishment of a learning node of Shipley College in Bingley.

**Wheels 2 Work** – to provide mopeds to help young people from rural areas access jobs and training.

**Community based ICT Broadband Connection** – to connect 3 community centres to broadband.

**ICT Apprentices** – This project aims to help build the capacity of community organisations through the recruitment of 10 ICT apprentices to work in the community centres.

**New Business Start-Ups** – Funding has been awarded to Keighley Local Enterprise Agency to support 30 new business start-ups.

# **PROGRESS TO DATE**

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All project managers, funding, milestones, outputs and outcomes for all the individual projects have been negotiated and agreed between Bradford Council (as the Accountable Body for Airedale Partnership) and the Learning and Skills Council and its sub contractors. Six projects have now started since March and they have progressed as follows:

## **Connectivity Feasibility Study**

The project brief was to commission a consultancy based connectivity feasibility study that would:

- Identify the current state and availability of broadband in Airedale
- Provide a physical map plotting connected sites relating to major providers such as schools, colleges, libraries, UK Online Centres and identifying gaps
- Identify relevant target groups for accessing e-learning opportunities e.g. rural businesses in agriculture and tourism, disadvantaged communities in urban areas such as Keighley and Shipley East, other small and large businesses in a range of sectors
- Identify access to ICT and where possible and appropriate the training needs of these groups
- Identify and analyse appropriate, sustainable connectivity solutions, considering all reasonable options such as fixed connections wireless and satellite
- Develop a series of cost benefit models based on a range of current supplier prices
- Make recommendations as to a solution or series of options for connectivity that would contribute to a wider master plan for Airedale
- Examine how current government initiatives and funding streams could assist the recommended infrastructure developments

To achieve this, the following work has been carried out:

- The study involved various methods of research including, web based, telephone and e-mail, meetings, visits, a survey of 500 local businesses and a 'mystery shopper' exercise.
- Further meetings of the steering group were held on 13 and 26 July, 4 August, 3 and 17 September. With the final drafting of the report during week commencing 27 September.
- Availability of Broadband has been described.
- Existing e-learning centres have been identified with existing connectivity and described in detail.
- Connectivity has been mapped where there is sufficient information.

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- Meeting the needs of learners and businesses has been discussed.
  - Options for future development has been discussed.
  - An interim and final reports have been produced.

## **ACHIEVEMENTS**

### **MILESTONES**

Tenders issued and consultants appointed



### **OUTPUTS**

Interim report produced



### **OUTCOMES**

Final report issued



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## **Business Network/Brokerage Management**

### **Business Network**

**Aim of the network:** Is to provide a sensitive mechanism for senior executives to become more aware of global business opportunities and threats and present support agencies, including cluster and sector training brokers established by Yorkshire Forward and The Learning and Skills Council, with an entry point to address high level skills deficiencies. The Network will include high level mentoring and collaborative learning from members of the peer group.

An initial meeting was called between The Learning and Skills Council for West Yorkshire, the three Cluster Brokers, Advanced Engineering and Metals, Chemicals and Bioscience and Digital Industries, and the Airedale Partnership on 13 May 2004. The main aim of the meeting was to introduce the cluster managers and to enable the different clusters to begin to work together to develop the business network, good practice and partnership working. Discussions at the meeting covered the following topics:

Tendering and Contracting  
Profiling  
Graduate Retention  
Innovation and Creativity

This allowed constructive dialogue between the cluster managers and some areas of common interest became apparent. As a result of that first meeting individual follow on meetings were arranged with the 3 cluster brokers to further develop links with the Airedale Partnership and establish a programme of events for the coming year, the dates for the meetings were agreed as follows:

25 June 2004 - Advanced Engineering and Metals  
28 June 2004 – Chemicals and Bioscience  
6 July 2004 – Digital Industries

A second meeting of the cluster brokers was held on 7 September with a detailed presentation on the Business Innovation Framework and further updates on progress of cluster broker development.

Joint events have been agreed with the Digital cluster to be held in November 2004 and with the Advanced Engineering and Manufacturing and Chemical and Bioscience clusters for February 2005.

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Further discussions have also taken place between the Partnership and the Airedale and Bradford Manufacturing Alliance to strengthen links and develop joint network events within the manufacturing sector.

The first event was held on 30 September at the Bradford & Bingley RFC and promoted environmental issues facing businesses.

The second event is scheduled for early November where there will be an opportunity for businesses to see what funding is available to support them. The third event will be also held in November and will be focused on the digital sector and will be organised with The New Technology Institute.

A further three events have been scheduled between December and next March they will cover connectivity, advanced engineering and manufacturing and chemical and bioscience and business innovation where the highlight will be around the development of the Advanced Digital Institute.

There will also be a specific event involving the launch of the Masterplan and Strategy for Airedale.

### **Brokerage Co Ordinator**

The recruitment of the Brokerage Co-Ordinator will be confirmed during the next quarter period. However the work of establishing the Business Network and the Brokerage Co-Ordinator role is being undertaken by Robert Brough. It is expected that the position will be formally filled in October.

## **ACHIEVEMENTS**

### **MILESTONES**

First Business Network event held

Establishment of Network and development Programme of events

### **OUTPUTS**

Production of quarterly Progress and Management report March 2004

Production of quarterly Progress and Management report June 2004

Production of quarterly Progress and Management report September 2004

Production of the interim report on the impact of the network.

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## **Web Portal**

There was a change in the project during the last quarter and progress in designing and developing the Business Network Web Portal is now under way working with Bradford Council's Marketing and Communications Team, the basic design of the site has been agreed and it is expected that the site will now be live by early October. The site will be developed alongside the Airedale and Bradford Manufacturing Alliance site.

The web address will be [www.airedalepartnership.org](http://www.airedalepartnership.org)

The site will have the following contents:

Menu  
Navigation menu  
Homepage  
Contact us  
Links  
Sitemap  
Content menu  
Resources  
Events  
News

The site will be essential to the establishment of the business network and aims to:

- To act as single access point for businesses and other organisations to link into other beneficial and associated sites through the info links pages.
- To publicise up-to-date news and progress of the work of the Airedale Partnership
- To enable organisations to publicise events
- And to enable direct feedback to be received by the Partnership on its work and activities
- And to help develop a strong partnership approach to economic regeneration in Airedale

The e-mail address [info@airedalepartnership.org](mailto:info@airedalepartnership.org) will be available for feedback regarding the work of the Partnership.

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## **Marketing/Publicity**

The Airedale Partnership is continuing to work with The Council's Marketing and Communications team on the development of the marketing strategy for Airedale, a format is now in place to help record activities and events, this will help to ensure all actions are taken beforehand.

A second pop up banner has been produced.

Plastic wallets have been purchased along with adhesive logos to put information in for the network events.

Work is continuing with Arup the consultants undertaking the masterplan for Airedale to develop the process for promoting the masterplan.

We are continuing to work with the two main local papers the Keighley News and The Telegraph and Argus in promoting the work of the partnership.

We intend releasing features in the local papers on the activities of the Partnership including the programme of events and details of the web portal.

There have also been a number of press releases during the last quarter in relation to the skills/training/employment projects and the masterplan.

### **Press releases**

T & A - Wheels2work - Borrow a scooter to get to work.	20 July 04
T & A – Community News for Bingley and Crossflatts – The opening of the Bingley Connection, Shipley College's Learning Node. -	2 August 04
T & A – Wheels2Work.	19 August 04
Keighley News – Wheels2Work - Scooting to work.	20 August 04
T & A – Letters - Wheels2Work –Cartoon.	20 August 04
T & A – Wheels2Work – Ben's first to back wheely good idea.	20 August 04
T & A – Alliances' green meeting	15 Sept 04
Keighley News – Are you up for the green challenge.	17 Sept 04

### **Masterplan**

T & A - Letters – Bradford and its airport rail link.	2 July 04
T & A – Transport is the key to creating 'Digidale'	3 August 04

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Keighley News – Improvements to transport identified as major need.	6 August 04
T & A – Debate on what town needs.	11 August 04
Keighley News – Plan for future of town in pipeline.	13 August 04
Keighley News – Dynamic Vision for town unveiled.	17 August 04
Keighley News – New store would be suicidal for town.	20 August 04
Keighley News – Letters- Suicidal Choice Cheap solution Sixties textbook Benefit to town World class what in Aire valley?	27 August 04
T & A – Toyshop could go in revamp.	3 Sept 04
T & A – Transport Group to discuss Arup proposals	3 Sept 04
Keighley News – Letters – Master laugh Market Forces Come or go	3 Sept 04
T & A – Letters – Planners beware.	10 Sept 04
Keighley News – Letters – Shoppers choice World class view Wonderful ideas Allegiance call	10 Sept 04
Keighley News – Editor Letter	10 Sept 04

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## **The Bingley Connection**

With the work of the development and refurbishment of the Shipley College Learning Node, now called 'The Bingley Connection' on the main street in Bingley Town Centre has been completed, the premises was open to the public on Saturday 10 July. A formal launch was held on Monday 12 July of the Care Centre of Vocational Excellence the programme which shares the use of the Bingley Connection.

Initially the Connection will provide information, advice and guidance on courses available at the College as well as activity linked to the Care CoVE. However, a formal launch to local businesses will be arranged for October or November to promote programmes available to support workforce development and the achievement of learning opportunities for this project.

### **ACHIEVEMENTS**

#### **MILESTONES**

Establishment of Shipley Learning Node in Bingley, premises secured



#### **OUTPUTS**

Refurbishment of the Bingley Connection



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## **Wheels2Work**

With the purchase of the mopeds an official launch was held at The Mechanics Institute, Denholme on 19 August, the launch was attended by The Lord Mayor, Councillor Irene Ellison Wood, Denholme Town Mayor, Councillor Anne Jay and representatives from Bingley Voluntary Action, The Countryside Agency, The Airedale Partnership, Scooter Crazy (Suppliers of the Mopeds) along with Ben Ward and family members, the first young person to receive help through this programme. Ben needed assistance from this project to enable him to attend his training in Huddersfield.

### **Case Study:**

**A 22 year old young man living in Denholme starts his work at 6.00am which is approximately 5 miles away. The first bus does not arrive until 6.30am so he has been dependant on his mother driving him to work. After seeing the advert for the project in The T&A he contacted John and now he is happily an independent traveller and His mother has a well earned lie-in.**

### **Case study:**

**A 16 year old man living in Denholme is now working as an apprentice in Oxenhope, again facing similar problems with public travel and his mother now unable to continue taking him to work was facing the prospect of losing his apprenticeship. Now with the help of Wheels2Work he can continue his work and also undertake shift work.**

For further details contact John Seed on 01274 781222

## **ACHIEVEMENTS**

### **MILESTONES**

Appointment of project manager



Provision of mopeds



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## **Construction Network**

Establishing the network within the construction industry aims to connect communities to economic activity, to develop better connections to local construction companies, to improve education, learning and skills acquisition. Improve the skills of existing employees and encourage new business start-ups.

Since the last report Yasmin Ali has left Keighley College to work for Bradford College on the TWIST project in construction and has been replaced by Julie Brown. Phil Tedder and Julie have continued to work hard to develop the network and encourage new members. They have now at least 20 members signed up to the network. They have also made links to the Bradford Construction Network extending the benefits to local companies.

Companies involved so far:

E Harrison & Sons Ltd  
Davric Construction Ltd  
W Brewster  
CD Construction  
R N Wooler & Co Ltd  
I Lee Construction  
JDP Construction  
Keighley Key Builders  
New Mason Properties Ltd  
Brian Hall Decorators  
Holly Park Building Services  
H Hawker Plumbing & Heating  
Roger Booth Builder & Plasterer  
J W Pollard Plumber  
Atlee Properties Ltd  
Dalec UK  
Nelsons Builders Merchants  
Topline Developments  
J A Builders

The official launch conference was held at the Silsden Golf Club in the evening of Monday 6 September it was attended by 22 delegates from a range of construction companies. As well as attendance from some existing companies the following new companies attended:

Terry Dyson Structural Services  
Silsden Electrical Services  
Uriah Woodhead & Sons Ltd  
Richard Craven Plumbers Merchants  
A Dawson Heating  
Roger Tiffany Ltd  
Chris Milnes  
Yorkshire Gas Services

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**Case Study:**

**Dalec UK – A local company taking part in the network currently have 4 team members involved in training which covers, working at heights, abrasive wheels and basic health and safety. They are currently in negotiation into buying another company with seven employees who will be attending training.**

**ACHIEVEMENTS**

**MILESTONES**

Appointment of Liaison Officer



Appointment of Training Officer



**OUTPUTS**

Construction Network established



**OUTCOMES**

Launch conference held



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## **New Business Start-ups**

The project is now at its halfway stage and meeting its targets for new business start ups. The following case studies show the progress of some of the clients.

### **Case study:**

**Stuart Hanson – is training to become a full time opera singer. After leaving university he tried to obtain sponsorship, but was unable to do so. As he was signing on for Job Seekers Allowance we assisted in the preparation of a business plan. The business plan was to teach and examine English to non- English speakers. Stuart now spends a lot of his time away from home, his turnover for the first 2 months of business was £7000. He is still undergoing his training to become an opera singer, but the need to find a sponsor is no longer a priority.**

### **Case study:**

**Carol Escott – attended the business plan course during March this year wishing to explore the possibility of setting up as a self employed trainer. The course was completed and Carol started her business. Unfortunately she was taken ill suddenly and spent a month in hospital. This did result in a slow down in the business but Carol is now on the road to recovery and the business is starting to progress again. Currently her turnover is at an average of £500 per month but is expected to increase over time.**

### **Case study:**

**Vincent Phillpotts – attended the agency on a one to one basis to consider the possibility of starting his own business in mobile catering. We were able to assist with his enquiries and ensure that he had considered the legal as well as health and hygiene issues. His business plan was improved and his pricing policy revised. He has established a pitch and is turning over £400 per week.**

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**Case study:**

**Michael Dowse – attended several appointments to discuss setting up his own business. He had worked for his employer for 11 years. We were able to assist Michael and he started his own business in a very short space of time. In his first month he obtained a contract that gave him a very good start and has tendered for 2 more jobs in his second month of trading that are well in front of his forecast. We recently spoke to his brother who is now considering a similar option.**

**OUTCOMES**

New Business Start ups



## **FUTURE DEVELOPMENTS**

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**Over the next quarter October to December 2004 we look forward to:**

- The web portal going live on - line
- The recruitment of the ICT apprentices and their placement in the community
- The appointment of the Brokerage Coordinator
- Further business network events
- Further support to new businesses
- The launch of the Bingley Connection
- Marketing and publicity for the business network

Report submitted by Airedale Partnership  
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