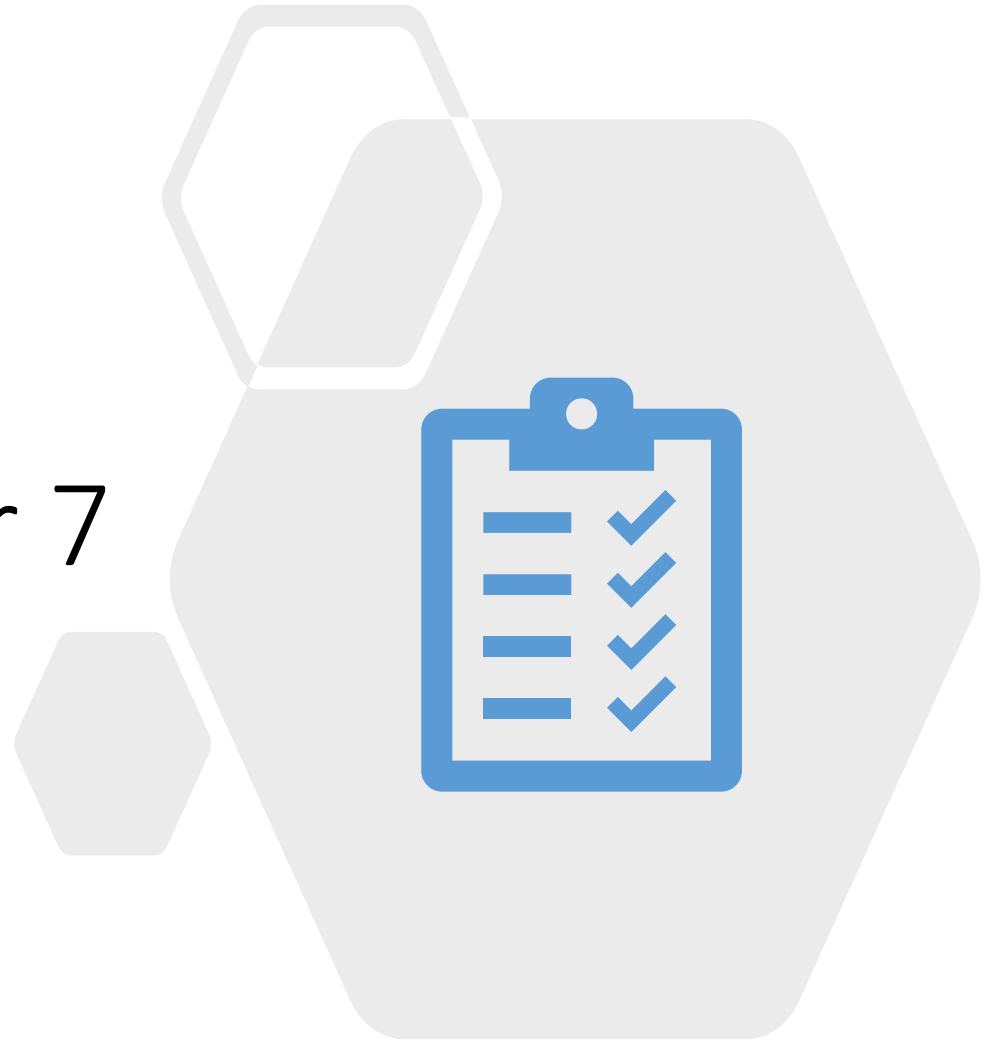
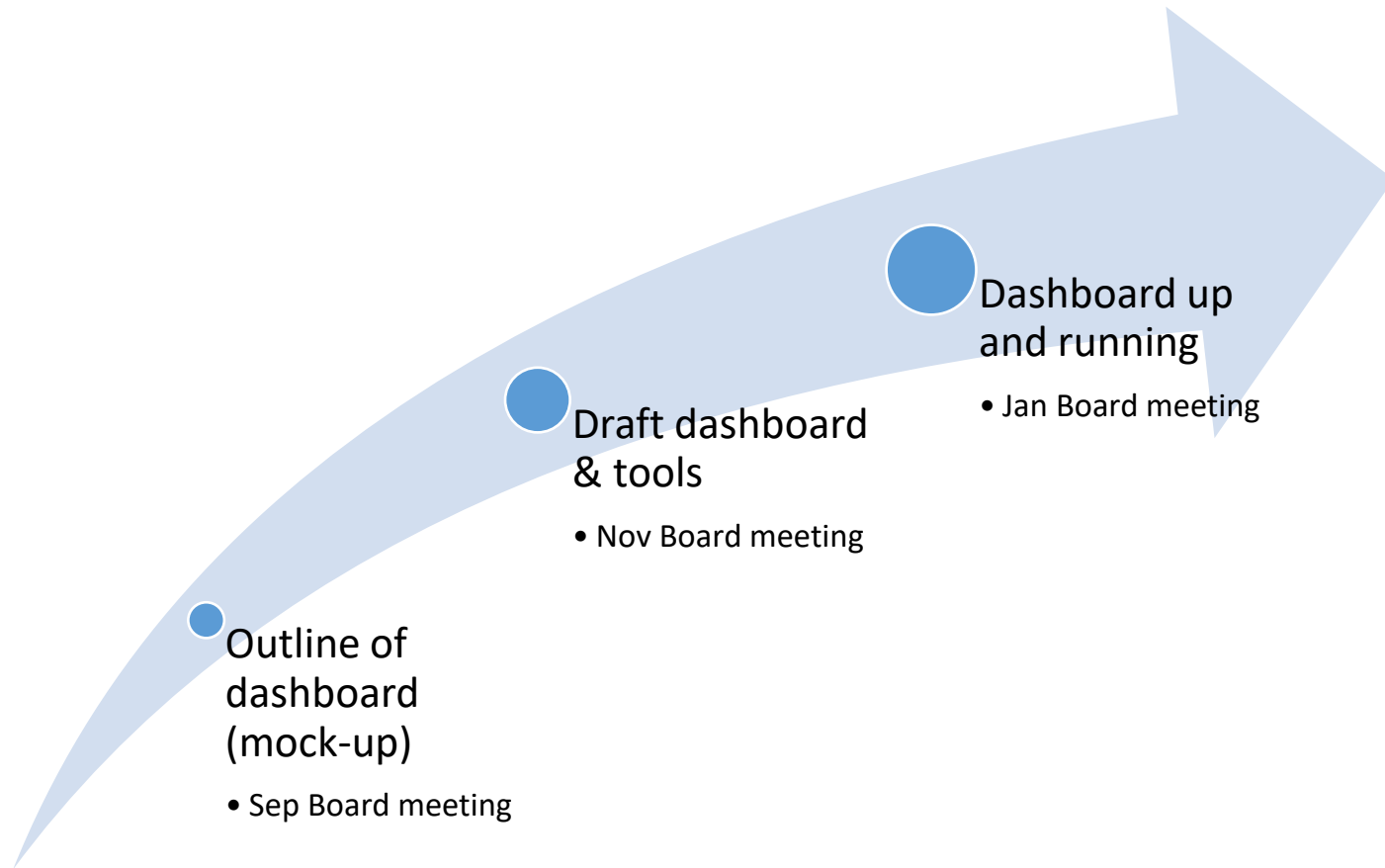


SWLEP Dashboard Outline: Paper 7

September 2020



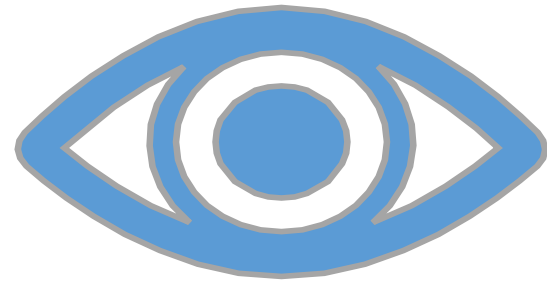
SWLEP Performance Dashboard timescales



Focus today: mock-up Dashboard for approval



Metrics



Visual presentation



Although this may vary depending on the tools used



While developing the dashboard, we adhered to three principles

Concise

- Not having too much info, so as not to create data overload
- Gives a feel of whether we are moving in the right direction

Aligned to strategy

- Making sure that the dashboard is aligned to our actions and strategic goals, so that it can help us monitor progress (e.g. understand the “so what” for every data point)

Action-focussed

- Balance up-to-date local info with government time-lagged data
- Being ready to take action if any of the dashboard items are moving in the wrong direction



All metrics will have comparisons



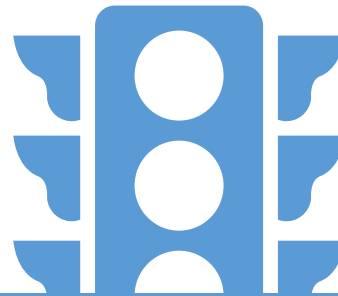
Over time



Vs. England average



Budgeted vs. actual



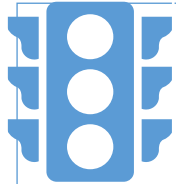
RAG



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

To deliver a quick performance check, we have four types of metrics across 5 segments



Projects (red/amber/green)

*Quarterly
update*

- Aligned to LIS Foundations
- LGF Capital Projects

1&2



SWLEP's health

*Quarterly
update*

- Income (actual vs. budgeted)
- Expenditure (actual vs. budgeted)
- No. of FTEs (vs. previous year)
- No. of businesses engaged (vs. previous year)

3

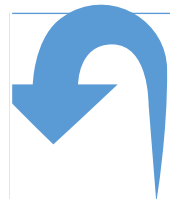


LMI

*Quarterly
update*

- Job vacancies & apprenticeships overall
- Top occupations & industries (Labour Insights)
- Claimant count (% of 16-64 residents) (NOMIS)
- Disabled employment rate (NOMIS)
- NEET rates (ONS)

4



Indirect Performance Indicators

*Annual
update*

- Population no., no of jobs, GVA, import / export value (EMSI)
- Business demography (ONS)
- In-demand skills (EMSI)
- Unemployment rate (ONS)
- Employment by industry (ONS)
- Number of businesses by size / industry (ONS)

5



Segment 1: LIS Projects

1.1. LIS Ideas Programmes:

- Swindon and Wiltshire Business Cyber Centre (RAG)
- Innovation Campus for the Circular Economy – (RAG)
- Porton Science Park in the list of LIS projects – (RAG)

1.2 LIS People Programmes:

- Skills Plan implementation (RAG)

1.3 LIS Infrastructure Programmes:

- Transport Infrastructure (RAG)
- New Energy Vehicles (RAG)
- Digital Connectivity (RAG)

1.4 LIS Business Environment Programmes:

- Growth Hub (RAG)
- Growing Places Infrastructure Fund (RAG)
- Inward investment programme (RAG)

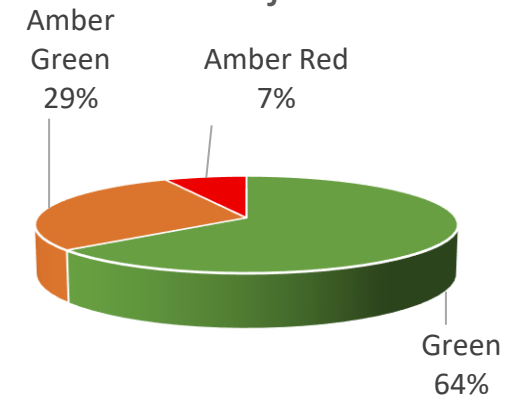
1.5 LIS Places Programmes:

- Good growth for Swindon (RAG)
- Good growth for Salisbury (RAG)
- Levelling up opportunities in rural areas (RAG)
- Natural Capital PhD programme (RAG)

We have 14 live LIS projects, 9 are rated green, 1 amber green and 2 amber red

ILLUSTRATIVE

LIS Projects



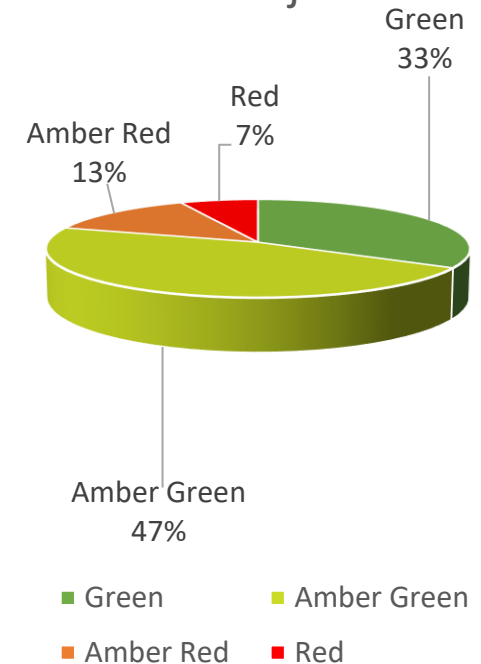
Segment 2: LGF Projects

LGF Projects – September 2020

- A350 Yarnbrook/ West Ashton - Red
- Chippenham Station Hub – Amber Red
- M4 Junction 15 - Green
- New Eastern Villages - A420 Gablecross – Amber Green
- New Eastern Villages - Nythe and Piccadilly – Amber Green
- Salisbury: City Centre Transport - Green
- Salisbury: Fisherton St Gateway - Green
- Salisbury: Illuminating Salisbury – Amber Green
- Swindon Bus Boulevard – Amber Green
- Swindon Cultural Quarter - Green
- Swindon Quality Bus Corridor (Rapid Transit) – Amber Green
- The Maltings (Salisbury) - Amber Red
- Ultra-Fast Broadband – Amber Green
- Wiltshire College – Lackham – Amber Green
- Wiltshire College – Salisbury – Amber Green

We have 15 live LGF projects, 5 are rated green, 7 amber green, 2 amber red and 1 red

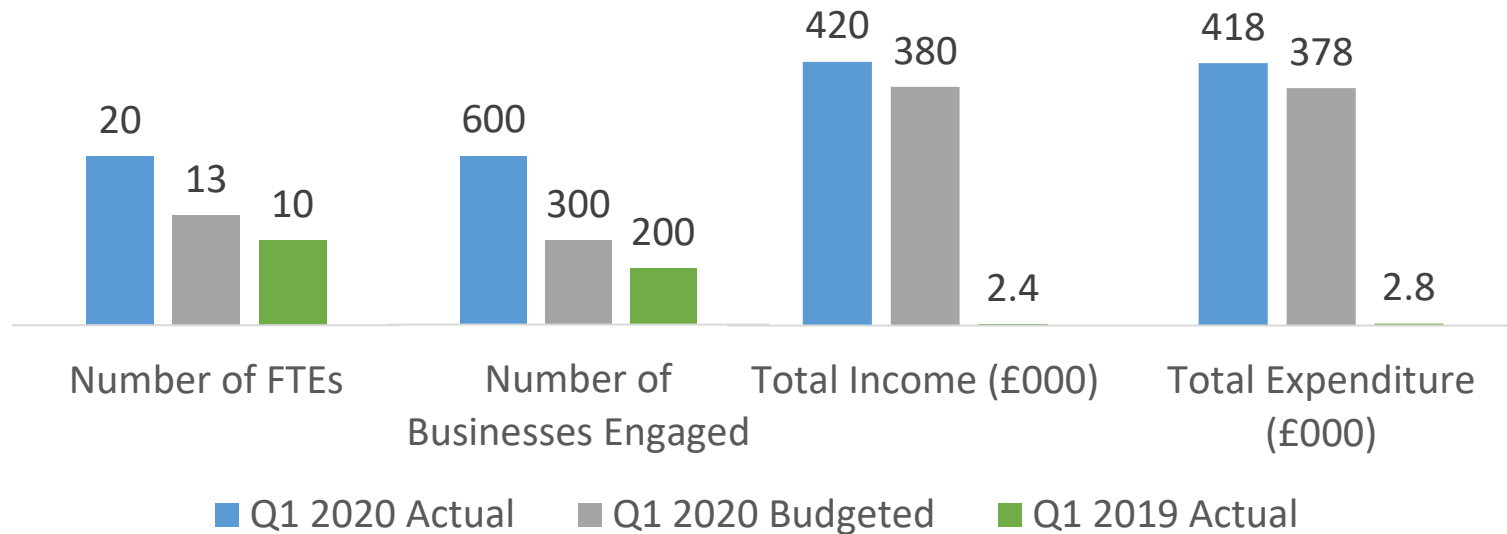
LGF Projects

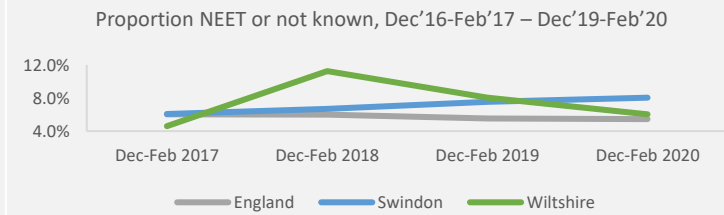
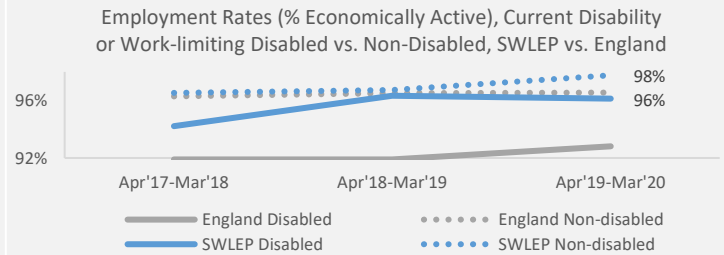
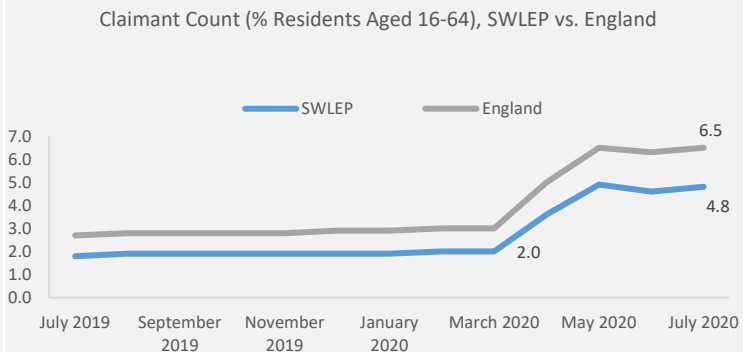
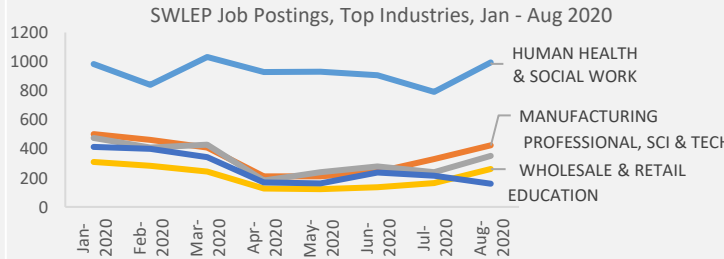
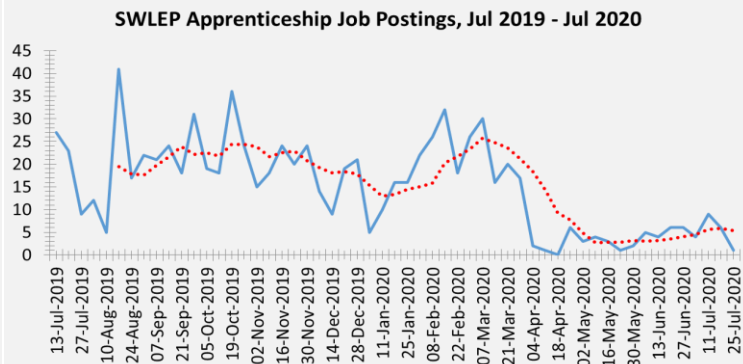
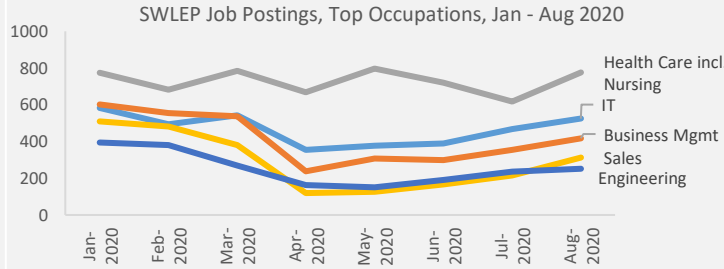
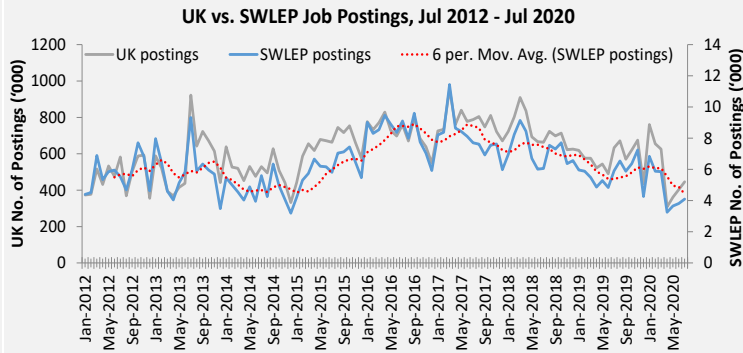


Segment 3: Company Health

SWLEP Performance

ILLUSTRATIVE





Economy Overview

726,696

Population (2019)

Population grew by 26,145 over the last 5 years and is projected to grow by 22,902 over the next 5 years.

321,669

Total Regional Employment

Jobs grew by 15,332 over the last 5 years and are projected to grow by 6,859 over the next 5 years.

£26.0k

Avg. Wages Per Job (2019)

Regional average wages per job are £4.0k below the national average wages of £30.0k per job.

Takeaways

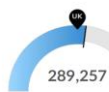
- As of 2019 the region's population increased by 3.7% since 2014, growing by 26,145. Population is expected to increase by 3.2% between 2019 and 2024, adding 22,902.
- From 2014 to 2019, jobs increased by 5.0% in 2 South West Local Authorities from 306,337 to 321,669. This change fell short of the national growth rate of 7.7% by 2.7%.
- Concerning educational attainment, 28.5% of the selected regions' residents possess a Degree or Equivalent and Above - SCQF L9 (1.1% below the national average), and 9.0% hold a Higher Education Below Degree Level - SCQF L7-8 (0.5% above the national average).
- The top three industries in 2019 are Hospital activities, Primary education, and Retail sale in non-specialised stores with food, beverages or tobacco predominating.

Region	Population (2019)	Jobs (2019)	GVA	Imports	Exports
Region	726,696	321,669	£13.47b	£25.81b	£17.98b
South West	5,631,864	2,485,124	£95.23b	£159.69b	£105.85b
Swindon	223,051	116,079	£5.24b	£10.93b	£8.66b
Wiltshire	503,644	205,590	£8.23b	£16.79b	£11.24b

Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2019)	Industry LQ	% Job Change (2014 - 2019)	GVA (2016)	% of Total GVA
Manufacture of explosives	396	£73,022	39.69	36.67%	£28,557,345	0.21%
Manufacture of rubber tyres and tubes; retreading and rebuilding of rubber tyres	609	£37,204	13.32	-18.55%	£33,071,944	0.25%
Wholesale of electrical household appliances	3,998	£36,917	12.29	302.64%	£50,213,226	0.37%
Manufacture of other electronic and electric wires and cables	654	£32,741	8.72	-24.59%	£41,603,989	0.31%
Manufacture of brooms and brushes	81	£19,496	7.71	-6.49%	£3,124,213	0.02%
Manufacture of military fighting vehicles	193	£34,187	7.36	-28.88%	£6,474,644	0.05%
Manufacture of perfumes and toilet preparations	1,222	£24,441	7.11	32.76%	£32,243,684	0.24%
Research and experimental development on biotechnology	740	£43,274	6.72	-31.41%	£28,934,970	0.21%
Publishing of directories and mailing lists	66	£37,478	6.12	10.57%	£2,881,521	0.02%
Manufacture of railway locomotives and rolling stock	447	£43,363	5.87	22.23%	£17,768,210	0.13%

Population



Ethnicity

- All Other Ethnicities
- Asian or Asian British: Other Asian
- Asian or Asian British: Indian
- Mixed: All Mixed

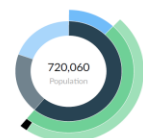


Age Cohort

- Under 16 years
- 16 to 34 years
- 35 to 54 years
- 55 to 74 years
- 75 years and over

Labour Force & Education

2018 Labour Force Breakdown



Category	Population
Total Working Age Population (16-64)	439,126
Not in Labour Force	85,329
Labour Force	353,797
Employed	341,324
Unemployed	12,474
Under 16	139,923
Over 64	141,011

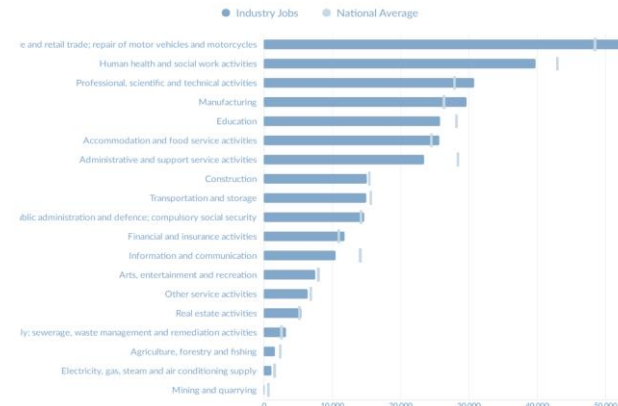
Educational Attainment

Concerning educational attainment, 28.5% of the selected regions' residents possess a Degree or Equivalent and Above - SCQF L9 (1.1% below the national average), and 9.0% hold a Higher Education Below Degree Level - SCQF L7-8 (0.5% above the national average).

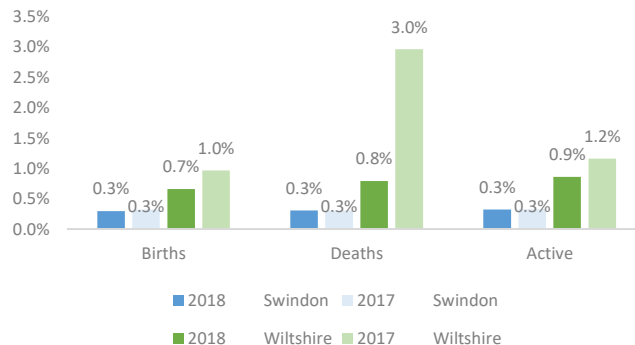


Category	% of Population	Population
No Qualifications (NVQ)	5.5%	24,067
Other Qualifications (NVQ)	5.9%	26,094
NVQ 1 - SCQF L4	12.7%	55,787
NVQ 2 - SCQF L5	17.2%	75,454
Trade Apprenticeships	3.4%	14,947
NVQ 3 - SCQF L6	17.7%	77,891
Higher Education Below Degree Level - SCQF L7-8	9.0%	39,604
Degree or Equivalent and Above - SCQF L9	28.5%	125,282

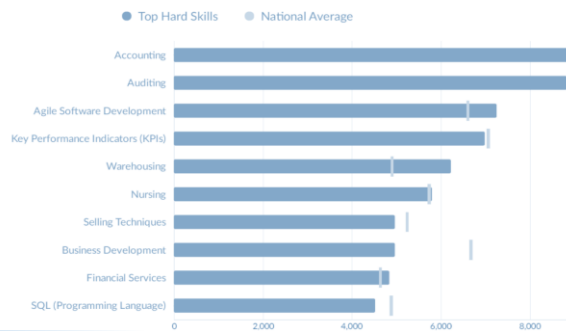
Top Industries



Business Demographics



Skills in Demand



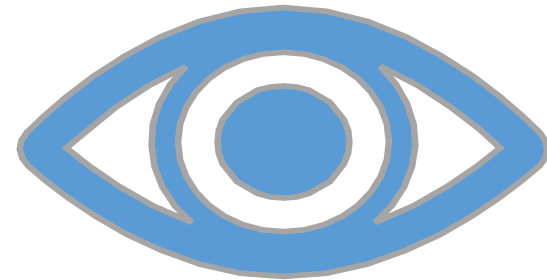
Next step: selecting the right tools, with strong visualisation



Focus today: mock-up Dashboard for approval

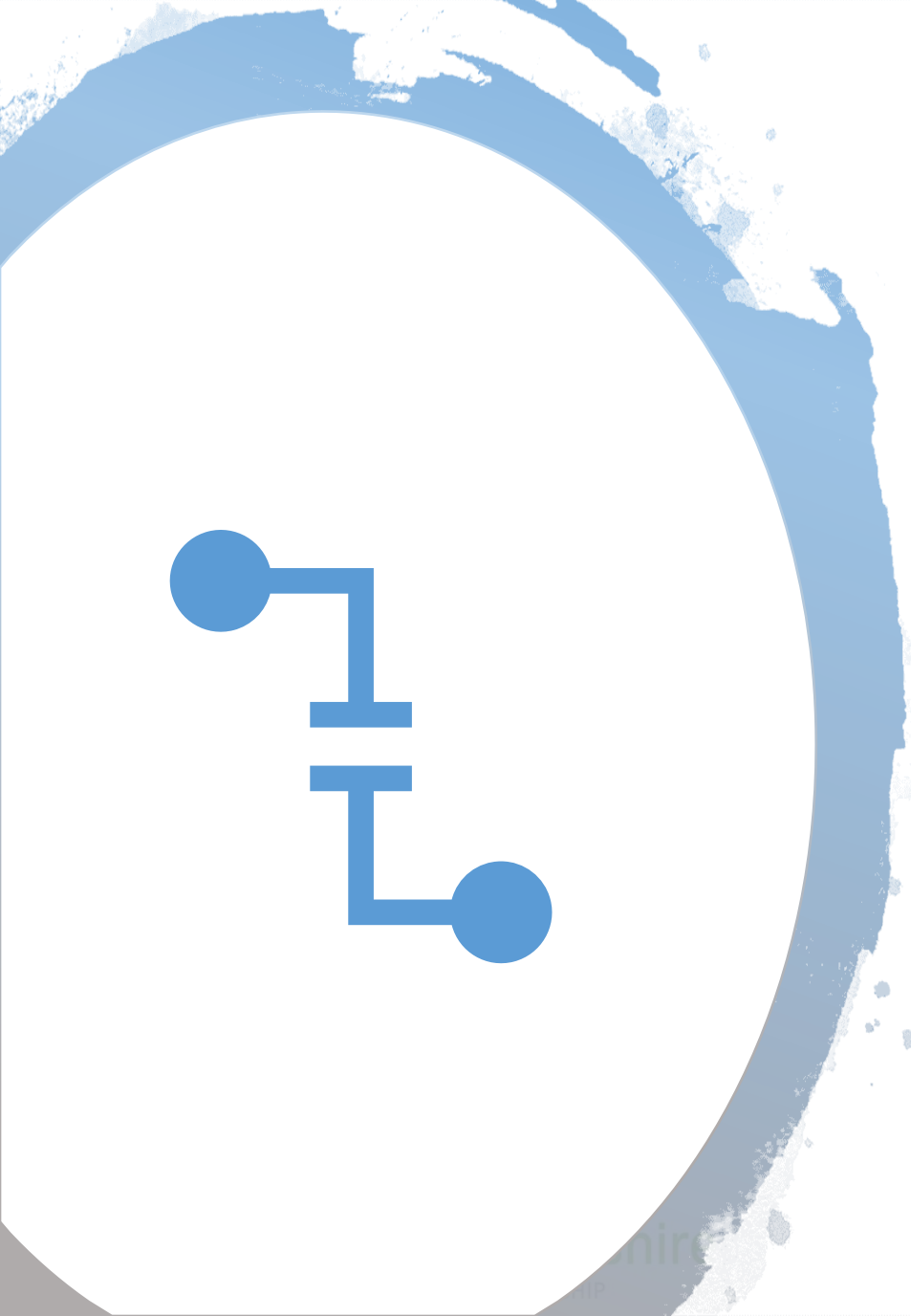


Metrics



Visual
presentation





Appendix

Data updates

August 2020

- 11th People in employment on zero hours contracts ONS
- TBC Local area migration indicators ONS

October 2020

- 13th Annual Population Survey ONS
- TBC Annual Survey of Hours and Earnings ONS
- TBC Inter-Departmental Business Register ONS
- TBC Provisional KS4 Performance DfE
- TBC FE outcome-based success measures DfE
- TBC Destinations of KS4 and KS5 pupils (provisional) DfE

November 2020

- 21st Business Enterprise Research and Development ONS
- TBC FE Participation by provider and LA DfE
- TBC UK Business Register and Employment Survey ONS

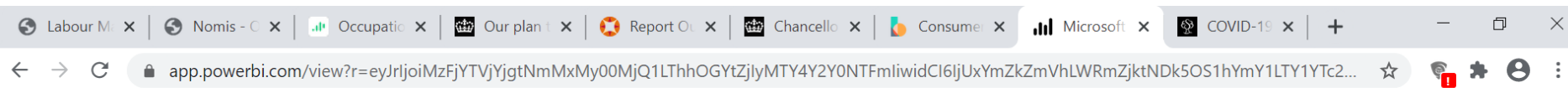
December 2020

- TBC Gross Value Added ONS
- TBC Journey time statistics DfT

January - March 2021

- 19th Annual Population Survey ONS
- Destinations of KS4 and KS5 pupils (final) DfE
- TBC Labour productivity indices by LEP ONS
- TBC Region by industry labour productivity ONS
- TBC LEO Graduate Outcomes DfE

Microsoft BI example – The Humber LEP



Sector and Occupation Breakdown

Source: Annual Population Survey, ONS, 2014-19

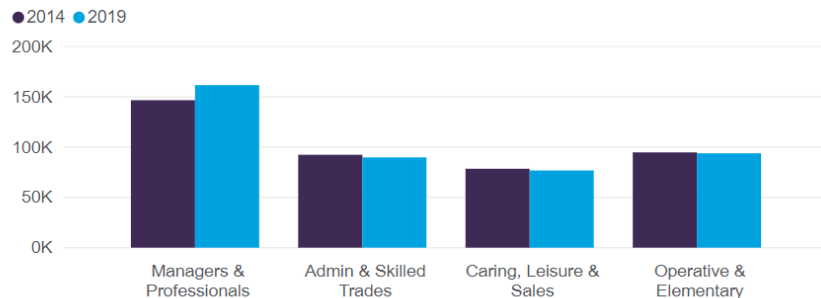
Employment by Occupation

Area	Humber		England	
	Number	Share	Number	Share
Administrative and secretarial occupations	38,000	9%	2,689,300	10%
Associate prof & tech occupations	50,300	12%	4,065,700	15%
Caring, leisure and other service occupations	44,000	10%	2,407,100	9%
Elementary occupations	51,800	12%	2,743,800	10%
Managers, directors and senior officials	45,300	11%	3,032,400	11%
Process, plant and machine operatives	42,100	10%	1,668,300	6%
Professional occupations	66,100	16%	5,696,700	21%
Sales and customer service occupations	32,800	8%	1,956,200	7%
Skilled trades occupations	51,800	12%	2,675,700	10%

Employment by Sector

Area	Humber			England		
	Number	5-Year Growth	Share	Number	5-Year Growth	Share
Agriculture and Fishing	15,000	-28%	1%	334,600	7%	0%
Energy and Water	17,600	35%	1%	638,600	-3%	1%
Manufacturing	127,700	1%	9%	4,838,000	1%	5%
Construction	58,800	4%	4%	3,768,000	6%	4%
Distribution, Hotels and Restaurants	176,700	4%	12%	9,442,700	5%	10%
Total Services	614,300	2%	42%	41,928,300	10%	45%
Transport and Communications	62,300	-7%	4%	4,835,800	11%	5%
Banking, Finance and Insurance	80,800	10%	6%	9,179,900	13%	10%
Public Admin. Education and Health	250,300	-3%	17%	15,448,800	9%	17%
Other Services	43,800	28%	3%	2,976,200	15%	3%

Employment Growth by Occupation in Humber



Drilldown on occupation change chart for more detail.
 Click [here](#) to view descriptions of occupations.
 Click [here](#) to view descriptions of sectors.

Local Context | Skills Demand | Skills Supply | Demand and Supply

Power BI Embedded



1. Set up your analytics environment

To set up your embedding environment, you'll need an Azure Active Directory (Azure AD) tenant and a Power BI pro account with a master user (or a service principal).



2. Embed analytics

Use the Power BI REST APIs and JavaScript APIs to embed Power BI dashboards, reports, and tiles in your application.



3. Publish to production

Register your application in your production environment and purchase capacity to fit your needs.