

Economic Development Committee

Tuesday, 11 February 2014 at 14:00

County Hall, County Hall, West Bridgford, Nottingham NG2 7QP

AGENDA

- | | | |
|---|--|---------|
| 1 | Minutes of the last meeting held on 14 January | 3 - 6 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | Presentation - Wheels to Work | |
| 5 | Supporting Youth Employment | 7 - 18 |
| 6 | Nottinghamshire Economic Development Capital Fund | 19 - 30 |
| 7 | Nottinghamshire Visitor Economy Activity | 31 - 38 |
| 8 | Work Programme | 39 - 42 |

Notes

- (1) Councillors are advised to contact their Research Officer for details of any Group Meetings which are planned for this meeting.

- (2) Members of the public wishing to inspect "Background Papers" referred to in the reports on the agenda or Schedule 12A of the Local Government Act should contact:-

Customer Services Centre 0300 500 80 80

- (3) Persons making a declaration of interest should have regard to the Code of Conduct and the Council's Procedure Rules. Those declaring must indicate the nature of their interest and the reasons for the declaration.

Councillors or Officers requiring clarification on whether to make a declaration of interest are invited to contact Christine Marson (Tel. 0115 977 3887) or a colleague in Democratic Services prior to the meeting.

- (4) Councillors are reminded that Committee and Sub-Committee papers, with the exception of those which contain Exempt or Confidential Information, may be recycled.

minutes

Meeting	ECONOMIC DEVELOPMENT COMMITTEE
Date	14 January 2014 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

Diana Meale (Chairman)
Roy Allan (Vice-Chairman)

Ian Campbell
John Knight
John Ogle
Michael Payne

Keith Walker
Gordon Wheeler
Jason Zadrozny

CO-OPTED MEMBERS

Mr M Chivers – Alliance Boots
Ms M Ulyatt (Federation of Small Businesses) **A**

OFFICERS IN ATTENDANCE

Martin Gately	-	Policy Planning and Corporate Services
Matthew Lockley	-	“ “
Celia Morris	-	“ “
Nicola McCoy-Brown	-	“ “

OTHERS IN ATTENDANCE

Steve Henderson	-	BT Group General Manager
Phil King	-	BT Group Project Manager
[Other BT Officers/Engineers]		

MINUTES**RESOLVED 2014/001**

The minutes of the last meeting held on 12 December 2013 were confirmed.

APOLOGIES FOR ABSENCE

Melanie Ulyatt

DECLARATIONS OF INTEREST

None.

MOBILE SHOWCASE VAN DEMONSTRATION AND FIBRE SPLICING WORKSHOP

Prior to consideration of the substantive item on the agenda, Members had the opportunity to visit BT's showcase van in order to see some of the applications that superfast broadband can provide. In addition, Members were also able to try their hand at splicing strands of fibre-optic cable using the special equipment brought along by BT.

BETTER BROADBAND FOR NOTTINGHAMSHIRE

The Committee received a presentation from Steve Henderson, Regional Director – Next Generation Access, BT Group on the benefits to Nottinghamshire businesses of fibre broadband. Mr Henderson explained that BT's ambition was to support fibre networks to support economic, social and public benefit for everyone through economic growth and job creation, business transformation and supply chain efficiency, improved individual well-being resulting in a connected society, citizen and consumer empowerment for health, education and life with reduced costs, improved efficiency, more public services online and a fully connected region.

Mr Henderson also indicated that research based on rural, town and city case studies found that the roll-out of fibre broadband could create an increase of between 0.3 and 0.5% growth in GVA (Gross Value Added) over 15 years.

In further discussion, Members made the following points: that the demand for broadband was consumer driven and had not been foreseen by government; that as recently as the 1990s none of this infrastructure existed. In addition, it was noted that there was great potential for the development of domestic appliances which linked to the internet.

The Committee also received a further presentation from Nicola McCoy-Brown, Broadband Programme Manager for the County Council and Matt Lockley, Team Manager, Economic Development. Ms McCoy-Brown indicated that there were 187 European Regional Development Fund (ERDF) structures in the deployment – targeting postcodes serving 6,257 Small and Medium Enterprises (SMEs). These would be targeted for intervention first due to the need to draw down EU funding.

RESOLVED 2014/002

That the content of the report be noted.

WORK PROGRAMME

In discussion, Members agreed that the Economic Development Strategy – delivery plan and budget 2014-15 be deferred to the 11 March 2014 meeting.

RESOLVED 2014/003

That the report be noted.

The meeting closed at 3.45 pm.

CHAIR

11th February 2014

Agenda Item: 5

REPORT OF THE CORPORATE DIRECTOR, POLICY, PLANNING AND CORPORATE SERVICES

SUPPORTING YOUTH EMPLOYMENT

Purpose of the Report

1. To agree the allocation of the £158,000 that remains from the budget set aside by the Council in February 2013 to support the delivery of the Youth Employment Strategy.

Information and Advice

2. In October 2013, Committee approved a proposal to deliver a new County Apprenticeship Project with Nottinghamshire Futures with a value of £342,000. This was out of a total allocation of £500,000 towards youth employment activity which was agreed by Council in February 2013.
3. £158,000 of this youth employment allocation remains and Committee requested that further work be undertaken to ascertain where gaps in addressing youth unemployment exist and how best these could be met through the County Council's investment.
4. A report was brought to Economic Development Committee in November 2013 discussing the unallocated funding and it was resolved that
 - further detail in respect of the tender requirements and outputs related to the contract is considered at a future meeting;
 - delegated authority be granted to the Corporate Director, Policy, Planning and Corporate Services in consultation with the Chair of the Committee to commission activity which meets the objectives set out in this report

Background research

5. Significant research has been undertaken to understand where gaps in provision remain and how these funds can complement the delivery of the 'mainstream' County Apprenticeship Project. Research has confirmed that the outstanding gaps in provision exist in supporting learners from two groups:
 - Young learners with learning difficulties and/or disabilities (LLDD)
 - Young people who are Not in Employment Education or Training (NEET)

6. These two client groups can be looked at as one cohort with a range of challenges e.g. LLDD, 'looked after children', children in social care.
7. In considering how these two client groups can be best supported, examples of local and national good practice have been reviewed – for example, in July 2012 a partnership led by Nottinghamshire County Council secured funding of £20,000 from the Learning and Skills Improvement Service (LSIS) to develop supported employment placements for young people with learning difficulties and/or disabilities in Ashfield and Mansfield. Partners were Skills for Employment, Futures, Bracken Hill School, Portland College and Vision West Notts. Employers for the pilot were the Linney Group and the Belfry Hotel.
8. The pilot proved a success with many positive outcomes e.g. two ongoing paid internships with the Linney Group. Case studies from an independent evaluation of the pilot are available with this report at Appendix A.
9. This pilot activity has created a strong partnership in Ashfield and Mansfield which could form the foundation for a countywide approach to supporting young people from these groups into paid employment. It uses the skills and experience of internal County Council services and partners to deliver high quality interventions which have a positive impact on outcome rates

Proposal

10. It is proposed that the LSIS pilot should be used as the basis for the Council's investment in supporting the employability of young people from the LLDD and/or NEET cohorts. This would mean an internal arrangement with the Skills for Employment team, which will be managed through a Service Level Agreement, rather than open commissioning.
11. The Mansfield/Ashfield partnership is well established and constitutes a model that could be built upon and replicated. Initial suggestions for two additional partnerships would be:
 - Broxtowe/Gedling – Central College, Skills for Employment (Stapleford), Foxwood Special School, Portland College. Portland College already have established links.
 - North Nottinghamshire – North Notts College, Landmark Specialist College, St. Giles Special School, Skills for Employment
12. The creation of new partnership infrastructure and management of this wider activity will require in-house resource. Indicative costs are:
 - 0.5 FTE post to coordinate and establish two new partnerships, this is estimated to be circa £72,300 over two years + on costs (NCC post)
 - Systematic Induction Training (SIT) for Job Coaches approximately £12,000
 - Employer incentives - £15,000
 - Transport during the work experience phase - £10,000
 - Job coach costs - £40,200
 - Contingency - £4,000
 - Evaluation - £4,500

Total - £158,000

13. Using the remaining youth employment funds in this way means that new infrastructure is developed to support the identified groups of young people. Sustaining this activity may be possible through new European Funds, which, as Members are aware, will be available from late 2014 or early 2015. The European Social Fund (ESF) would be an appropriate vehicle to be considered for the further sustainability and expansion of these models following the County Council's initial support.

Outcomes & Outputs

14. It is anticipated that over a two year period, outputs would be:
- 30 learners would benefit from four weeks of work experience
 - The majority of these learners would progress into a 'Supported Internship' of 6 months
 - A sub set of these learners would progress to an extended 'Supported Internship' of a further 6 months
 - A cohort of these learners would move into paid employment, it is estimated that this would be a minimum of 15 learners.
15. It is recommended that an employer incentive of up to £1,000 is made available to those employers who offer one of the learners a permanent paid role. The incentive would be to support the continued professional development of the learner and would be agreed with due regard to the size of the company concerned (i.e. a smaller company may attract a higher incentive).
16. A progress report will be presented to this Committee after the first 12 months of the project have been delivered. An independent evaluation will be commissioned during year two of the delivery of the project, which will inform future development and possible funding through the European Social Fund.

Reason for Recommendations

17. Committee requested further options in terms of the allocation of £158,000 of resources for youth employment activity that was not allocated through previous resolutions.

Statutory and Policy Implications

18. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

19. The project will be delivered over the 2013/14 to 2015/16 financial years and will be fully funded from the £158,000 remaining budget for youth employment, as outlined in paragraph 12.

RECOMMENDATION/S

20. That Committee approves:

- (a) the proposal to deliver youth employment support through the remaining budget as outlined in this report; and
- (b) delegated authority for the Corporate Director, Policy, Planning and Corporate Services in consultation with the Chair of Committee to enter into an internal Service Level Agreement to deliver the activities as outlined.

Report of the Corporate Director, Policy, Planning and Corporate Services – Jayne Francis Ward

For any enquiries about this report please contact: Fiona Anderson - extn 72688

Constitutional Comments (NAB 28.01.14)

Economic Development Committee has authority to approve the recommendations set out in this report by virtue of its terms of reference.

Financial Comments (SEM 29/01/14)

The financial implications are set out in the report.

Background Papers and Published Documents

Nottinghamshire Youth Employment Strategy and presentation to Economic Development Committee, 28-03-2013

Apprenticeship Update – report to the Economic Development Committee, 09-07-2013

County Apprenticeship Project – report to Economic Development Committee, 17-10-2013

Supporting Youth Employment, - report to Economic Development Committee, November 2013

LSIS: Phase 2 Support and Aspiration, the Nottinghamshire Cluster, Evaluation Report 31-07-13

Electoral Division(s) and Member(s) Affected

All

Case Studies from LSIS Pilot

Case Study 1 – Luke M from Portland College at The Nottingham Belfry – Room Assistant

Luke M had a very positive work experience as a Room Assistant at The Nottingham Belfry

Luke really enjoyed cleaning the en suite bathrooms as rooms become unoccupied in the mornings and was particularly pleased when he was able to see the result of his hard work; clean floors, polished mirrors and leaving neatly folded towels ready for the next hotel guest. He moved on to making the large comfortable beds in some of the 120 rooms which will give him new skills in his role

Part of the bathroom cleaning was causing a small problem because of Luke's mobility, specifically; in small confined spaces when he was cleaning the shower tray which demanded time and consideration and there was some discomfort for him whilst kneeling. Luke was able to think through this issue and eventually solved the problem by using folded dirty towels to ensure his knees were more comfortable - this really worked well and there were no other issues

His co-workers found him particularly useful as Luke is almost six foot tall; and his colleagues are not! The highest part of the bathroom that needs cleaning regularly is the extractor fan - Luke was good at this and understood the importance of keeping it in good order to maintain the air quality in the room

He got on very well with the other Room Assistants, particularly Donna and Alana, from Latvia. In discussion with Luke, he was able to describe how the hotel worked and what some of the priorities were in running a successful luxury hotel

One of the most successful elements of the work experience was being fed by the hotel; the staff food was excellent and had made a big impression on Luke

Asked what he was most surprised by at The Nottingham Belfry; after some thought Luke commented that he wasn't used to such a luxurious environment - he had expected it to be posh but this was really posh and had a swimming pool, sauna and treatment room

Luke told me that following his period of work experience at the hotel he too would be going on holiday - unlike The Nottingham Belfry he would be spending a week in a static caravan with his mother in Blackpool and he was really looking forward to this.....

Case Study 2 – Luke C from Vision West Nottinghamshire College at The Nottingham Belfry - Food and Beverage Assistant (Breakfast)

Luke settled very quickly into working at The Nottingham Belfry and by the third day was carrying out complex tasks around the laying of tables and presenting food, working with others as part of an effective team in a busy conference venue setting

The most challenging aspects of his role are to replicate identical place settings on the larger tables for 10 diners. Luke mastered this and took great pleasure in seeing how smart and correct the tables looked in readiness for the lunchtime rush of almost eighty diners who would all need feeding and made to feel valued

A major factor which made Luke settle in so well were his team of colleagues who were all supportive and keen for him to be full member of staff. Initially there was a small amount of anxiety of getting to know new names and remembering faces - this soon disappeared and he soon felt part of the crew

The dining room can take two sittings of 78 people at a time which really means that Luke had to be on the ball in a very intense environment. At Vision West Nottinghamshire College he had completed various qualifications successfully including Practical Work Skills Entry Level 3 as well as participating in a Pre Work Experience programme plus regularly taking part in 'practical days' at the college as well as working in the coffee shop. This was all excellent preparation for his role at The Nottingham Belfry

Already Luke has felt an increase in his confidence and feels able to succeed in a busy and active workplace - family and friends are very proud of what he has achieved in the hotel

Luke, a massive Nottingham Forest fan, was hoping his placement coincided with a visit from the football team who are frequent visitors to The Nottingham Belfry -

Case Study 3 – Sarah R from Bracken Hill School at The Nottingham Belfry - Food and Beverage Assistant (Breakfast)

Sarah very quickly exceeded the expectations of the employer, Job Coach and school- initially quiet she soon felt at home with her natural trainer and the new working environment.

In preparation for working at The Nottingham Belfry, Sarah had attended 'work related learning days' at school as well as having work experience at Rumbles Café (a local Community caterer) and has committed to regular voluntary work at a

Cattery near to home. Initial career choices may be around the hospitality and catering sector on a full or part time basis

Despite initial shyness Sarah thought the best part of the whole experience so far was to be helping other members of staff and being part of a team. Within a few days she had found her way around the large and busy premises and interacted well with people from other teams, unknown to her

Originally on 'Housekeeping' duties, Sarah was able to perfect the cleaning, tidying and preparing of bedrooms and bathrooms, working as part of a team and against the clock

Real challenges were few and far between; getting to grips with working alongside new people because of shift patterns and rotas were soon managed. On a practical front changing the pillow case covers took some early extra effort to ensure the corners were in the right place

Even towards the end of the placement she was full of enthusiasm and genuinely enjoyed every aspect of the work, the people and the premises. Her family had also noticed a massive change in Sarah's confidence, ability and desire to try new things

Whatever work Sarah wants to try in the future, taking part in this LSIS funded project has made a fantastic difference to her ability to seek and secure paid employment in the future

Case Study 4 – Ian T from Skills for Employment (Nottinghamshire County Council) at The Nottingham Belfry -

A very self aware individual with a background in studying catering and hospitality, Ian adapted extremely quickly to being front of house and 'waiting on' in a very busy dining area situation, coping really well. Duties included; waiting on tables in the dining room, to clearing the tables when finished and relaying for new customers. As one of his skills is being at ease with people, Ian was responsible for showing guests to their tables which included verbal interaction asking how their days had gone, was there anything they needed to make their visit/stay more comfortable etc

Very quickly he had an understanding of how the hotel functioned and was able to give advice to guests and visitors about using the Leisure Club and who to ask about specific needs. Some of his work between peak meal times involved 'floor walking' – scouring the three floors of the hotel and collecting any used glasses, crockery and cutlery; returning these to the kitchen area for washing

Ian felt he was comfortable in working in this environment, he enjoyed being alongside his co workers who were slightly older than him and some for whom English was not their first language – he felt very much an integral part of the team and not an 'add on'. The 11 hour long days were not a problem, starting at 0630hrs and he had a very good relationship with his Job Coach. One of the best parts of his

three week placement was meeting new people, whoever they were. He soon understood the hotel's philosophy of work known in Q Hotels as FISH which conveyed that people who enjoyed their work and were able to display their enjoyment were more likely to be better workers and pass on an air of confidence to the guests and visitors

He is clear about the future; in September 2013 Ian will study at North Nottinghamshire College towards a recognised Level 2 catering and hospitality qualification and he will use this experience to secure paid employment in that sector

Case Study 5 – Liam A at The Linney Group

Liam felt at home even before the induction period had started, he thought the people and premises at The Linney Group were fantastic and was able to get to work using his own transport

First duties were in Linney Direct where boxes are constructed out of sheet cardboard; cut to shape and scored along folds they are then constructed and fixed using a glue gun ready to be packed with printed goods and sent off

His work was challenging and his duties were on a rota to give variety; Liam's next task was to be responsible for cleaning the main floor area of one of the large print rooms, more like a large factory. The entire floor has to be cleaned continually as this area is operating 24 hours a day, 7 days a week and any dirt will put the whole printing process at risk

He easily mastered the use of the Wetrock pressure cleaner for floors and is pleased to see the difference between before and after it has been used on an area of flooring

He found all the other workers very supportive and interested in what he was getting up to and felt a valued member of the team, he was able to describe in detailed other parts of the process he was involved with

Any difficulties experienced were when he had just started learning a new task – Liam was a quick learner and once something was explained by a colleague it was no longer an issue

Previously Liam had attended the local college of Further Education having studied an employability course and was still working on a voluntary basis in a retail setting at weekends

For the future he would like to secure well paid employment and hopes that this opportunity works out as he feels so much at home and is performing well. He does have a back up plan in case this doesn't work out and is confident he will be able to find other similar work

Case Study 6 – Stef E at The Linney Group

Unlike most of the other candidates, Stefan is a qualified welder and has had previous paid jobs which unfortunately have evaporated and he found himself at myplace (Skills for Employment) in Mansfield where he worked hard at improving his employability skills to enable himself to get back into work

Stef coped well with the induction which was comprehensive and thorough and feels he has done all of the tasks to the best of his ability and this has been of a high standard. The tasks have ranged from operating machinery in a cleaning role to keeping large areas across the site tidy, clean and free from debris

He was very quickly trained in moving pallets around the factories to provide a supply of new materials to the sides of the machines and he has really enjoyed everything he has had a go at. His co workers are from across the age range and he has felt part of the team, gaining very positive feedback from his Steve, his supervisor in the box making department – stating that he was a 'breath of fresh air' in the place and is never afraid to get stuck into a new task

Other duties include 'hand finishing' which is the finishing off by hand anything that leaves the production line that is not quite 100%. He understands the company well as is proud to be associated with Linneys who produce printed materials for some of the biggest names in the work

Stef displays a genuine willingness to work and is a quick learner, showing a strong work ethos and wants to get on in life to become independent living. Job Coach, David, is especially pleased that on no occasion has he had to step in and use TSI (part of training that deals with correcting workers when they are making mistakes) with either Stef or Liam

Learner Feedback

All learners kept a daily diary on their placements and these excerpts have been lifted from those diaries to give true reflections on their experiences. Also used was any verbal feedback gleaned from those learners expressed during those placements;

“I really enjoyed working at the Belfry but found it hard work”

More than one “struggled working the five days a week and also the length of the working day”

“really enjoyed working with the other staff and I found them all friendly but missed my friends and I also missed working with people my own age”

“sometimes I struggled with talking to the customers and also prioritising tasks but this disappeared as I grew in confidence and I managed to overcome these problems”

“It was a brilliant experience, it was different to what I had expected but everything I did made Mum and Dad were very proud of me”

“Using the various machines is best as they take a lot of concentration to get them working properly”

“Today was my last day at The Belfry, I have really enjoyed working here. It has been hard work but everyone has been really helpful and friendly to me”

“Today has been really hard work, I hope to have a full time job one day”

“I have enjoyed working hard today as I became faster at doing my jobs”

“It was special this morning as I thoroughly cleaned the VIP rooms”

“Today I have cleaned 7 bedrooms and have folded hundreds of towels which was hard”

“Jo has been very pleased with me today”

“I don’t miss my mates as I am doing something much more important; I am getting a career”

“The blokes in the factory treat you like an equal and value what you are doing, as I am new they have been so helpful”

“I can’t wait until Trevor goes on holiday in August as I will be taking his job over so I am the boss”

“There’s no way I would want to be doing nothing, the best bit is to see what I have made during the day”

“My family reckon this is the best thing that has ever happened to me....and I agree”

“I get to work on my moped, not relying on buses meaning I can start work earlier than I should”

“Doing real work is much better than being at college doing the learning part of the job”

“This means I will not be like my Dad who has never had a job in his life”

Employer, family and school/college Feedback

Parent - “what have you done to my child? they are a different person at home, happy and confident”

Teacher – “the first week back at school was a residential and from this shy person with language and speech difficulties they actually volunteered to lead a problem solving activity of Day One and succeeded organising the team to achieve an outcome – a Massive Achievement”

Co Worker – “we have cleaned 18 rooms today; the learner is quick, capable and efficient and performed stock rotation between rooms – they area a star”

Head of HR- “They have come on leaps and bounds since starting with us. Confidence, communication skills and using their initiative have all improved; they have improved massively since we first met”

Family – “we are really pleased that our son has been busy and stretched, he now wants to get out of bed and go to work”

Manager – “no absences, always on time, no problems, fitted in really well and worked to a high standard completing tasks using equipment appropriately”

Natural Trainer – “we have done 16 rooms today, that is good team work – thank you”

Co Worker – “They have done extremely well today, working without my help they were fast and produced quality work, its been a very busy day”

Natural Trainer – “They did a perfect job and they have had a really good week”

Family – “even in the final week they still couldn’t wait to get into the car and go to work”

Job Coach – “It has amazed me how quickly they grasped the job to be done and just knuckled down and did it!”

Hotel Management – “I was really amazed how well they came back to work after a Bank Holiday off; they were enthusiastic, had not forgotten skills already learned and just got on with it”

Co Worker – “they had a brilliant day today, we had 12 rooms, lots of corridors and cupboards to do – I have really enjoyed working with them”

Natural Trainer – “This week they have worked with me for three long days – they have been lovely and helpful and they were always willing to work whatever the task was”

Manager – “Their self confidence had grown beyond belief from the day they started with us – they have been brilliant”

Supervisor – “I never have to tell them much as they are working it out on their own, I would have them working with me every day of the week”

Job Coach – “Its really difficult to pin point the big moments of this project, there have been so many and all the learners have enjoyed their own positive moments”

11th February 2014**Agenda Item: 6****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****NOTTINGHAMSHIRE ECONOMIC DEVELOPMENT CAPITAL FUND****Purpose of the Report**

1. To seek Committee approval for the following regarding the implementation of the Nottinghamshire Economic Development Capital Fund:
 - The proposed criteria and scoring process;
 - Revised management arrangements and the process flow chart and
 - The budget for the procurement of external expertise in support of the assessment process.

Background

2. This Committee approved the broad criteria and management arrangements for the Nottinghamshire Economic Development Fund (NEDCF) at its meeting on the 12th December 2013, requesting that further detailed information be brought to Committee for consideration. The appendices attached to this report provide this detailed information.
3. A number of observations were offered at the meeting on the 12th December which have helped support the drafting of the detail and where appropriate, these have been referenced in this report.

The Assessment Framework - Criteria and Scoring

4. Reflecting on the objectives of the Fund as agreed at the December meeting, a detailed set of criteria has been developed, accompanied by a scoring mechanism. This Assessment Framework is attached for consideration as Appendix 1.
5. The Assessment Framework is the means by which the Fund's objectives and outputs can be met and from which items such as the application forms and the Guidance will be developed. The Framework sets out not just the criteria but also some "Gateway" considerations which are essentially pass or fail moments at key points in the process and in addition, it confirms the two Stages associated with the process and how projects will be reviewed and scored against the criteria.

Guidance

6. Guidance for applicants is currently being drafted with the support from Legal and Finance Services. The Guidance will offer further details to potential applicants of the NEDCF's objectives and eligibility criteria alongside details of what the Fund cannot support; details of the two-Stage process and its associated timescales alongside State Aid considerations. The Guidance will also offer details regarding help and support, how to apply and will set out a flow chart for the process.
7. Members' attention is drawn to the following issues which will be addressed in the Guidance:
 - *State Aid Considerations.* The Fund has been designed to operate within the parameters of State Aid regulations but it should be noted that anticipated changes this year may impact on the Fund's eligibility and award criteria. The current position is anticipated to stand until the 30th June 2014 whilst replacement regulations are expected to come into force from 1st July 2014. Should it prove to be the case that these changes materially impact on the scope of the eligibility and award criteria, this matter will be brought to this Committee for consideration. Equally, it will be important to offer clarity to the potential applicants; State Aid parameters will determine matters such as whether a potential applicant can apply and what levels of resources relate. The Guidance will reflect carefully on these issues.
 - *Rolling Programme versus Fixed Call.* There are pro-s and con-s associated with each approach. It is considered however that initially, a call for projects accompanied by a deadline be adopted as that will allow for an overview of projects and of the overall process to be undertaken, and offers an opportunity to assess the nature and extent of demand and the balance across the two core themes (see the next point below). Subject to these issues, it may then be appropriate to open the NEDCF to a rolling open programme. The Guidance will be drafted on this basis.
 - *Balance of Funding.* As a new Fund, it is difficult to offer a clear view on the likely balance of type of applications to be received, being largely dependent upon demand. It is proposed that the Guidance will state that, initially at least, for operational purposes, a notional split in the resources available of broadly 50:50 will be adopted between those applications seeking direct investment in a small and medium-sized enterprise and those seeking support towards a land and property scheme. This will help the management of the Fund in a number of ways but not least in affording the Fund the best opportunity of fulfilling the outputs.
 - *The Assessment Framework.* To confirm, the Framework effectively forms part of the Guidance and will be circulated to applicants.
 - *Detailed Guidance.* While the Guidance will be designed to cover all the main core issues, further specific guidance for each question will accompany the respective Stage 1 and 2 application forms.
8. At December's Committee meeting, Members reflected on the proposed minimum bid amount and following discussion, requested views on whether a

start-up loan fund be established, drawn from the total resources available. From an initial review, it would appear that there are many such schemes already in operation, soon to be joined by some further new ones that appear to support this important area. Further work is required as there are important differences in the targeting and terms and conditions of these schemes. It is proposed that a thorough review be initiated, exploring links with other schemes offering start-up advice available across Nottinghamshire, and that this be considered further alongside an overview of demand / feedback from the first applications to the NEDCF.

9. This review will help determine whether a start-up loan scheme is appropriate and if so, what amount from the total NECDF may be hypothecated towards it. This will be the subject of a report to a future meeting and in the meantime, the Guidance will be written in such a way as to allow for this as a possibility.

Process and Flowchart

10. A flow chart has been developed outlining the overall process from the perspective of the applicant and this is attached at Appendix 2. This confirms the Council's approach and specifically how this Committee will monitor the performance of the Fund and ensure it is meeting its objectives. In summary it is proposed that:

- This Committee considers and approves the Assessment Framework as attached at Appendix 1;
- The Economic Development Team undertakes the Stage 1 assessment process;
- At the end of Stage 1, the Committee receives a summary of the applications offering details of the total number received; the total grant requested; the thematic and geographical mix; the numbers assessed as Red, Amber and Green and those progressing to Stage 2. Of those ranked Amber and Green, an indicative summary assessment will be offered of their contribution towards the total outputs anticipated for the NEDCF;
- The Chair of the Committee will consult Committee at this stage for any exceptional items that require a decision;
- Individual Stage 2 decisions are delegated to the Corporate Director for Planning, Policy and Corporate Services in consultation with the Chair of the Economic Development Committee. This report seeks the Committee's approval to this particular recommendation, bearing in mind that the Committee is also being asked to approve the Assessment Framework on which these decisions will be based;
- The Committee will receive reports through the annual cycle on the overall performance of the NEDCF, alongside any proposals to amend the criteria and assessment process.

Communication Plan

11. With the support of the Communications & Marketing service, a draft Communications Plan has been developed. It covers both the general promotion of the NEDCF as well as plans for a launch. Key to its success will be the dissemination of the information via partners and via business groups

across the County and the established contacts and routes will be used. Media relationships will be equally important and successful applicants will be required to participate in press opportunities and announcements. It is anticipated that Members will support the dissemination of the information to businesses and to business groups within their local area.

Additional Considerations

12. The December 2013 report reflected on a number of additional matters requiring consideration by this Committee. Confirming the position on each in turn:
 - *Draft Agreements.* Legal Services will draw-up suitable grant agreements, which will be shared with those applicants progressing into Stage 2, requiring any potential applicant's acceptance of the agreement as a Gateway condition prior to further assessment.
 - *Additional Support.* Financial Services will offer credit / financial checks on the applicant organisation as a Gateway check prior to the commencement of Stage 2. Further, as will be seen from the Assessment Framework, the Stage 2 process will be supported by externally sourced expertise, offering a risk-assessment, an overall viability review and an assessment as to value for money. This expertise will be sought in accordance with the Council's procurement processes. It is considered that this work can be procured for less than £20,000 and it is proposed that this amount be met from this Committee's budget.

Other Options Considered

13. The Committee may choose not to progress with the Fund. However, these proposals have been pulled together on the direct request of this Committee and their views are requested where indicated.

Reason(s) for Recommendations

14. The Economic Development Committee was assigned the future management of the Economic Development Capital Fund by Policy Committee.

Statutory and Policy Implications

15. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described in the report.

RECOMMENDATIONS

16. It is recommended that Committee:
 - (a) approves the Assessment Framework and scoring process for the Nottinghamshire Economic Development Capital Fund;

- (b) approves the management arrangements and the associated flow chart;
- (c) approves delegated authority for grant awards at Stage 2 to the Corporate Director for Planning, Policy and Corporate Services in consultation with the Chair of the Economic Development Committee;
- (d) agrees a maximum of £20,000 from the Economic Development Budget in 2014-15 towards the procurement of external expertise in support of the Stage 2 process as referenced in the report.

Report of the Group Manager, Corporate Strategy

For any enquiries about this report please contact:

Constitutional Comments [SSR 28.1.2014]

The decisions set out in the recommendation are matters that may be approved by the Economic Development Committee

Financial Comments [SEM 30/01/14]

The financial implications are set out in the report.

Background Papers

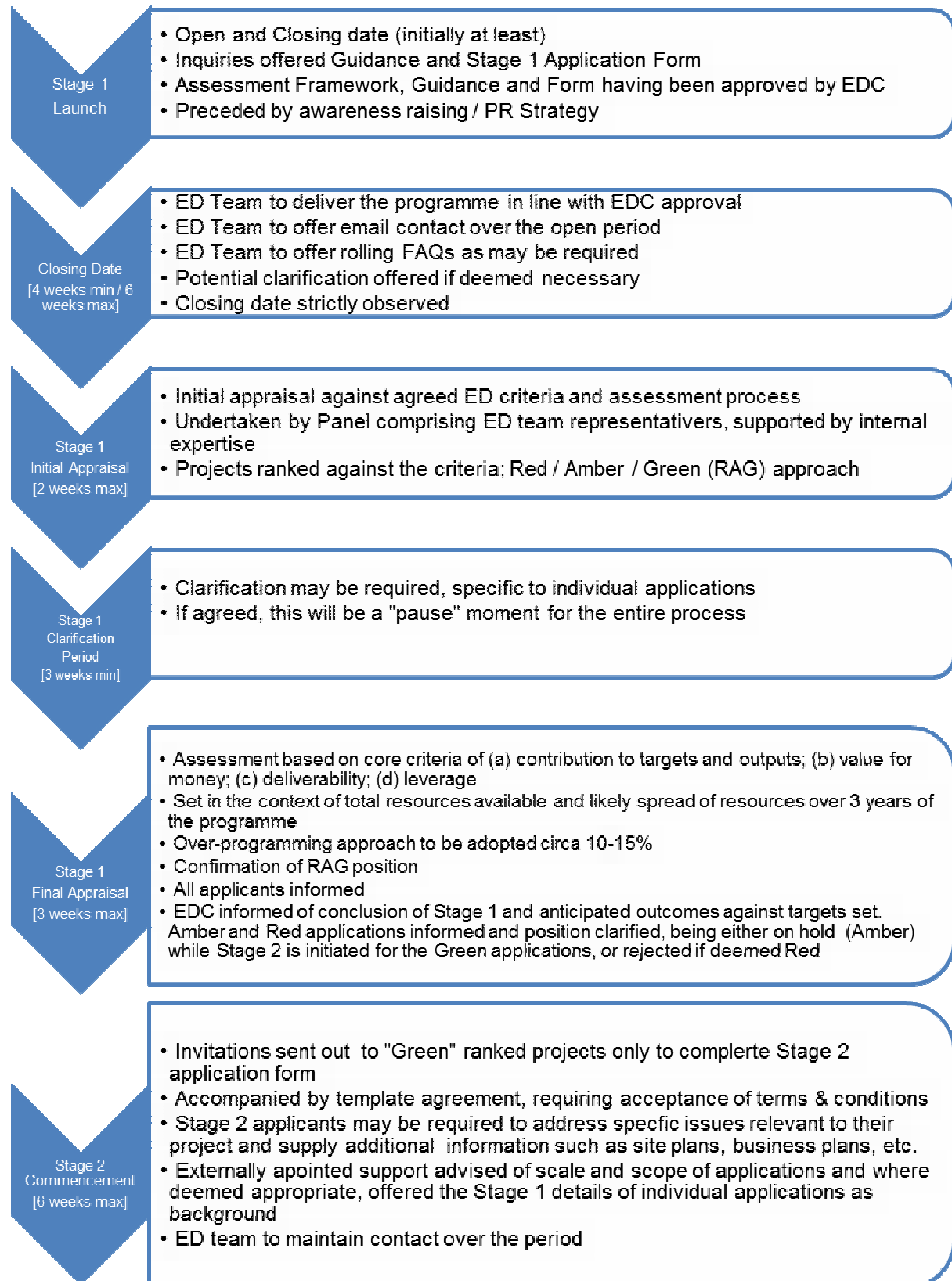
None

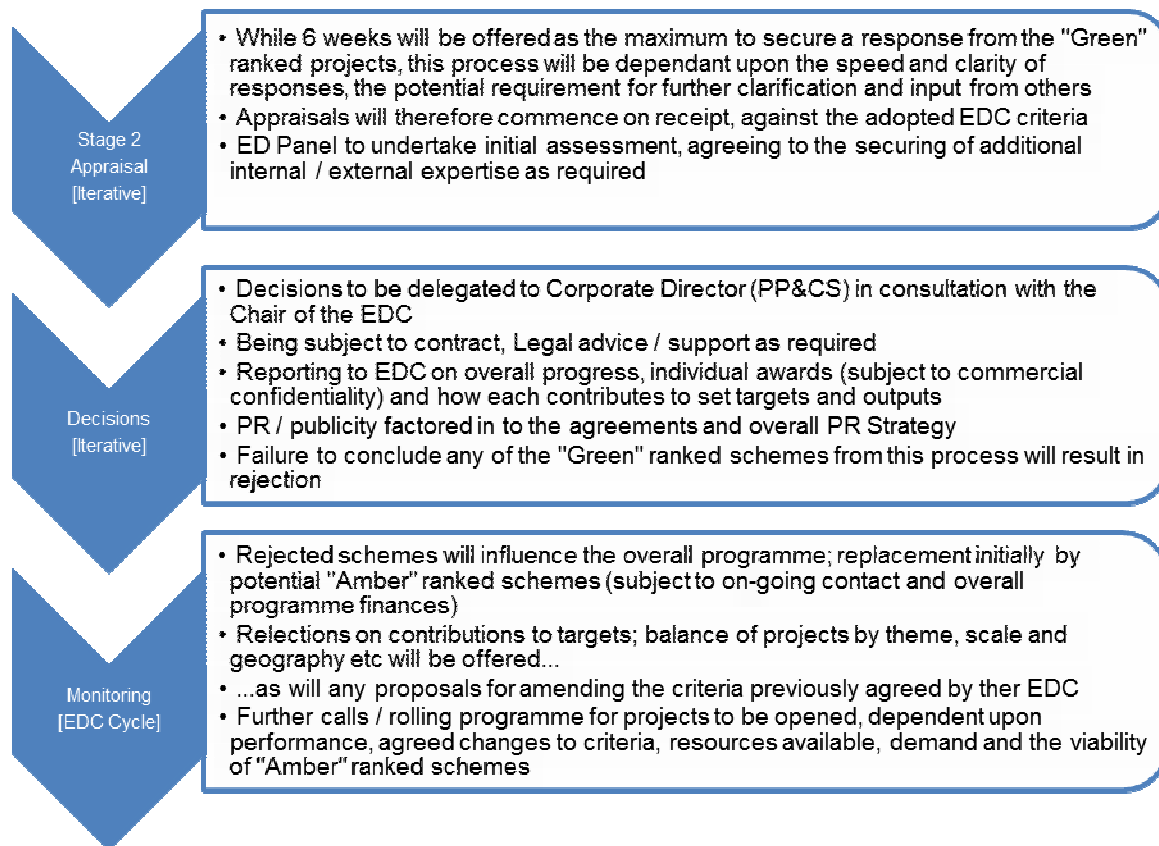
Electoral Division(s) and Member(s) Affected

All

Appendix 2

Nottinghamshire Economic Development Capital Fund - Flow Chart





Note:

EDC – Economic Development Committee

ED – Economic Development

Appendix 1

The Nottinghamshire Economic Development Capital Fund Assessment Framework Stage 1 Assessment

Gateway: **All** of the following must be met for further assessment to be undertaken. If applicants fail, they may be advised of the reasons and asked to resubmit their application at a future date, if they can address the issues identified.

Element	Yes / No
The applicant's organisation and / or the project is eligible to receive a grant; the Economic Development Committee report 12 th December 2013 refers. The Fund cannot support : <ul style="list-style-type: none">• projects submitted by individuals or sole traders;• public sector projects which do not support private sector growth;• investments below £20,000;• start-up businesses nor direct retail businesses (except where investment in physical infrastructure is linked to wider public realm improvements);• replacement capital kit and equipment. Investment in new equipment may apply depending on the company's job growth as a result;• generally speculative development schemes;• housing development schemes.	
The applicant's legal status is identified and defined, being an entity with which the Council can contract and which has the appropriate interests in the project.	
The activity is located in Nottinghamshire.	
The activity will result in private sector job growth and estimates of job outputs are given in the application.	
The costs and funding package tables support each other i.e. the funding package, including the ECDF contribution requested, is sufficient to meet the identified costs.	
The applicant has provided evidence that they have attempted to secure the required funding from other sources prior to applying to the ECDF.	
For public sector applicants, the maximum grant request is 50% of costs.	
The project / application appears State Aid compliant as reflected in the Guidance.	
The delivery timescales fit with the Programme requirements ie all work to be financially completed by 31 March 2017.	

Qualitative Evaluation at Stage 1:

Criterion	Score	Notes
The application is consistent with the overall aims of the NEDCF scheme as follows: <ul style="list-style-type: none">• The application details how it fits with the Fund's overall objectives and requirements;• The application provides justification for why the proposed activity will result in economic growth, including private sector job growth.	0-3 for each of the bullet points i.e Weighted x2, max score 12	The assessment of bullet point 1 should include consideration of the project's contribution to the Fund's targets and the ambitions and priorities set out within the Council's Strategic Plan, the Nottinghamshire Growth Plan and the LEP Growth Plans
The applicant organisation is from or the project makes a specific contribution towards the priority sectors referenced within the Nottinghamshire and the LEP Growth Plans in summary as follows: <ul style="list-style-type: none">• Low carbon	+3	Either the full 3 points or none are given

<ul style="list-style-type: none"> • Food & drink • Advanced manufacturing • Logistics • Transport equipment • Medical and bio-science • Construction • Visitor Economy 		
The applicant provides an explanation of how the activity will result in benefits for the wider community, specifically referencing action plans on recruitment and training; the potential for supply chain opportunities and potential environmental considerations.	+3	Either full 3 points or none
<p>The proposal appears to provide value for money.</p> <p>This criterion will be tested in more detail at Stage 2; Stage 1 is a comparison at a general level. For this criterion to be assessed, the applicant MUST provide estimates of both costs of the project and the no. of new jobs to be created.</p>	<p>0-3</p> <p>Weighted x2, max score 6</p>	<p>The benchmark costs per job is £26,000 of total public sector input per job</p> <p>Scoring: 0 – insufficient information 1 – below benchmark 2 – at / around the benchmark 3 – above the benchmark</p> <p>Final score weighted x2</p>
<p>The proposal is viable / deliverable based on analysis of the following:</p> <ul style="list-style-type: none"> • The timescales set out in the Stage 1 form are judged to be reasonable for the type of activity proposed; • Barriers to delivery have been identified and suitable mitigation has been proposed; • There are no perceived legal barriers to providing the grant at this stage (e.g projects that are too high a level to be funded within State Aid rules) 	<p>Up to 3 points per identified bullet point</p> <p>0-9</p>	<p>On the question of barriers to delivery, if the applicant states there are no barriers, this suggests the application is unrealistic and would result in a nil score</p>
The proposal offers leverage to support meeting the Fund's overall outputs	<p>0-3</p> <p>Weighted x2, max score 6</p>	<p>Scoring: 0 – insufficient information 1 - below benchmark of the overall programme 2 – at / around the leverage benchmark 3 – above the leverage benchmark</p> <p>Benchmark being the Fund's overall ambitions of 1:2 leverage</p>
Maximum score for Stage 1	39	A minimum score of at least 50% will generally be required to proceed though a ranked RAG (Red, Amber, Green) will be developed for consideration

For the RAG approach, the guidance is as follows:

- Any Gateway failures – automatically ranked as Red, potentially provisionally, subject to clarification questions
- Scoring 19 or below – ranked as Red (ie below 50%)
- Scoring 20 to 26 – ranked as Amber (ie between half and two-thirds)
- Scoring 27 and above – ranked as Green

Only Green and Amber projects are invited to make a Stage 2 application, with Amber ranked projects advised that they are reserve projects, pending the outcome of the Stage 2 assessment for the Green ranked projects. All projects but particularly those ranked as Amber will make Stage 2 applications at the applicant's risk.

Gateway: Subject to the outcome of the RAG approach, all applicants to be invited to effect a Stage 2 application will be required to meet the following:

Element	Yes / No
The applicant organisation has passed a credit check / initial financial testing review.	

Subject to above being satisfactory, the applicant is to be invited to submit Stage 2 application.

Stage 2 Assessment

Gateway: All of the following must be met for any further assessment to be undertaken; 3rd party appointed expertise will support this process as required:

Element	Yes / No
The applicant accepts the Council's draft terms and conditions applicable to a successful grant award	
The grant can be provided within the State Aid regulations	
The funding package is complete and in place, or all sources are identified with a reasonable timeframe for any remaining elements to be in place (grant award will be conditional, should there still be decisions awaited on elements of the funding package)	

Qualitative evaluation at Stage 2:

While not a scored requirement, the local County Council member(s) will be informed about applications relevant to their electoral division area at this stage of the process.

Criterion	Score	Notes
Business Case		
The detailed business case provides sufficient justification for the project, including : <ul style="list-style-type: none"> • A clear case for how the proposal will lead to economic growth and increased productivity • A clear case for the long term viability of the proposal • Evidence of need and/or demand 	0-6 (max 2 points per bullet point) Weighted x2, max score 12	Credible / suitably referenced evidence to be offered. 3 rd party expertise sought in the assessment
The project will support opportunities for training, apprenticeships and work experience and a detailed explanation is given in the application	+3	Either full 3 points or none

The project will support opportunities to develop local supply chains and a detailed explanation of how it will do this is given in the application	+3	Either full 3 points or none.
<i>Business case total score available</i>	<i>18</i>	
Outputs		
The proposal details the contribution it will make to the overall targets of the ECDF scheme, and the contribution to targets is proportionate given the amount of funding requested	0-3	
The applicant provides justification and evidence to support the proposed contribution to targets	0-3	
Output monitoring arrangements are described in detail and are sufficient.	0-3	
The job outputs described are of high quality and can be evidenced as sustaining and / or creating new jobs	Max 6	Scoring: 0 – neither sustained nor created jobs 2 – sustained jobs only 4 – a job mix 6 – creating new jobs
<i>Outputs total score available</i>	<i>15</i>	
Strategic Fit		
The proposal is consistent with other strategies including the following: <ul style="list-style-type: none"> • Nottinghamshire Growth Plan • D2N2 / SCR LEP Plan(s) as appropriate • NCC Strategic plan 	0-6	Two points per strategy justified
<i>Strategic Fit total score available</i>	<i>6</i>	
Deliverability / VFM		
The delivery timetable stated contains appropriate and reasonable milestones	0-3	3 rd party support sought
The applicant has a detailed and reasonable plan to address any risks	0-3	
The proposal gives detailed justification for why it will have positive equality and/or environmental impact	+3	Either full 3 points or none
An external assessment has supported the financial viability of the proposal	0-3	3 rd party support sought
A detailed assessment has supported the value for money of the proposal	0-3	3 rd party support sought
<i>Deliverability/VFM total score available</i>	<i>15</i>	
Total Maximum Score for Stage 2	54	Projects ranked

11 February 2013**Agenda Item: 7****REPORT OF GROUP MANAGER, CORPORATE STRATEGY****NOTTINGHAMSHIRE – VISITOR ECONOMY ACTIVITY****Purpose of the Report**

1. The purpose of this report is to:
 - a. provide an update on the Nottinghamshire Visitor Economy
 - b. set out what is currently being done by the County Council and partners to support and promote the Visitor Economy in Nottinghamshire and
 - c. outline future plans to develop and consult on the County's tourism offer and investment priorities for the sector.

Information and Advice**The Visitor Economy in Nottinghamshire**

2. The Visitor Economy is the direct delivery of tourism – including hotels, restaurants, museums and cultural attractions together with activities around sports and cultural events and festivals which individually or collectively attract and meet the needs of domestic and international business and leisure visitors.
3. The sector in Nottinghamshire directly employs over 16,000 peopleⁱ and the visitor economy is valued at £954m with visitor numbers of 31m in 2011. Of these 29.6m were day visitors with an average daily spend of £31.49. In addition the sectors supply chain supports employment within Nottinghamshire.
4. Attractions on the whole are free and there is a good range of outdoor/country park activities as well as unique offers such as Creswell Crags. Accommodation is split, serviced and non-serviced with the former comprising hotels located mainly in the city or along the M1 corridor with B&Bs, budget and 2-3 star hotels dominating the county's offer. Non-serviced provision tends to be self-catering, camping and caravans (including niche offers at Clumber Park) and Center Parcs.
5. Businesses in the sector tend to be micro or small / medium sized, and there are many examples of commercial diversification, particularly in rural areas. There are a few key players in the county such as Center Parcs and some growth businesses. As with the sector nationally, employment is seasonal and fluctuates accordingly and the public sector remain key influencers in delivery and provision.

6. In this context, the Visitor Economy sector is regarded nationally, and across D2N2, as a key sector in terms of its economic contribution and job growth potential.
7. The bulk of visits are day visits generated from within the region and the top visitor attractions are Rufford Abbey and Country Park and Sherwood Forest Country Park being placed one and two respectively in the most visited Nottinghamshire attractions.
8. The key asset to the sector in Nottinghamshire is the Robin Hood “brand” but the current quality of the offer is limiting growth potential. Opportunities to attract and disperse visitors to encourage longer stays, overnight visits and higher rates of spend have not always been maximised or deliverable.
9. Strategic opportunities to grow the sector are set out in the second part of the report. (paragraphs 35-42 refer)

County Council’s role in developing and delivering aspects of the Visitor Economy in Nottinghamshire

10. Members will be aware that the County Council undertakes limited direct tourism delivery other than that related to its assets, statutory responsibilities or, historically, to key events. This reflects current priorities and resource availability. Responsibility for operational management of much of this work sits with Culture Committee given the work areas that are under that Committee’s remit.

Sherwood Forest/Discovery Attractions

11. A key priority for the County Council is to develop the visitor offer at Sherwood Forest to realise its full potential both as an attraction in its own right and in its contribution to the wider economy. To this end the Council continues to work with Discovery Attractions (DA) as its preferred bidder in support of their proposal to develop a world-class visitor attraction showcasing Sherwood Forest and the Robin Hood Legend. 450,000 visitors pa are projected by DA should the development be delivered, with the facility also anticipated to act as a base for the 250,000 pa visitors to Sherwood Forest itself. The aim is to improve the attractive pull of Sherwood Forest, providing a nationally recognised tourism attraction to underpin an internationally recognised “brand” - encouraging more visitors (day and overnight) and expanding the area from which they are drawn (including international) and creating more opportunities to increase visitor spend for the benefit of local businesses and communities.
12. DA continues to develop its £12.5m funding package, including making an approach to the D2N2 Local Enterprise Partnership’s (LEP) Growing Places Fund. Officers have offered advice on the approach and a decision is pending.
13. The County Council has also approved and set aside £1.65m for the cost of the remediation of the existing site and the provision of a road crossing, which are ancillary items considered necessities, both under its statutory designation as a Special Area of Conservation and for the commercial delivery of the DA proposal.
14. If the DA proposal cannot be delivered due to funding shortfalls, alternative options would need to be considered to deliver the changes and impacts described in paragraph 13 –

given that the Sherwood offer is recognised as the lynchpin to supporting and growing the Nottinghamshire visitor economy.

15. It should be noted that in lieu of future developments, the Council continues to offer a full programme of activities and services at Sherwood Forest – including the annual Robin Hood Festival, which last year achieved record numbers of visitors. There is a full programme of events throughout the year which complement and add value to the on-going management of Sherwood Forest enabling visitor interpretation and education about the natural environment and use of the way marked trails. The supporting work of the County's Communications and Marketing Service has also been key in the success and growth of the Robin Hood Festival.
16. In addition to the activities at Sherwood, the County also manages a series of Country Parks with associated ranger, interpretation and events provisions. These include Bestwood, Sherwood, Rufford and Cotgrave which form the cornerstone of the county's green tourism offer.

Conservation and Heritage

17. The Council recently recruited a fixed term Senior Practitioner for Heritage and Tourism. The post is working closely with external partners to look at project feasibility and opportunities to support and enhance the County's Heritage Tourism offer. A framework is being developed for the main heritage tourism assets of the County and emerging themes include industrial heritage; traditions and customs; natural heritage; origins (early history); spiritual heritage; rebellion, conflict and freedom; sporting heritage; and literary and artistic heritage. In taking forward projects to enhance the heritage tourism offer under these themes, the Council will work closely with a wide range of partners and stakeholders, including further education colleges, with a view to providing employability training. Support will also be provided to the development of the National Civil War Centre and the Pilgrim Fathers' Offer, with a view to ensuring that the wider economic benefits can be realised.
18. More generically the Conservation Team supports the statutory and best practice requirements to conserve, interpret and make accessible the natural and built heritage of the County - which is a key component of the current and future tourism offer. It also provides opportunities for communities to engage with their heritage through projects, events and training.
19. The Conservation Team is currently working with a wide range of conservation and heritage partners from both the statutory and voluntary sectors to develop and submit a £3m Landscape Partnership Scheme funding bid to Heritage Lottery by the end of May 2014. The application will include projects to enhance the natural and historic environment of the historic Forest of Sherwood, providing for community engagement, training and the enhancement of the heritage tourism offer.

Creswell Crags

20. The County Council provides core funding, advice and shared governance and technical expertise (including conservation) along with its counterpart in Derbyshire to support the continued operation of Creswell Crags as a visitor attraction, education centre with associated outreach programme. This attraction was included on UNESCO Tentative World

Heritage Site list in 2013. This represents its historical importance and unique status and underpins its potential to attract more visitors through designation and links to other significant sites and attractions in both the D2 and N2 areas.

Experience Nottinghamshire

21. Experience Nottinghamshire (EN) is the County's recognised Destination Management Organisation (DMO). A report was received by Committee at its meeting in October 2013 outlining its responsibilities, structure and performance.
22. Members will be aware that the County Council sits on EN's Strategic Board and Finance and General Purposes Committee. The County financially supports EN through a three-year Service Level Agreement to fulfil its role as Nottinghamshire's DMO. The funding is the subject of a proposed reduction under the current budget challenge, which would see the funding to EN reduced from £218,000 pa to £118,000 pa.
23. As the DMO, EN's main functions include raising awareness of the City and County as a visitor destination and promoting and marketing the current offer. The County is one of 14 "Attract Brands" awarded RGF funding through Visit England after a successful application from EN.
24. EN also seeks to raise awareness with local, regional and national bodies on the current and potential value of the city and county's visitor economy. In 2014 a Destination Management Plan (DMP) will be produced that will set out a strategic path for the Visitor Economy sector in Nottinghamshire. The DMP will be critical to establishing just how important tourism is to the area and how the collective (public, private and third sector interests) will develop and manage the offer.

Economic Development

25. The Council's Economic Development Service directly and indirectly supports the Visitor Economy in terms of :
 - a. Strategic development – working with key partners such as D2N2, EN etc
 - b. Management and support of the EN SLA
 - c. Direct support to businesses and
 - d. Work with partners to help the development of sustainable tourism activity under new rural programmes that will be managed through Defra and the LEP.

Partner Bodies and Collaborative Work

26. The Districts are leading on key project development in their areas – for example the National Civil War Centre and Pilgrim Fathers. In terms of the latter, Bassetlaw District Council is actively engaged with the Pilgrim Fathers Origins Association and plans are being developed that will coincide with the 400th anniversary of the Pilgrim Fathers' sailing in 2020.
27. Districts also directly deliver other provisions e.g. Bassetlaw Museum, Food and Marketing trails, Tourist Information Centres (Newark and Sherwood and Bassetlaw). Other Districts deliver on line and other visitor services and selected Districts (as reported to EDC in

October 2013) contribute to EN in terms of core funding or subsidies to support EN membership in their administrative areas.

28. The City is a key partner and funder of EN and is active in attempts to develop the sector – including re-submission of its HLF bid to develop the Castle and work to develop the Lace Market among various other activities.
29. The D2N2 Local Enterprise Partnership has established a Visitor Economy Advisory Group (VEAG) with representation from all principle authorities and the relevant DMOs.
30. The 2 key areas of work for VEAG have been to:
 - i. Source LEP support for the DMOs to purchase industry data to better enable the understanding of the economic performance and developing trends of the sector and
 - ii. Undertake a pan D2N2 study on the Visitor Economy led by Colliers, a consultancy firm with expertise in the sector
31. Members have previously indicated a desire to better understand the performance of the sector – the purchase of STEAM and other industry specific economic data will allow EN and partners to better interpret trends and needs and direct activity and resources accordingly. In terms of the Colliers work, this will help set out the future, proactive approach to developing the sector.
32. The Colliers study has been in 2 parts:
 - i. Stage 1 provided a baseline assessment of the existing tourism offer whilst
 - ii. Stage 2 (currently in draft) identifies gaps and makes recommendations about investments that could improve the visitor offer and thereby the performance of the wider sector.

Future Opportunities

33. The Colliers work will be important for the development of the Destination Management Plan and to the LEP, which is developing Sector Action Plans to identify where its investment support will be focused through its Single Growth Fund monies. Key areas of focus will be the provision of tailored business support services, supply chain development, networking and opportunities to support innovation within its growth sectors. Capital investment in the Visitor Economy will be prioritised on the basis of the Colliers Study and the relevant investment plans of partner agencies.
34. D2N2 is currently consulting on its Strategic Economic Plan (SEP). Within the draft SEP it references 3 key themes within the Visitor Economy. These are:
 - a. 2014 – Year of Cycling
 - b. 2015 – Year of Culture (Grand Tour)
 - c. 2016 – World Class Heritage – 250 years of innovation
35. In relation to the Strategic Economic Plan, D2N2 is also undertaking preliminary work towards developing Sector Skills Plans for each of its key sectors. In the context of the Visitor Economy, employer led groups will be established to help prepare plans that help

shape skills provision going forward – providing a skilled workforce that can meet and drive growth aspirations.

36. With a number of different strategies and emerging development work for the Visitor Economy, it is essential that the VEAG, the LEP and key partners are effective in joining everything up in a consistent way and, where appropriate, adding value to the work.
37. To this end, the Colliers work (paragraph 34 refers) has identified several potential “game-changer” projects. In respect of Nottinghamshire, these include:
 - a. A more coherent strategy to support events and festivals in the Nottinghamshire area – to cover delivery, quality, programming, marketing, funding and development
 - b. Development of the Nottinghamshire’s Industrial Heritage theme
 - c. Development of the County’s Local History theme and
 - d. Development of a Sherwood Forest Visitor Attraction and development of a City based Robin Hood themed attraction (to complement the Castle development proposal and Sherwood Forest project)
38. There is recognition of the need to undertake greater feasibility work – including the analysis and demand for current and future hotel accommodation and the identification of sites to meet future needs in the County and to look at demand for a purpose built Conferencing Venue in the City.
39. Furthermore, there is a need to move visitors around the county – attracting and dispersing and ensuring that key market towns are strategically developed as destinations and visitor hubs in their own right.
40. It is the intention of VEAG that these concepts will be further refined along with other aspects of the wider D2N2 Stage 2 Report and prepared for partner consultation in February/March 2014 and thereafter for wider industry consultation in the format of a Sector Action Plan for the Visitor Economy. It would be intended to request Committee’s response to this consultation as and when it is launched.

Reason for Recommendation

41. The Report is provided in response to Committee’s request in November for an overview of the Visitor Economy in Nottinghamshire with particular reference to County Council and D2N2 activity.

Statutory and Policy Implications

42. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

43. None.

RECOMMENDATION/S

It is recommended that Committee:

- (a) notes the work of the Council and its partners to date to develop and deliver key aspects of the Visitor Economy; and
- (b) notes forthcoming consultations on the draft D2N2 Visitor Economy Sector Action Plan and Destination Management Plan for Nottinghamshire.

Report of the Group Manager, Corporate Strategy – Celia Morris

For any enquiries about this report please contact: Mandy Ramm Ext 72685

Constitutional Comments (SLB, 28.01.2014)

This report is for noting only.

Financial Comments (SEM 28.01.2014)

There are no specific financial implications arising directly from this report.

Background Papers and Published Documents

Electoral Division(s) and Member(s) Affected

All

ⁱ STEAM 2011

11 February 2014**Agenda Item: 8****REPORT OF CORPORATE DIRECTOR, POLICY, PLANNING AND
CORPORATE SERVICES****WORK PROGRAMME****Purpose of the Report**

1. To consider the Committee's work programme for 2013/14.

Information and Advice

2. The County Council requires each committee to maintain a work programme. The work programme will assist the management of the committee's agenda, the scheduling of the committee's business and forward planning. The work programme will be updated and reviewed at each pre-agenda meeting and committee meeting. Any member of the committee is able to suggest items for possible inclusion.
3. The attached work programme has been drafted in consultation with the Chairman and Vice-Chairman, and includes items which can be anticipated at the present time. Other items will be added to the programme as they are identified.
4. As part of the transparency introduced by the new committee arrangements, committees are expected to review day to day operational decisions made by officers using their delegated powers. It is anticipated that the committee will wish to commission periodic reports on such decisions. The committee is therefore requested to identify activities on which it would like to receive reports for inclusion in the work programme. It may be that the presentations about activities in the committee's remit will help to inform this.
5. The work programme already includes a number of reports on items suggested by the committee.

Other Options Considered

6. None.

Reason/s for Recommendation/s

7. To assist the committee in preparing its work programme.

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

- 1) That the committee's work programme be noted, and consideration be given to any changes which the Committee wishes to make.

Jayne Francis-Ward
Corporate Director, Policy, Planning and Corporate Services

For any enquiries about this report please contact: Martin Gately x 72826

Constitutional Comments (HD)

1. The Committee has authority to consider the matters set out in this report by virtue of its terms of reference.

Financial Comments (PS)

2. There are no direct financial implications arising from the contents of this report. Any future reports to Committee on operational activities and officer working groups, will contain relevant financial information and comments.

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All

ECONOMIC DEVELOPMENT COMMITTEE - WORK PROGRAMME

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>For Decision or Information ?</u>	<u>Lead Officer</u>	<u>Report Author</u>
11 March 2014				
Place Marketing review	To consider the Council's approach to future place marketing in Nottinghamshire, including reviewing existing arrangements for inward investment, investor development and the visitor economy.	Decision	Celia Morris	Matt Lockley
Economic Development Strategy – delivery plan and budget 2014-15	To agree a delivery and resourcing plan for 2014-15 in line with the Council's Economic Development Strategy.	Decision	Matt Lockley	Matt Lockley
1 April 2014				
Experience Nottinghamshire performance update	Six-monthly performance update on the Service Level Agreement with Experience Nottinghamshire	Information	Celia Morris	Mandy Ramm
Business engagement	To report back on the Council's business engagement priorities and activities, including the Nottinghamshire Business Engagement Group.	Information	Fiona Anderson	Sam Jones
6 May 2014				
3 June 2014				
Innovation Centres – annual performance review	To receive the annual performance review of the Nottinghamshire Innovation Centres contract	Information	TBC	Mandy Ramm
1 July 2014				

Last updated 27 January 2014

