



SUMMONS TO COUNCIL

date Thursday, 19 January 2023
commencing at 10:30

venue County Hall, West Bridgford,
Nottingham

You are hereby requested to attend the above Meeting to be held at the time/place and on the date mentioned above for the purpose of transacting the business on the Agenda as under.

Chief Executive

- | | | |
|----|--|---------|
| 1 | Minutes of the meeting 24 November 2022 | 11 - 36 |
| 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 | Chairman's Business
a) Presentation of Awards/Certificates (if any) | |
| 5 | Constituency Issues (see note 4) | |
| 6a | Presentation of Petitions (if any) (see note 5) | |
| 6b | Responses to Petitions Presented to the Chairman of the County Council | 37 - 40 |

7	Draft Nottinghamshire Visitor Economy Strategy	41 - 60
8	Executive Report - Key Issues and Activities	61 - 66
9	Questions (see note below)	

(a) Questions to Nottinghamshire and City of Nottingham Fire Authority

(b) Questions to the Leader, Cabinet Members and Committee Chairmen

10 NOTICE OF MOTIONS

Motion One

The Independent Review of Children's Social Care headed by Josh McCallister published in May 2022 a final report and recommendations that included:

"Government should make care experience a protected characteristic" and

"New legislation should be passed which broadens corporate parenting responsibilities across a wider set of public bodies and organisations."

On Protected Characteristics for Care Experience

"Many care experienced people face discrimination, stigma and prejudice in their day to day lives. Public perceptions of care experience centre on the idea that children are irredeemably damaged and that can lead to discrimination and assumptions being made."

One young person told the review that a teacher had told them "You're smart - for a kid in care" another young person said "I don't want people to point out that I am in care if I don't want that mentioned. It makes me so cross - that shouldn't happen."

This stigma and discrimination can be explicit and often comes with assumptions about the likely characteristics of children and adults that have care experience. They can also be implicit and are evidenced in the way care experience is discussed in schools, workplaces and the media.

At its worst this can lead to care experienced people being refused employment, failing to succeed in education or facing unfair judgements about their ability to parent when they have children and families of their own.

Hearing testimony from care experienced people sharing the discrimination they have experienced, even from a very young age, it is clear that such discrimination can be similar in nature to other groups that have a legally protected characteristic under the Equality Act (2010).

So, while there may be ways that society can help reduce stigma and discrimination, including creating greater public consciousness on these issues, just as with other areas of equality, there is a case to go further. Therefore, the government should make care experience a protected characteristic.

"Making care experience a protected characteristic would provide greater authority to employers, businesses, public services, and policy makers to put in place policies and programmes which promote better outcomes for care experienced people. It will make the UK the first country in the world to recognise care experienced people in this way. As a measure, it will bolster and pave the way for a number of the recommendations in this chapter."

Independent Review of Children's Social Care May 2022

Nottinghamshire County Council believes that Care experienced people face significant barriers that impact them throughout their lives;

- Despite the resilience of many care experienced people, society too often does not take their needs into account
- Care experienced people often face discrimination and stigma across housing, health, education, relationships, employment and in the criminal justice system
- Care experienced people often face a postcode lottery of support
- As corporate parents, councillors have a collective responsibility for providing the best possible care and safeguarding for the children who are looked after by us as an authority
- All corporate parents should commit to acting as mentors, hearing the voices of looked after children and young people and to consider their needs in any aspect of council work
- Councillors should be champions of our looked after children and challenge the negative attitudes and prejudice that exists in all aspects of society
- The Public Sector Equality Duty requires public bodies, such as councils, to eliminate unlawful discrimination, harassment and victimisation of people with protected characteristics

- Nottinghamshire County Council acknowledges that Children entering the care system are often split from their siblings and placed outside their home Local Authority Area. That they don't choose to enter the care system, that they don't choose to be split up from their siblings and don't choose to be placed outside their local area.

Nottinghamshire County Council therefore RESOLVES:

- 1) When making any decisions in relation to its policies or formulating its Council Plan that it recognises that Care Experienced people are a vulnerable group who face discrimination;
- 2) That it recognises that Councils have a duty to put the needs of vulnerable people at the heart of decision-making through co-production and collaboration;
- 3) That in the delivery of the Public Sector Equality Duty the Council includes care experience in the publication and review of Equality Objectives and the annual publication of information relating to people who share a Protected Characteristic in services and employment;
- 4) That this council will treat care experience as if it were a Protected Characteristic so that future services and policies made and adopted by the Council should be assessed through Equality Impact Assessments to determine the impact of changes on people with care experience, alongside those who formally share a Protected Characteristic;
- 5) To formally call upon all other bodies to treat care experience as a Protected Characteristic until such time as it may be introduced by legislation;
- 6) To formally call upon other bodies to adopt corporate parenting for children in care and care leavers until such time as it may be introduced by legislation;
- 7) For the Council to proactively seek out and listen to the voices of care experienced people when developing new policies based on their views.

Councillor Daniel Williamson Councillor Helen-Ann Smith

Motion Two

As local Minerals Planning Authority, Nottinghamshire County Council is responsible for determining planning applications relating to onshore oil and gas development, including shale gas extraction using hydraulic fracturing, more widely known as 'fracking'.

Nottinghamshire County Council notes the Conservative party's manifesto commitment in 2019 to ban fracking and the UK on September 22nd, 2022 - formally lifted its moratorium on hydraulic fracturing or fracking.

On 26th October, we had yet another u-turn from this Government on fracking - the Government policy on fracking is up and down like a modern high-volume hydraulic fracturing drill. It is therefore imperative that this Council has a policy against fracking.

This Council further notes that if the government decided to change its mind yet again, Nottinghamshire could see its first licenses to drill for shale gas issued since 2019, this includes the Misson Springs site, in Bassetlaw and Tinker Lane, near Barnby Moor and Blyth.

This Council believes that fracking would destroy the environment, not only locally through vehicle traffic at drilling sites and water contamination but also globally through the CO2 emissions from its combustion, and also from the direct escape of methane. This Council further believes that fracking would not solve the energy security or price issues Nottinghamshire and the UK currently face.

This Council recognises the climate emergency declared in May 2021, furthering our commitment to delivering actions to tackle climate change and ensure Nottinghamshire has a greener future. Fracking flies in the face of this.

This Council opposes fracking in Nottinghamshire, or fracking outside county boundaries, which could affect residents within our County and call upon the Government to clearly lay out its policy on fracking and commitment to a long-term moratorium on shale gas in the UK.

This Council therefore commits to not allow any fracking activities, including survey work, on Council owned or controlled land and property.

Councillor Jason Zadrozny Councillor Steve Carr

Motion Three

Nottinghamshire County Council believes that it should do everything possible to ensure that no child goes hungry.

This Council notes that according to information from the October 2022 school census, covering pupils in years R-11 in all primary, secondary and special schools in the county (including academies) there are 25,265 - 22.1% of all pupils claiming free school meals.

This Council further notes the following table which shows the highest number of school children ever claiming free school meals across Nottinghamshire.

District of school	Number on roll NCY R-11 (1)	Number of pupils known to be eligible for and claiming free school meals (2)	Percentage of pupils known to be eligible and claiming free school meals (2)
Ashfield	17,997	5,283	29.4
Bassetlaw	16,130	3,795	23.5
Broxtowe	14,910	2,913	19.5
Gedling	16,469	3,208	19.5
Mansfield	16,711	4,681	28.0
Newark	14,225	3,370	23.7
Rushcliffe	18,055	2,015	11.2
Nottinghamshire	114,497	25,265	22.1

This Council believes that there are children who may be entitled to free school meals but do not claim them for a variety of reasons.

This Council therefore resolves to increase Free School Meal take up by investigating whether Nottinghamshire County Council can:

- 1) Automatically enrol children onto free school meals, using existing Housing Benefit and Council Tax Reduction data.
- 2) Implement a policy of 'opt-out' meaning that those not aware of their entitlement can benefit from free school meals.

The council believes that this will significantly increase Free School Meal uptake in Nottinghamshire, which will lead to additional Pupil Premium Funding to help reduce the gap in attainment between children from higher and lower income households.

Councillor Francis Purdue-Horan Councillor Debbie Darby

Motion Four

On Tuesday 20th December 2022, critical incidents were declared across all Nottinghamshire hospitals. When a critical incident is declared, this means non-emergency hospital treatment, such as elective surgery, is halted.

Nottinghamshire University Hospitals NHS Trust have declared 4 separate critical incidents in the last year and on Tuesday 3rd January 2023 Nottinghamshire NHS trusts confirmed that a total of 283 patients who were medically fit to leave could not be discharged

due to a lack of suitable accommodation or care elsewhere, including care homes or accommodation in community settings.

This is a current and immediate crisis. It is also a recurrent crisis.

As a partner in the Integrated Care System, Nottinghamshire County Council share a corporate responsibility for the collective performance of health services in Nottinghamshire.

For the benefit of all Nottinghamshire residents, Nottinghamshire County Council must therefore do more to support ending this crisis and prevent further crises in future. We call upon this Council to:

- Establish immediate emergency talks with Nottinghamshire NHS partners to determine how this Council can assist in freeing up of hospital beds during this current crisis.
- As part of this Council's ongoing review of its property and asset portfolio, consult with relevant NHS partners and Government Ministers, to consider how the repurposing buildings or assets in the future could prioritise improving appropriate community care settings, and work better with partners to improve our collective service offer, so as to support the discharge of patients from NHS hospitals.

Councillor Kate Foale Councillor Mike Pringle

NOTES:-

(A) For Councillors

- (1) Members will be informed of the date and time of their Group meeting for Council by their Group Researcher.
- (2) Lunch will usually be taken at approximately 12.30pm.
- (3)
 - (a) Persons making a declaration of interest should have regard to the Code of Conduct and the Procedure Rules for Meetings of the Full Council. Those declaring must indicate whether their interest is a disclosable pecuniary interest or a private interest and the reasons for the declaration.
 - (b) Any member or officer who declares a disclosable pecuniary interest in an item must withdraw from the meeting during discussion and voting upon it, unless a dispensation has been granted. Members or officers requiring clarification on whether to make a declaration of interest are invited to contact the Monitoring Officer or Democratic Services prior to the meeting.

- (c) Declarations of interest will be recorded and included in the minutes of this meeting and it is therefore important that clear details are given by members and others in turn, to enable Democratic Services to record accurate information.
- (4) At any Full Council meeting except the budget meeting and an extraordinary meeting Members are given an opportunity to speak for up to three minutes on any issue which specifically relates to their division and is relevant to the services provided by the County Council. These speeches must relate specifically to the area the Member represents and should not be of a general nature. They are constituency speeches and therefore must relate to constituency issues only. This is an opportunity simply to air these issues in a Council meeting. It will not give rise to a debate on the issues or a question or answer session. There is a maximum time limit of 15 minutes for this item.
- (5) At any Full Council meeting except the budget meeting and an extraordinary meeting Members may present a petition to the Chairman of the County Council on any matter affecting the residents of their division, and in relation to which the County Council has powers or duties. The Member presenting the petition can introduce and speak about the petition for up to one minute. Members are reminded that there is a time limit of 15 minutes for the presentation of petitions, after which any petitions not yet presented will be received en bloc by the Chairman.
- (6) In relation to questions to the Nottinghamshire and City of Nottingham Fire Authority and questions to the Leader, Cabinet Members and Committee Chairmen; after receiving an answer to their question, the Councillor asking the original question may ask one supplementary question on the same matter. There will be no additional supplementary questions.
- (7) Members' attention is drawn to the questions put to the Chairman of the Nottinghamshire and City of Nottingham Fire Authority under paragraphs 49 and 51 of the Full Council Procedure Rules, and the answers to which are included at the back of the Council book.
- (8) Members are reminded that these papers may be recycled. Appropriate containers are located in the respective secretariats.
- (9) Commonly used points of order
- 26 – Constituency issues must be about issues which specifically relate to the Member's division and is relevant to the services provided by the County Council
- 55 – Only 1 supplementary question per question is allowed from the Councillor who asked the original question and supplementary questions must be on the same matter
- 65 – The Mover or Seconder has spoken for more than 10 minutes when moving the motion

68 – The Member has spoken for more than 5 minutes

70 – The Member is not speaking to the subject under discussion

71 – The Member has already spoken on the motion

90 – Points of Order and Personal Explanations

99 – Disorderly conduct

(10) Time limit of speeches

Motions

68 – no longer than 5 minutes (subject to any exceptions set out in the Constitution)

Constituency Issues

26 – up to 3 minutes per speech allowed

29 – up to 15 minutes for this item allowed

Petitions

33 – up to one minute per petition allowed

37 – up to 15 minutes for this item allowed

Questions

49 – up to 60 minutes for this item allowed

(B) For Members of the Public

- (1) 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.

- (2) The papers enclosed with this agenda are available in large print if required. Copies can be requested by contacting the Customer Services Centre on 0300 500 80 80. Certain documents (for example appendices and plans to reports) may not be available electronically. Hard copies can be requested from the above contact.
- (3) This agenda and its associated reports are available to view online via an online calendar –
<http://www.nottinghamshire.gov.uk/dms/Meetings.aspx>

Meeting COUNTY COUNCIL

Date Thursday, 24 November 2022 (10.30 am – 3.00 pm)

Membership

COUNCILLORS

Roger Jackson (Chairman)

John Ogle (Vice-Chairman)

Reg Adair
Mike Adams
Pauline Allan - apologies
Sinead Anderson
Callum Bailey
Matt Barney
Chris Barnfather
Ben Bradley MP
Richard Butler
Anne Callaghan BEM
André Camilleri
Scott Carlton
Steve Carr
John Clarke MBE
Neil Clarke MBE
Robert Corden
John Cottee
Jim Creamer
Debbie Darby
Sam Deakin - apologies
Dr John Doddy
Bethan Eddy
Boyd Elliott
Sybil Fielding
Kate Foale
Stephen Garner
Glynn Gilfoyle
Keith Girling - apologies
Penny Gowland
Errol Henry JP
Paul Henshaw
Tom Hollis - apologies

Mike Introna
Richard Jackson
Eric Kerry
Bruce Laughton
Johnno Lee
David Martin
John 'Maggie' McGrath
Andy Meakin
Nigel Moxon
Kane Oliver - apologies
Philip Owen
Michael Payne
Sheila Place
Mike Pringle
Francis Purdue-Horan
Mike Quigley MBE
Mrs Sue Saddington
Dave Shaw
Helen-Ann Smith
Sam Smith
Tom Smith
Tracey Taylor
Nigel Turner
Roger Upton
Lee Waters
Michelle Welsh
Gordon Wheeler
Jonathan Wheeler
Daniel Williamson - apologies
Elizabeth Williamson
John Wilmott
Jason Zadrozny

HONORARY ALDERMEN

Mrs Kay Cutts MBE

OFFICERS IN ATTENDANCE

Adrian Smith	(Chief Executive)
Marjorie Toward	(Chief Executives)
Sarah Ashton	(Chief Executives)
Carl Bilbey	(Chief Executives)
Isobel Fleming	(Chief Executives)
Keith Ford	(Chief Executives)
Phil Rostance	(Chief Executives)
Nigel Stevenson	(Chief Executives)
Phil Smith	(Chief Executives)
Jonathan Gribbin	(Adult Social Care and Health)
Melanie Williams	(Adult Social Care and Health)
Colin Pettigrew	(Children and Families)
Derek Higton	(Place)

OPENING PRAYER

Upon the Council, convening, prayers were led by the Chairman's Chaplain.

1. MINUTES

RESOLVED: 2022/038

That the minutes of the previous meeting held on 22 September 2022, with an amendment to page 4 replacing the name Vaughan Hopewell with Eddie Cubley, and the minutes of the Extraordinary meeting held on 4 November 2022 be agreed as a true record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from:-

- Councillor Pauline Allan (medical/illness)
- Councillor Samantha Deakin (medical/illness)
- Councillor Keith Girling (other County Council Business)
- Councillor Tom Hollis (other)
- Councillor Kane Oliver (other)
- Councillor Daniel Williamson (medical/illness)

3. DECLARATIONS OF INTEREST

None

4. CHAIRMAN'S BUSINESS

PRESENTATION OF AWARDS

Municipal Journal Award Transforming Lives Category - Life Chances Fund Project, Futures

Councillor Tracey Taylor introduced the award which was won by the Life Chances Fund NEET Support Programme delivered by Futures, which was a programme receiving joint match funding from the City and County Councils. The project was developed to provide targeted support to particular groups of young people who often struggled to secure and maintain education, employment and training. The Chairman received the award from Councillor Taylor and presented it to Jennie Willock – Interim Chief Executive Officer and Esther Murray – Contract Manager for Life Chances / Future Impact both of whom were from Futures.

LEXCEL Recertification – Legal Services

Councillor Gordon Wheeler introduced the item which was awarded for the successful recertification of the LEXCEL accreditation by the Legal Services Department. LEXCEL is an internationally recognised legal practice quality mark showing quality in relation to legal practice management standards including client care and compliance. Legal Services has maintained its accreditation for 21 years to ensure it continues to provide a high standard of service. The Chairman received the award from Councillor Gordon Wheeler and presented it to Sorriya Richeux – Team Manager, Alex Hansen, Amber Brainch and Karl Potter – Legal Practitioners and Mandy Chatterton – Business Support Administrator.

LGC Technology Award - NottAlone

Councillor Tracey Taylor introduced the award, which was won by NottAlone which is a website for collating and sharing local mental health advice and help for young people in Nottingham and Nottinghamshire. Funded by the Department for Education Wellbeing for Education Return Project, NottAlone was developed by young people, parents, carers and professionals from Nottinghamshire County and Nottingham City Councils and NHS Trusts, as well as local charities and organisations. The Chairman received the award from Councillor Tracey Taylor and presented it to Dr Órlaith Green, Senior Educational Psychologist.

LGC Outstanding Individual Contribution Award – Ceren Clulow

Councillor Reg Adair introduced the award which was won by Ceren Clulow for her work leading the world-first 5G Connected Forest project as well as being hailed a role model in her field. Ceren was recognised by the judges for her drive and resilience in leading the project as well as the £10 million funding she secured to make this unique research happen and which had boosted the county's reputation for cutting-edge technology to help tourism and the environment. The Chairman received the award

from Councillor Reg Adair and presented it to Ceren Clulow – Senior Economic Development Officer.

CHAIRMAN'S BUSINESS SINCE THE LAST MEETING AND PRESENTATION BY THE UKRAINIAN CULTURAL CENTRE

The Chairman thanked members for their support to the Scouts at their recent event. The Chairman's Prize Draw had been launched in support of the Ukrainian Cultural Centre. The Chairman also highlighted a number of events taking place over the Christmas period.

Lina Maksymuk from the Ukrainian Cultural Centre attended and gave a presentation to the meeting on the work of the Centre.

5. CONSTITUENCY ISSUES

The following Member spoke for up to three minutes on issues which specifically related to their division and were relevant to the services provided by the County Council:-

Councillor Paul Henshaw regarding library services in Mansfield West.

6a. PRESENTATION OF PETITIONS

The following petitions were presented to the Chairman as indicated below: -

- (1) Councillor Sam Smith (on behalf of Councillor Keith Girdling), regarding parking issues at Parkway and Valley Prospect in Newark arising from Devon and Scone Park
- (2) Councillor Matt Barney regarding road resurfacing in East Leake
- (3) Councillor Sam Smith and Councillor John Lee regarding the development of land surrounding Highfields School, Balderton
- (4) Councillor Bethan Eddy regarding safety measures in and around Spion Kop in Warsop
- (5) Councillor Errol Henry JP regarding the resurfacing of Westdale Lane
- (6) Councillor John Cottee regarding a request for a pedestrian crossing on Wolds Drive, Keyworth
- (7) Councillor Penny Gowland regarding reductions in fire and rescue services at London Road and West Bridgford stations
- (8) Councillor Sybil Fielding regarding the building of Gateford School.

RESOLVED: 2022/039

That the petitions be referred to the appropriate Cabinet Member for consideration in accordance with the Procedure Rules, with a report being brought back to Council in due course.

Councillor Sybil Fielding left the Chamber at 11.18am during consideration of this item and did not return.

6b. RESPONSES TO PETITIONS PRESENTED TO THE CHAIRMAN OF THE COUNTY COUNCIL

RESOLVED: 2022/040

That the contents and actions taken as set out in the report be noted.

7. EASTWOOD BY-ELECTION RESULT AND MEMBERS OF GROUPS

Councillor Chris Barnfather introduced the report and moved a motion in terms of resolution 2022/041 below.

The motion was seconded by Councillor Bruce Laughton.

The Chairman put the motion to the meeting and after a show of hands the Chairman declared it was carried and it was:-

RESOLVED: 2022/041

- 1) That the outcome of the by-election held in the Eastwood Division be noted.
- 2) That it be noted that Councillor Kane Oliver had joined the Independent Alliance Group of the Council.

8. MEMBERSHIP OF COMMITTEES

Councillor Chris Barnfather introduced the report and moved a motion (altered to change the name of the Children and Young People's Select Committee to Children and Families Select Committee) in terms of resolution 2022/042 below.

The motion was seconded by Councillor Bruce Laughton.

The Chairman put the motion to the meeting and after a show of hands the Chairman declared it was carried and it was:-

RESOLVED: 2022/042

- 1) That the Council confirm the revised allocation of committee seats as set out in Appendix A, including the increase in number of seats on Overview Committee from 11 to 13 seats.
- 2) That Councillor Francis Purdue-Horan be appointed as the Vice-Chairman of the Children and Families Select Committee until the Annual Meeting in May 2023.
- 3) To note the change of name of the Cabinet Member for Children and Young People to the Cabinet Member for Children and Families.

9. MEMBERS' ALLOWANCES SCHEME – UPDATE REPORT OF THE INDEPENDENT REMUNERATION PANEL

Councillor Chris Barnfather introduced the report and moved a motion in terms of resolution 2022/043 below.

The motion was seconded by Councillor Bruce Laughton.

The Chairman put the motion to the meeting and after a show of hands the Chairman declared it was carried and it was:-

RESOLVED: 2022/043

- 1) That the recommendations of the Independent Remuneration Panel (IRP) be noted.
- 2) That the proposed revised Members' Allowances Scheme, included as Appendix B to the IRP report, be approved.

10. NOTTINGHAMSHIRE AND NOTTINGHAMSHIRE INTEGRATED CARE PARTNERSHIP – REVISED TERMS OF REFERENCE

Councillor Matt Barney introduced the report and moved a motion in terms of resolution 2022/044 below.

The motion was seconded by Councillor Dr John Doddy.

Following a debate, the Chairman put the motion to the meeting and after a show of hands the Chairman declared it was carried and it was:-

RESOLVED: 2022/044

The Council approves the revised Terms of Reference for the Nottingham and Nottinghamshire Integrated Care Partnership, and that the Council's Constitution be updated accordingly.

Councillor Jason Zadrozny left the Chamber at 11.32am and returned at 11.53am during consideration of this item.

11. NOTTINGHAMSHIRE YOUTH JUSTICE STRATEGY 2022-23 UPDATE

Councillor Tracey Taylor introduced the report and moved a motion in terms of resolution 2022/045 below.

The motion was seconded by Councillor Sinead Anderson

Following a debate, the Chairman put the motion to the meeting and after a show of hands the Chairman declared it was carried and it was:-

RESOLVED: 2022/045

That the Nottinghamshire Youth Justice Strategy 2022/23, as set out in Appendix 1 of the report, be approved.

Councillor Stephen Garner left the Chamber at 11.56am and returned at 12.11pm during consideration of this item.

12. EXECUTIVE REPORT – KEY ISSUES AND ACTIVITIES

RESOLVED: 2022/046

That the contents of the report be noted.

The Council adjourned from 12.30pm to 1.42pm for lunch.

Having given apologies to the Chairman, Councillor Stephen Garner did not return to the Chamber after lunch (medical/illness).

Councillor Dave Shaw did not return to the Chamber after lunch.

13a. QUESTIONS TO NOTTINGHAMSHIRE AND CITY OF NOTTINGHAM FIRE AUTHORITY

Six questions had been received as follows: -

- 1) from Councillor Jason Zadrozny concerning efficiencies across services (Councillor Michael Payne replied)
- 2) from Councillor Jason Zadrozny concerning the fire service review (Councillor Michael Payne replied)
- 3) from Councillor Jim Creamer concerning budgets and regional comparisons (Councillor Michael Payne replied)
- 4) from Councillor Mike Pringle concerning impact of reduced budgets (Councillor Michael Payne replied)

The full responses to the questions above are set out in set out in Appendix A to these minutes.

The time limit of 15 minutes allowed for questions was reached before the following questions were asked. A written response to the questions would be provided to the Councillors who asked the questions within 15 working days of the meeting and be included in the papers for the next Full Council meeting.

- 5) from Councillor Kate Foale concerning impacts of cuts on residents' safety (Councillor Michael Payne to reply)
- 6) from Councillor Penny Gowland concerning actions taken to mitigate impacts of COVID-19 and inflationary pressures (Councillor Michael Payne to reply)

The following Members left the Chamber for more than 10 minutes during consideration of this item:-

- Councillor John Cottee left the Chamber at 2.21pm and returned at 2.33pm.
- Councillor Helen-Ann Smith left the Chamber at 2.24pm and returned at 2.38pm.

11b. QUESTIONS TO COMMITTEE CHAIRMAN

Eight questions had been received as follows: -

- 1) from Councillor Jim Creamer concerning Central Government Funding (Councillor Richard Jackson replied)
- 2) from Councillor Sam Smith concerning the development of land surrounding Highfields School in Balderton (Councillor Keith Girling replied)
- 3) from Councillor Penny Gowland concerning school transport for vulnerable children (Councillor Tracey Taylor replied)
- 4) from Councillor Mike Pringle concerning Home Care Work Mileage Allowance Relief (Councillor Matt Barney replied)
- 5) from Councillor Penny Gowland concerning match day parking (Councillor Neil Clarke MBE replied)
- 6) from Councillor Francis Purdue-Horan concerning Central Government funding (Councillor Richard Jackson replied)
- 7) from Councillor Michelle Welsh concerning funding for Early Years education and childcare service (Councillor Tracey Taylor replied)
- 8) from Councillor Paul Henshaw concerning £1 pay rise for Care Workers (Councillor Matt Barney replied)

The full responses to the questions above are set out in set out in Appendix B to these minutes.

14. NOTICE OF MOTIONS

MOTION ONE

This motion fell as the seconder, having given their apologies to the meeting, was not in the Chamber to second the motion.

MOTION TWO

This motion was withdrawn.

MOTION THREE

A motion was moved by Councillor Michelle Welsh and seconded by Councillor Anne Callaghan BEM in terms of the resolution 2022/047 below.

Following a debate, the motion was put to the meeting and after a show of hands the Chairman declared it was carried and it was:-

RESOLVED: 2022/047

That this Council acknowledges that families in Nottinghamshire have experienced devastating loss and bereavement in recent years.

It is clear at present that more can be done to support all bereaved Nottinghamshire families.

To adopt the Charter for Families Bereaved through Public Tragedy would reaffirm this Council's commitment to providing services that meet the needs of Nottinghamshire residents before, during and after such an incident.

The Charter can be found on page 32 of the House of Commons report authored by The Right Reverend James Jones KBE, published on 1st November 2017.

This Council therefore agrees to adopt the Charter for Families Bereaved through Public Tragedy.

The Chairman declared the meeting closed at 3.00 pm.

CHAIRMAN

APPENDIX A

COUNTY COUNCIL MEETING HELD ON 24 NOVEMBER 2022 QUESTIONS TO CHAIRMAN OF THE NOTTINGHAMSHIRE AND CITY OF NOTTINGHAM FIRE AUTHORITY

Question from Councillor Jason Zadrozny

Can the Chairman please explain why the Authority are having to deliver efficiencies across the service?

Response from the Chairman of the Nottinghamshire and City of Nottingham Fire Authority, Councillor Michael Payne

Given that I have a series of questions about the Fire Authority today, please allow me a moment to say that my heart goes out to the family and friends of Fatoumatta Hydera and her two daughters, three year old Fatimah Drammeh and her little sister Naeemah Drammeh, all of whom were killed in a flat fire last Sunday in Clifton. This is such a devastating loss of life. Our communities across Nottingham and Nottinghamshire are grieving for the heart-breaking loss of this young and precious family.

As Chair of the Fire Authority, I want to thank our Notts Fire Team for their heroism and courage, I know just how devastated personally, having spoken to them, they are by this incident. Thank you also to our colleagues in Notts Police for their ongoing work investigating this horrific incident which is now being treated as a triple murder. And thank you to East Midlands Ambulance Trust and Nottingham University Hospitals where our good friend Anthony May is, for doing all they could to try and save Fatoumatta, Fatimah, and Naeemah's lives. Our Notts Fire Team are working with our partners and community leaders and we will offer whatever support and assistance the family and local community needs at this deeply saddening time.

Nottinghamshire Fire and Rescue Service is the seventh worse affected Fire and Rescue service in the country in terms of cuts from this Conservative Government. That's seventh, Mr Chairman, out of 29 Fire and Rescue Services across the country.

In 2019/20 Nottinghamshire Fire and Rescue Service has seen a 13.21% cut in their budget compared to 2010/11 as a direct result of decisions taken by this Government. In the same year, Mr Chairman, Bedfordshire Fire and Rescue Service received a 3.92% increase, Dorset and Wiltshire Fire and Rescue Service received a 3.34% increase and Shropshire received a 1.32% increase. Even the Tories, Mr Chairman, couldn't call this a fair deal for Nottinghamshire Fire and Rescue Service and disappointingly, some of whom sit in this Chamber, our Conservative MPs in Nottinghamshire have consistently voted for these cuts and for our local fire and rescue service to be on the receiving end of, as I have just elucidated, blatantly unfair treatment by this Government.

If they don't agree with cuts to Nottinghamshire Fire and Rescue Service my question to Nottinghamshire Tory MPs is simple, why did you vote for them? And if you wondered what the position for Nottinghamshire Fire and Rescue Service is as at today, since 2010/11 Nottinghamshire Fire and Rescue Service has seen a 5.26% cut

by this Government in its overall funding, and that comes from official government figures. It is still the seventh worst effected fire and rescue service in the country.

Since 2010/11 Nottinghamshire Fire and Rescue Service has seen its budget slashed by this Government, supported by our Tory MPs, by £9.6 million in cash terms and that figure, Mr Chairman, is considerably higher when considering other factors, such as inflation.

In recent years, you'll be pleased to know that the Fire Authority under Labour control has been able to set a balanced budget but it is now anticipating a shortfall in funding in the region of £3 million in 2023/24. This is as a result of Conservative cuts, spiralling inflation and the impact of pay awards that are not being matched by funding increases from this Conservative government.

That's right Mr Chairman, in case you didn't hear it clear enough, this Conservative Government is refusing to fund a decent pay award for our fire service heroes. Happy to clap them during Covid, now turning their back on them despite hollow promises of building back better.

Notts Fire Service has identified £1 million of reserves that can be used to temporarily cushion the blow, but this still leaves a shortfall in the region of £2 million that needs to be met. Our Fire Service, Mr Chairman, has been rated good on every single measure, by His Majesty's Inspectorate of Constabulary for Fire and Rescue Services and that's thanks to the outstanding staff, but we are being held back from doing so much more by this Conservative government.

Question from Councillor Jason Zadrozny

Could the Chairperson of the Fire Authority to take this opportunity to update members on a midway position of the fire service review?

Response from the Chairman of the Nottinghamshire and City of Nottingham Fire Authority, Councillor Michael Payne

As at 23 November 2022, 1,251 completed questionnaires have been submitted, of which 63 submissions are identified as employed by Nottinghamshire Fire and Rescue Service, this comprises about 5%. However, it should be noted that the declaration of being a member of staff for Nottinghamshire Fire and Rescue Service is not a mandatory question within the consultation questionnaire.

Once the consultation closes, detailed analysis will be completed and reported to the Fire Authority for consideration.

And let me just say very clearly on the public record at this junction Mr Chairman, because there have been several accusations made including by lead members who sit here in this Chamber today, through your doors in Rushcliffe, decisions about fire service cover review in Nottinghamshire are the result of an evidence based risk assessment. I repeat, an evidence based risk assessment and analysis. Not, Councillor Clarke you might want to listen to this, political choices. This is an emergency service saving and protecting people's lives. Labour councillors on the Fire

Authority base their decisions on the advice of Fire and Rescue professionals including our senior most professional the Chief Fire Officer, who I trust any day of the week against some of the people sat opposite me. They are not political choices and let me finish by saying this, the Conservatives in Rushcliffe have been distributing a flyer titled, and I quote, "Labour are trying to cut our fire service". It's a better work of fiction Mr Chairman, than Harry Potter and the characters are even worse. The leaflet might be better entitled 'sorry for slashing your fire service since 2010'. And you know what I am talking about Councillor Clarke, you're a former leader of Rushcliffe Council and you put your name to that leaflet. We're talking about an emergency service here, we're talking about people's lives and the falsehoods that you've peddled through doors in Rushcliffe do a disservice to the emergency service, the outstanding emergency service that is Nottinghamshire Fire and Rescue Service, you're not fit to wipe their boots.

Question from Councillor Jim Creamer

How have Nottinghamshire Fire and Rescue Service budgets been impacted since 2010 and how does this compare with other Fire Authorities in the East Midlands and nationally?

Response from the Chairman of the Nottinghamshire and City of Nottingham Fire Authority, Councillor Michael Payne

Since 2010, Nottinghamshire Fire and Rescue Service, as I have already said, have seen budget reductions of £9.6 million in real cash terms and significantly higher when considering other factors such as inflation.

Other regional services are facing similar issues next year. Last year, the Conservative Government gave flexibility to eight out of the 29 fire and rescue services, to increase their council tax by £5 for an average Band E property instead of the referendum limit that was much lower. This was to help with funding pressures. But the self-same Conservative government, who are now crowing against proposed cuts locally as a result of their own government, blocked Nottinghamshire Fire and Rescue Service from levelling a £5 council tax precept, that's even though Nottinghamshire Fire and Rescue Service last year was the seventh worst effected fire service in the country.

Conservative government cuts to fire services across the country are having devastating impacts Councillor Creamer, the total firefighter head count across 46 English fire and rescue services has fallen 20.4%, one fifth since 2010. We're 35,279 in 2021 compared to 44,307 in 2010. These Conservative cuts have led to a reduction of nearly 10,000 firefighters across the country. And this comes, Mr Chairman, at a time when the Tory government has failed to adequately deal with building safety, cladding and flooding issues, all of which are placing significantly increased pressure on our fire and rescue heroes and services.

More than a decade of Conservative government cuts has led to a 28% drop in the number of firefighters across Nottinghamshire. The simple truth Mr Chairman is this, Nottinghamshire Fire and Rescue Service is being forced to do more with less by this Tory government. And Conservative government cuts and mismanagement of the UK economy have now left Nottinghamshire Fire and Rescue Service with a budget deficit

gap in excess of £3.3 million and Conservative councillors, Councillor Clarke, Councillor Wheeler, Councillor Lee, Councillor Upton, on the Fire Authority have presented and I repeat, no credible alternative plans as to how to deal with the budget gap created by their own government's cuts.

In fact Mr Chairman, every single, for the residents of Rushcliffe, every single one led by Councillor Jonathan Wheeler, of the Conservative County Councillors on the Fire Authority voted for the budget in February 2022, which clearly showed a budget gap of £2.1 million now rising to £3.3 million. That's right Mr Chairman, we've seen it before haven't we? Conservative County Councillors voted for the budget but are now campaigning against the consequences of a budget they voted for and a mess of their own government's making.

And let me also say this, if you're a resident in Rushcliffe, watch back the tape of the Fire Authority meeting a few short weeks ago and you'll see the mask of this Tory party slip, Labour actions on the Fire Authority are protecting every single fire station across Nottinghamshire and the City of Nottingham from closing. Conservative Councillors showed their true colours at the Fire Authority meeting. Councillor Upton said, and I quote, "well there are all these other stations aren't there out there that aren't being used, why don't we just close them?". That's right, their strategy if they got their hands on the Fire Authority, would be to close fire stations. You won't see that in their leaflet being put through doors in Rushcliffe.

And let me just end by saying this on this question, if Conservative Councillors in this Chamber and their fellow MPs don't want to see any further cuts to Nottinghamshire Fire and Rescue Service, they should be forcing their Conservative Government to significantly increase grant funding to Nottinghamshire, not planning yet more cuts as were announced by the Chancellor in their Autumn Statement just last week.

Question from Councillor Mike Pringle

What has the effect of several years of reduced budgets had on levels of resources and service personnel in the Fire and Emergency Services?

Response from the Chairman of the Nottinghamshire and City of Nottingham Fire Authority, Councillor Michael Payne

I referenced the heroes of our fire service earlier, previous budget reductions have predominately been from the dedicated staff who serve the communities of Nottingham and Nottinghamshire across operational and non-operational roles, but have also seen the removal of six fire appliances completely as well as further changes to crewing arrangements over the 24-hour period.

Conservative government cuts have very real consequences for our communities here in Nottingham and Nottinghamshire. Between 2016 and 2021 our fire service saw a 10.65% decrease in its total workforce compared the national average of 1.6% decrease and over the past 12 years there's been an overall reduction in Nottinghamshire of 136 whole time operational posts.

There's nothing new Mr Chairman about Conservative government cuts decimating our local fire service here in Nottingham and Nottinghamshire, just listen to the appliances we've lost since 2010 as a result of Tory cuts - an on-call appliance fire engine at Highfields; a whole time appliance at Highfields; an on-call appliance in my own area of Arnold; an on-call appliance in Councillor Creamers area of Carlton; an on-call appliance in my good friends from Mansfield removed and the relocation of a whole time appliance from West Bridgford to Edwinstowe and the removal of an Edwinstowe on-call fire engine.

I'll just conclude by saying this Mr Chairman, as I'm not going to have time to answer the final two questions, these guys are charlatans. If you really want to stand up for Nottinghamshire Fire and Rescue Service, as you've said in your political literature, get on your feet and start arguing with your Tory MPs and your Tory Ministers to turn round the austerity you've levelled against our fire service since 2010 and get on your feet and argue to give the fire and rescue service heroes the decent pay award that they deserve. You clapped them during Covid, and now you've turned your back on them. Shame on the whole lot of you.

APPENDIX B

COUNTY COUNCIL MEETING HELD ON 24 NOVEMBER 2022 QUESTIONS TO THE LEADER, CABINET MEMBERS AND COMMITTEE CHAIRMEN

Question to the Cabinet Member for Finance from Councillor Jim Creamer

The Cabinet Member reported 'significant funding reductions' in the Council's 2021/22 Budget and 'on-going funding reductions from Government' in the Council's 2018/19 and 2019/2020 Budgets, as did the previous Chairman of the Finance and Property Committee in the 2017/18 Budget report.

Does the Cabinet Member still agree that significant funding reductions from Government have been a key driver of pressure on Council budgets in recent years?

Response from the Cabinet Member for Finance, Councillor Richard Jackson

As Councillor Creamer will be aware, there has been a gradual, planned reduction in the old mechanism for local government funding, namely the Revenue Support Grant, over the past decade. This represented in a shift in policy from central funding to local revenue raising, largely requested and supported by local government, albeit with controls on taxation to prevent the excessive increases of bygone years, such as 9% and even 12% here in Nottinghamshire under Labour administrations.

Ultimately, this made councils like ours more accountable to our own local taxpayers, and more directly responsible for spending their money well. There's an old phrase: '*Necessity is the mother of invention*', and over the past decade, this Council has saved more than £300 million of taxpayers' money through modernisation and transformation driven by these improved management principles.

The real answer to Councillor Creamer's question, however, is that an ageing population and increasing need for support in our communities are the 'key drivers' of pressure on council budgets, currently exacerbated by high inflation caused by global events.

As I've said before, every Government of all political persuasions since at least the 1990s has been guilty of not preparing well enough for the pressures that we knew would increase on the health and care sector, and when you see the flack that was directed at former Prime Minister Boris Johnson for being bold enough to finally try to grasp that nettle, you can perhaps understand why the likes of Blair, Brown and Cameron played for time rather than acting when they could and should have done. It is of course a welcome fact that people are living longer, but this brings increasing health and social care needs, and we also have a vital duty to look after vulnerable children who need our support. The Government has not been blind to this, providing significant targeted investment through the Better Care Fund, the Improved Better Care Fund, Social Care Grant and Services Grant. The extra funding we are due to receive from Government through the recent Autumn Statement will also be helpful as we finalise our Medium-Term Financial Strategy and budgets for future years. Thank you, Chairman.

Question to the Cabinet Member for Economic Development and Asset Management from Councillor Sam Smith

Earlier today, I submitted a petition signed by over 75 residents calling on this Council to withdraw from their planning agreement with a housing developer for land surrounding the Highfields School in Balderton.

This issue has been subject to the planning process for more than seven years and each planning application has, so far, been rejected by Newark and Sherwood District Council (NSDC) as the local planning authority. There is currently a further planning application awaiting decision.

If this application is rejected by NSDC, will the Cabinet Member agree to work with me to consider protecting the land off London Road as an open green space?

Response from the Deputy Cabinet Member for Economic Development and Asset Management, Councillor Reg Adair on behalf of the Cabinet Member for Economic Development and Asset Management, Councillor Keith Girling

The Council, acting with two other adjacent landowners, is under contract with Avant Homes to sell their combined lands subject to Avant Homes achieving planning consent to a residential development.

Avant Homes has submitted a planning application which is due to be determined shortly.

As the question confirms, the combined lands have been subject to various planning applications without success over a number of years. If the current application is rejected, then the Council and other landowners will be able to reconsider the future of their land.

In the light of any further planning problems the Council will need to review its strategy for the land and alternative uses. This would be something on which I would wish to consult with the Local Member.

Question to the Cabinet Member for Children and Families from Councillor Penny Gowland

School transport is essential in enabling students to get to and from school safely.

How are the resources such as buses, equipment, trained staff and educated support workers matched to the school transport needs of this County's extremely vulnerable children, including the SEN children for which this Council is responsible, to ensure services are appropriately delivered?

Response from the Cabinet Member for Children and Families, Councillor Tracey Taylor

The County Council's Transport Team uses a range of information when arranging school transport for vulnerable pupils. To determine the type of transport required, we take into account:

- Information given by a pupil's family and school;
- Information drawn from Education, Health & Care Plans where appropriate;
- Advice from officers in our specialist education services; and
- any additional support and specific equipment that may be needed.

Where necessary, additional information is requested from parents or medical professionals. Transport is then arranged through either existing transport provision, or by procuring specialist transport through our procurement frameworks.

Where specific training for support staff is required, this is provided and checked, and all relevant documentation is checked by the transport team before the transport provision commences.

Question to the Cabinet Member for Adult Social Care and Public Health from Councillor Mike Pringle

The current HMRC approved Home Care Worker Mileage Allowance Relief is 45 pence per mile.

Is the Member aware of any Nottinghamshire County Council preferred care providers who do not currently contribute this full amount to their Care Work staff when travelling between clients?

Response from the Cabinet Member for Adult Social Care and Public Health, Councillor Matt Barney

The contracts that the Council holds with providers do not specify the amount of mileage allowance that providers should pay.

The rates the Council provides to our care providers enables them to pay at or above an hourly rate which enables providers to pay their staff at least at or above the National Living Wage including travel time, and which enables them to compete with other employers locally.

The legal position is that the terms and conditions of employment for care staff are a matter between those staff and their employer and the Council does not prescribe pay or mileage rates.

There is no law that states employers have to offer mileage allowance and the employee can get tax relief called Mileage Allowance Relief (MAR) on the unused balance of the approved amount.

Employers are not obliged to pay out the advisory HMRC mileage rate of 45p per mile for cars. They can choose the rate they want to reimburse employees at. Normally, this rate is lower than the one set by HMRC, as a higher rate will end up being taxed on the excess.

Further engagement with providers will take place through the Market Shaping programme of work, intended to support market sustainability.

Question to the Cabinet Member for Transport and Environment from Councillor Penny Gowland

What plans do the Council have to help alleviate the current problems of match day parking in West Bridgford?

Question to the Cabinet Member for Transport and Environment, Councillor Neil Clarke MBE

In answer to a friendly question, you'll be glad to know that I will not be giving a party-political election broadcast containing abusive insults that can't be replied [to] or corrected.

I'm sure we all wish Nottingham Forest well in the Premier League, but I also understand and appreciate the issues and challenges that increased popularity and success bring.

There is, on the plus side Chairman, a large boost to the local economy bringing many more customers and visitors to both the local area and also the wider area, so that is to be applauded, but I do recognise that there is a balance to be struck, and that's not to minimise the local problems which I do understand.

Complaints relating to parking generated by visitors to the City Ground have been received by the County Council for many years. These are typically generated from the Lady Bay area or from the opposite side of Radcliffe Road and Edward Road. Neither of these two large residential areas are subject to residents' parking zones unlike the more central areas of West Bridgford and those roads immediately adjacent to the football ground.

Many residents do not have off-street parking available, and consequently compete with the supporters on home match days for space. The Enforcement team are fully aware of the issues and deploy up to four officers at each home game specifically to patrol the nearby streets. This typically results in a number of penalty charge notices being issued, although there is evidence that some visitors are opting simply to park as near as possible on a restriction and simply pay the penalty. The results of the on-street parking surveys show that whilst there were potentially some locations that may benefit from a resident parking scheme, such schemes could not be introduced on these roads in isolation as that just transfers the problem somewhere else. A larger scheme that protected all of the potentially affected roads was therefore considered but has not been taken forward as it doesn't currently meet all the requirements of the provision of the rules of a residents' permit scheme. There are many criteria set out for residents' permit schemes Mr Chairman, and I won't go through them all now, but there are many factors that have to be taken into consideration.

So, moving onwards, the approved planning application to extend the Peter Taylor Stand at the ground, and the adjacent flats, has led to a planning obligation offer to

mitigate against the extra traffic this development will generate. Specifically, this includes:

- £50,000 for matchday traffic regulations orders;
- £40,000 for further traffic regulation orders specific to Radcliffe Road and to Fox Road; and
- £190,000 towards matchday permits.

The latter is for a period of free permits assuming that some new resident parking schemes are introduced. These obligations are based upon likely measures that can be developed further, but at this stage they are little more than a commitment to the financial contribution.

The latest situation is that the details of the Section 106 Agreement are still being finalised by Rushcliffe Borough Council. Within this process the trigger for payment will also be determined and, as many of the contributions are to deal with issues caused by additional residents and supporters, this is likely to be somewhere between the initial development start and the first occupancy. However, since the Section 106 Agreement is secure, the County Council can consider a consultation process. It is important to stress that although there should be financial backing for these new restrictions, the process for introducing them remains the same, and if there is opposition locally then new schemes may not develop.

In the meantime Chairman, I'm pleased to observe, note, and remind colleagues, that the County Council does contribute also to alleviating the the parking problems by offering the estate here around County Hall, which comprises would you believe, around 600 parking spaces, and of course they are available on the matchdays when of course the car park is not being used for other events. I'm not sure this actually contributes quite enough to satisfy Councillor Jackson's budget, but we'll do our best! Apart from that, Chairman, it is an ongoing problem, we will keep monitoring it, and we will keep looking at as many ways as possible to try and alleviate the problems.

Question to the Cabinet Member for Finance from Councillor Francis Purdue-Horan

Last month, when it was revealed that soaring inflation and rising costs will mean Nottinghamshire County Council needs to find at least an extra £24m in savings to balance its books you told the Local Democracy Reporting Service - local government "generally needs more money from central government". Can you outline what you have been doing to lobby the Government for more money, for a multi-year settlement and to implement the Fair Funding Review?

Response from the Cabinet Member for Finance, Councillor Richard Jackson

I'll endeavour to answer this straight-forward question in a straight-forward way without grandstanding, Mr Chairman, and I thank Councillor Purdue-Horan for his question.

My Budget Update to Cabinet last week set out the anticipated budget position for next year, indicating that our anticipated pressures and inflation costs would increase by a further £26.2 million to stand at £41 million next year.

At that meeting, and in the report, I spelt out the significant work that Cabinet Members have undertaken to both control in-year spending and to explore opportunities to alleviate or mitigate the pressures and inflation we are facing. The report set out an anticipated reduction in our pressures next year of £12.5 million resulting from that good work.

I also mentioned at the Cabinet meeting that we have continued to lobby Government directly, and through the County Councils Network and the Local Government Association, about the financial challenges facing this Council and local government in general.

Our Council Leader has played a significant part in presenting this case, as referenced in his own report to today's meeting. Councillor Bradley's direct access to Government departments and to senior ministers is, I believe, benefiting not just the County Council here, but the local government sector in general.

You only need to consider our spectacularly rapid success in securing the East Midlands Devolution Deal, compared with the difficulties we faced previously, to realise how effective this authority can be due to the influence of our Leader.

I thank Ben for the fantastic work he has undertaken on behalf of this Council, and I thank other Cabinet colleagues, and Chief Officers, who never stop lobbying the Government departments and ministers relevant to their own portfolios. I also thank Nigel, our Section 151 Officer and his team, for the excellent support they provide to us in our lobbying efforts. This has resulted in some good outcomes for local government from the recent Autumn Statement.

To give one example, Mr Chairman, last July, our Cabinet Member for Adult Social Care and Public Health, Councillor Barney brought a paper to Cabinet setting out the significant risks associated with delivering no fewer than eight pieces of social care reform through 2022 and 2023.

As one of the key recommendations in his report, Councillor Barney committed this Council to lobbying the Department of Health & Social Care with our concerns about the timetable and funding available for implementation.

It is therefore very significant that in his Autumn Statement, Chancellor Jeremy Hunt specifically said he had "heard the very real concerns from local authorities", in particular around social care charging reforms due to be implemented in October 2023. The Chancellor duly proposed to delay the implementation of this 'important' reform for two years, releasing funding to allow councils to provide more care packages.

The Chancellor said he wanted the social care system "to help free up some of the 13,500 hospital beds that are occupied by those who should be at home" and had therefore decided to allocate, for adult social care and hospital discharge, additional grant funding of £1 billion next year and £1.7 billion in the following the year. He explained that £600 million in the next financial year and £1 billion in the following year would be allocated through the Better Care Fund, with the remaining £400 million in

2023-24 and £680 million the following year being allocated to local authorities through a ringfenced grant to support hospital discharges.

Overall Chairman, the Autumn Statement, with its increase in funding for local authorities, reflects the extent of the lobbying efforts we have undertaken collectively, securing additional funding for social care of £2.8 billion next year, rising to £4.7 billion the year after.

Another example of our success lobbying for and securing resources from national level is our Nottsbus On-Demand pilot, funded in partnership with the Government, which Councillor Neil Clarke described in detail at the previous Council meeting.

I can inform members today that Councillor Clarke has already written to the new Secretary of State for Transport seeking further resources to expand this scheme, so we await developments in that regard.

Councillor Purdue-Horan's question asks what lobbying we have done regarding multi-year settlements and the Fair Funding Review. The answer, which he already knows I suspect, is that we have been lobbying for fairer funding and greater long-term certainty for several years. Perhaps he thinks I'll be evasive on this subject because those particular efforts have not yet brought the outcomes we want?

On the contrary, I have no hesitation in stating my disappointment and frustration that the Fair Funding Review has been delayed again. The Review was first promised in 2016 and is especially important to a large, semi-rural County like Nottinghamshire that has not been well-treated by local government funding formulas over the years, apart from last year's good one-year settlement awarded in the context of Covid.

I appreciate that the Government has faced some truly exceptional challenges in the past couple of years, but in my opinion the Fair Funding Review should be expedited as a key part of the solution to some of those challenges, rather than being delayed because of them.

Likewise, we absolutely do need longer-term local government settlements so we can plan more comprehensively. Our budget planning horizon is four years and our strategic planning looks even further ahead. We have big ambitions for this County and this County Council. To reach them, we need greater certainty of funding over future years.

I'm not shy at all about highlighting the areas where our lobbying efforts have yet to succeed. In fact, speaking publicly about such matters is part of that ongoing lobbying process, and I happen to know the Leader has been lobbying as we're sat here today through this meeting, Chairman.

However, we should also recognise where we have been successful in attracting extra resources, or greater freedom over the way we use resources, and the amount of work that goes into securing those outcomes. The very nature of lobbying is that sometimes success comes quickly, and other times it takes years of persistence. What I will say with confidence is that with our Leader, Nottinghamshire is better placed than any other council in this country to achieve that success.

Question to the Cabinet Member for Children and Families from Councillor Michelle Welsh

Following the Government's Autumn Budget Statement, funding for the full cost of Early Years education and childcare services will continue to have a substantial shortfall of over £4bn by 2025 according to Department for Education estimates.

What impact will this have on the Council's Early Years services, Early Years settings and the children of Nottinghamshire?

Response from the Cabinet Member for Children and Families, Councillor Tracey Taylor

I haven't seen the Department for Education estimates to which Councillor Welsh refers, but I have seen an article published by the Institute for Fiscal Studies which states that:

'While inflation is currently squeezing the budget for free childcare hours, real-terms spending on free childcare hours has more than doubled since 2009–10, from around £1.7 billion to more than £4 billion last year'. I will just stress that those figures are corrected over time so they count as today's figures.

The article also however states that: 'Higher-than-expected inflation means even that increase will not compensate for rising costs.'

It is a fact that the abnormally high inflation rate in the UK and across Europe, driven by recent and current global events, presents a major challenge to all service providers, both state and independent sector.

Nottinghamshire County Council does not itself provide early years education or child care, and the analysis by the IFS does not relate to the support to families that is provided through our public health nursing which includes the "health visiting" offer, or our children's centre services. It does relate to the money that the Council receives to pass on to private, independent and voluntary sector early years settings for the funded offer for two, three and four-year-olds. In this current financial year, the Council has passported 98.7% of its early years funding, which comes from the Designated Schools Grant, to local early years providers. We've retained less than 3% for central costs even though we are permitted to retain up to 5%.

Nottinghamshire County Council values its childcare sector and provides an hourly rate that is higher than the average hourly rate provided by statistically similar local authorities. Early Years settings have also received a temporary five pence per hour uplift in 2022/23 using underspends which we are consulting on continuing for future years. This places us well to support early years providers through this period of higher inflation.

Question to the Cabinet Member for Adult Social Care and Public Health, from Councillor Paul Henshaw

In line with the Cabinet's decision to adopt a £1 pay lift for Care Workers from September, can the Cabinet Member confirm whether all eligible Care Work staff are now being paid a rate which is £1 per hour more than they were being paid in July?

Response from the Cabinet Member for Adult Social Care and Public Health, Councillor Matt Barney

For anyone who isn't aware of the Cabinet decision to which Councillor Henshaw refers, it was agreed on 14th July 2022 to pay an additional £1 per hour to contracted homecare and supported living providers, intended to be passed on to Care Workers. This rate increase commenced from 12th September 2022.

Our contracts with these providers do not allow us to stipulate that the £1 should automatically be passed to the workforce, but our communications with providers asked that this be considered as a priority.

Since then, we have sought to monitor the delivery of this £1 increase through our Quality Market Management Team. Our initial findings from Homecare, Extra Care and Supported Living Providers indicate that a number of care and support providers have passported the full amount or even more than the £1 per hour to their workforce. Some providers have increased pay but not the whole £1, with part of the increase instead used to pay increased mileage, fuel costs and the costs associated with company cars that staff are using. Providers are also needing to invest to cover the costs associated with recruitment and retention and staff bonuses.

Our Quality Market Management Team are continuing to audit providers on how the £1 fee uplift is being implemented and the impact in terms of market sustainability. The full evaluation will be completed in January 2023.

REPORT OF THE CABINET MEMBER FOR TRANSPORT AND ENVIRONMENT**RESPONSES TO PETITIONS PRESENTED TO THE CHAIRMAN OF THE
COUNTY COUNCIL****Purpose of the Report**

1. The purpose of this report is inform Council of the decisions made by the Cabinet Member for Transport and Environment concerning issues raised in petitions presented to the County Council at its 22 September 2022 meeting.

Information**A. Request for the widening of the footway between Tuxford and East Markham
(Ref:2022/3)**

2. A 246-signature petition was presented to the 22 September 2022 meeting of the County Council by Councillor John Ogle requesting the widening of the footway between Tuxford and East Markham.
3. The petition reports that the footway is a well-used route but that the existing facility is very narrow, meaning that two people cannot walk side by side, pushing a pushchair is difficult, and the route is unusable for those with limited mobility and those using a wheelchair or a mobility scooter. Maintenance work was carried out in 2019 but the vegetation has grown back, and the petitioners are now requesting that the footway is widened and resurfaced.
4. A feasibility study will be carried out to investigate the options available to repair and improve the footway, and their associated costings.
5. It was agreed that the lead petitioner be informed accordingly.

**B. Request for a one-way system and a residents' parking scheme be introduced on
Victoria Street, Kimberley (Ref:2022/4)**

6. A 39-signature petition was presented to the 22 September 2022 meeting of the County Council by Councillor Philip Owen on behalf of residents of Victoria Street, Kimberley.
7. Victoria Street is a residential road of terraced properties with limited off-street parking, and on-street parking is only available on one side of the road due to the carriageway widths and existing no waiting restrictions.
8. It has been shown that average vehicle speeds tend to increase on streets where one-way restrictions are introduced due to there being no opposing flow of traffic. Vehicles may also ignore the restriction with the potential for the road to become a popular rat run to avoid traffic queues in Kimberley Town Centre. Records show that there have been no reported injury

accidents on Victoria Street in the last 3-year reporting period. As such, a one-way street cannot be justified on accident reduction grounds.

9. A parking survey will, however, be undertaken to determine whether a residents' parking scheme should be considered at this location for possible inclusion in a future year's integrated transport programme.

10. It was agreed that the lead petitioner be informed accordingly.

C. Request for a community bus service following the removal of Trentbarton's route 21 bus service, Stapleford (Ref:2022/5)

11. A 1363-signature petition was presented to the 22 September 2022 meeting of the County Council by Councillor John Doddy requesting that County Council considers providing a community bus service, following the removal of Trentbarton's route 21 bus service which connects Stapleford to Nottingham.

12. In October Trentbarton along with many other bus operators withdrew or reduced over 20 routes in Nottinghamshire. The Transport & Travel Services team are currently reviewing these changes along with over 80 routes the County Council currently supports as part of a wider network review which will develop a plan to use the £3.9m Bus Service Improvement Plan (BSIP) funding recently approved by Central Government. Services in the Stapleford area are included in this network review.

13. It was agreed that the lead petitioner be informed accordingly.

D. Request for an urgent review of the safety of Gonalston Lane, Hoveringham (Ref:2022/6)

14. A 76-signature petition was presented to the 22 September 2022 meeting of the County Council by Councillor Roger Jackson requesting the County Council urgently reviews the safety of Gonalston Lane, Hoveringham, and take steps to ensure safety of pedestrians, motorists, and wildlife.

15. The County Council is aware of the issues caused by visitors to the Railway Lake at Hoveringham especially in the summer. Officers have met with the landowners, the County Councillor, and the Parish Council to help resolve this and as a result a temporary parking restriction was introduced in the school summer holidays that was regularly enforced. On 12 October 2022, a formal consultation commenced on a permanent restriction on Gonalston Lane that will limit the parking areas to the existing off-carriageway hardstanding areas. This consultation closed on 12 November and there were two objections received. Consequently, these will be considered by the Head of Highways in due course. The Parish Council and County Councillor have been engaged throughout and support these proposed measures. The landowners have been encouraged to consider fencing or similar to prevent illegal access, but the County Council has no jurisdiction over this.

16. If the restrictions are introduced after consultation, they will be enforced regularly and at the Parish Council meeting on the 25 October, members offered to help with providing updates on the prevailing parking issues to the enforcement team. These proposals should ensure Gonalston Lane is kept clear of vehicles parking in the verge and restricting access for all users and in particular the emergency services.

17. It was agreed that the lead petitioner be informed accordingly.

Link to Nottinghamshire Plan/Annual Delivery Plan

18. In approving the proposed actions, they will help deliver the following Nottinghamshire Plan ambitions/delivery plan priorities:

- *'Improving transport and digital connections'* and more specifically;
 - response to petition labelled A will help in the delivery of the action: *'Invest in and improve the condition of the County's roads and pavements'*
 - response to petitions labelled A and C will help in the delivery of the action: *'Support people with transport options that are healthier and more sustainable'*
 - response to petition labelled C will help in the delivery of the action: *'Improve bus services'*
 - response to petition labelled D will help in the delivery of the action: *'Keep our highways safe and reduce congestion'*

Other Options Considered

19. There are no other options to consider as this report is for noting only.

Reason/s for Recommendation/s

20. The recommendations detailed within this report have been developed to help ensure delivery of the County Council's 'Nottinghamshire Plan 2021-31' priorities, national priorities, and local transport goals and objectives. Recommendations are based on their ability to deliver strategic objectives (including transport objectives), evidence of need (including technical analysis), feasibility, and value for money assessments.

Statutory and Policy Implications

21. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment 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

22. There are no specific financial implications arising directly from the report.

RECOMMENDATION

It is recommended that the contents of the report be noted.

Councillor Neil Clarke MBE
Cabinet Member for Transport and Environment

For any enquiries about this report please contact:

Derek Higton, Interim Corporate Director Place
derek.higton@nottsc.gov.uk

Background Papers and Published Documents

- Responses to Petitions Presented to the Chairman of the County Council – Delegated Decision (Reference 152) by Cabinet Member for Transport and Environment (published)

Electoral Division(s) and Member(s) Affected

- Nuthall and Kimberley – Councillor Philip Owen
- Southwell – Councillor Roger Jackson
- Stapleford and Broxtowe Central – Councillor John Doddy and Councillor John McGrath
- Tuxford – Councillor John Ogle

REPORT OF THE CABINET MEMBER, ECONOMIC DEVELOPMENT AND ASSET MANAGEMENT

DRAFT NOTTINGHAMSHIRE VISITOR ECONOMY STRATEGY

Purpose of the Report

1. To provide an update on the draft Nottinghamshire Visitor Economy Strategy (VES) as attached at Appendix A, including the consultation process undertaken and how this will be delivered.
2. To present the draft VES and its updated priorities for discussion, and for Council to provide feedback on the draft strategy and its themes and priority areas so the feedback can be taken into consideration and inform any amendments, prior to approval being sought from the relevant decision maker for its approval, publication and subsequent delivery.

Information

3. In 2018, the Visitor Economy was one of the UK's largest and fastest growing industries, generating £106 billion Gross Domestic Product (GDP) a year. It employed over 2 million people and supported thousands of businesses. In response, the Council produced its first ever VES in 2018. The strategy was about delivering five years of change for tourism in Nottinghamshire, with an eye on the longer-term opportunities. This strategy was largely focused on County Council assets and what it could influence as landowner.
4. More recently, the Economic Development and Asset Management Committee agreed to refresh the original VES. The objective was to consider the wider visitor economy landscape, to identify how the Council could support the short-term recovery of the sector as whole, whilst maintaining long term resilience amongst the key stakeholders. The draft VES (see Appendix A) sets out the ambition and priorities of the Council for the Visitor Economy. It outlines the role of the Council as leader, enabler, facilitator, influencer, accountable body, investor, partner, supporter, collaborator, and advisor around a shared, inclusive and well communicated vision and plan. This will sit alongside the Council's cultural strategy and the role of our assets in the Visitor Economy (including Bestwood Country Park, Holme Pierrepont, Rufford Abbey, Sherwood Forest).
5. In September 2022, the Council launched a public and stakeholder consultation on the draft VES for a 6-week period. During this time, an online survey was available and over 30 engagement activities/meetings took place (including with Districts and Borough Councils, and heritage and business forums etc). The revised iteration of the VES will act as a key document for visitor economy businesses, external stakeholders and partners, sectors in the visitor economy supply chain and internal stakeholders within the Council, so consultation was essential to inform and cement our thinking.

6. There was a good level of response to the online survey, as well as detailed feedback received at the stakeholder events. There was overwhelming support for the revisions to the strategy, and 80% of the online respondents stated that the document and its purpose were clear. Comments were received on all aspects of the Strategy, and these were all taken into account, as well as the comments received from the stakeholder meetings/events.

Draft Themes (for discussion)

7. After reviewing the consultation feedback, there are now six themes which have been identified as the key selling points and reasons why visitors come to the County. By setting out these themes and communicating them clearly, it is hoped that all organisations in the sector can see where they fit into the bigger picture and how to prioritise their thinking and resources to capitalise on this, build resilience and achieve sustained growth. These have been selected for their relevance to the people and culture of Nottinghamshire and are proposed, as follows:
- **Robin Hood and Sherwood Forest** - Nottinghamshire is known across the world for Sherwood Forest, the home of the legendary Robin Hood. As well as the role Hollywood and popular culture has played in creating an icon, the ideals that Robin Hood stands for including freedom, social justice, living with nature and the fair distribution of wealth resonate with many people today. It is imperative that Nottinghamshire makes the most of Robin Hood as a “hook” to introduce visitors to all the other wonderful things the county has to offer.
 - **History and Heritage** - Although world famous for Robin Hood, Nottinghamshire has a fascinating history and heritage that goes far beyond the legendary outlaw. Some of Nottinghamshire's other heritage includes caves, castles, farming, monasteries, the Dukeries, literary greats, mining, and the English Civil war and much more. The County also possesses a battlefield, the site of the last battle in the Wars of the Roses. History and heritage is so broad a theme, it was decided to sub-categorise this into six areas:
 - Inspirational and rebellious characters
 - County Towns and Villages
 - Literary Heritage
 - Caves
 - Industry and Innovation
 - Medieval History (Dukeries, Southwell Minster, Monasteries and Abbeys, etc.)
 - **Green and Active** - Nottinghamshire is a rural county, with valued green spaces and the Council is committed to the environment. The pandemic highlighted just how important green spaces are in supporting active lifestyles and in helping people's mental health and wellbeing. From nature reserves, leisure cycle routes and long-distance paths (such as the Robin Hood Way) to archery, water activities and other active pursuits, 'Green and Active' is about getting active in nature and appreciating it in all its glory
 - **Sport as a spectacle** - In the past, Nottinghamshire has been named as the Home of Sport by Visit England and has more sports facilities per head of the population than anywhere else in Europe. Sport tourism is also a significant driver of economic growth. As an example, the Tour of Britain brought 225,000 spectators who lined the Nottinghamshire route in 2022 and generated £4.3m of economic growth in Nottinghamshire. Nottinghamshire's sporting offer and heritage is strong, from legendary sporting heroes to world class sporting facilities.
 - **Contemporary Culture** - Contemporary culture refers to the common themes of art, music, film, theatre, architecture, and literature that are popular at the present time which may one day become part of our heritage. In Nottinghamshire, there is an active

cultural scene often demonstrated through events, projects, concerts, festivals and performances.

- **Local Crafts and produce** - Local crafts have undergone a revival in recent years. Visitors are now more inclined to buy local as it supports the local community and is better for the environment. Similarly, these days people are much more interested in where their food and drink has come from and want to know more about the businesses and stories behind them. Food and drink play a huge part in determining visitor perceptions of a destination and plays a large part in the visitor economy. These are available at a wealth of food and drink restaurants, cafes and outlets around the county.

Priority Areas for Delivery (for discussion)

8. The draft strategy sets out the five priority areas of work which will be delivered as part of the action plan currently being developed in partnership with district/boroughs, visitor economy businesses and other stakeholders. The proposed priority areas are:
 - **Invest in People** - We will aim to build skills, knowledge, jobs and capacity so people can thrive in the sector. We will develop an inclusive approach that people can relate to that puts Nottinghamshire people at the heart of the story. We will empower people to share, enjoy, respect, understand and care for our county and unique assets.
 - **Invest in Promotion** - We will aim to develop a distinctive and unique brand for Nottinghamshire. Through promotion and marketing, we will raise the profile of our county, locally, regionally, nationally and globally.
 - **Invest in Product** - Stimulating investment in developing relevant, high-quality products while protecting and preserving our assets for future generations, we will bring together providers to create a stronger, more coherent, joined up offer.
 - **Invest in Place** - We will aim to establish a sustainable, co-ordinated approach to develop Nottinghamshire as a destination that more people will want to visit, stay in and return to. We will create improved facilities, infrastructure and connectivity, bringing everything together to create a unique identity and 'sense of place' across the County.
 - **Invest in Performance** - We will build on our strengths and increase visitor stays and spend. We will base our strategies and actions on data and evidence. We will measure the results regularly and share our learning and best practice.
9. Following feedback on the themes and priority areas of work (as detailed above), the VES will be updated accordingly. Officers will then:
 - seek the relevant approval from the executive/relevant decision maker;
 - launch the finalised VES;
 - establish a cross council departmental group; and
 - consolidate an accompanying action plan to start to deliver the aims and ambitions outlined in the strategy through partnership and stakeholder engagement.

Other Options Considered

10. Due to the nature and importance of the Council's role in supporting the visitor economy and its wide-ranging economic impact across the County, it is important to seek cross party views prior to being finalised. The comments received will help inform the final Strategy and supporting action plan. Not bringing the report forward for consideration at Full Council would not enable the views of all Members to be taken into account.

Reason/s for Recommendation/s

11. To inform the review of the VES, Officers have sought a wide range of views from key stakeholders and Members. The feedback received will support the preparation of the VES, which is expected to support the Nottinghamshire Plan for a healthy, prosperous, and greener Nottinghamshire, in particular the delivery of Ambition 5: Building skills that help people get good jobs and Ambition 6: Making Nottinghamshire a great place to live, work and visit. The revised strategy also fulfils objectives outlined in the Council's Economic Transition Plan.

Statutory and Policy Implications

12. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment 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

13. There are no financial implications to this report. Any subsequent approval of the VES and its delivery will consider the financial implications.

RECOMMENDATION

It is recommended that Full Council:

- 1) Notes the draft Visitor Economy Strategy and the work done to date.
- 2) Provides feedback on the content of the draft strategy, the six themes and the five priority areas of work as set out in the report, which will be taken into consideration by the relevant decision maker, when considering the final strategy for approval and delivery.

Councillor Keith Girling

Cabinet Member Economic Development and Asset management

For any enquiries about this report please contact: Joelle Davies, Group Manager 0115 977 4857 joelle.davies@nottscc.gov.uk

Constitutional Comments (CEH 10.01.2023)

The report is to inform Council and allows for feedback into the draft strategy prior to it being approved. Council has the authority to consider the report and recommendations.

Finance Comments (SES 06/01/2023)

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

Background Papers and Published Documents

None

Electoral Division(s) and Member(s) Affected

- All



2022

Nottinghamshire County Council

Visitor Economy Strategy



**Nottinghamshire
County Council**

Nottinghamshire County Council's Visitor Economy Strategy

This strategy has been created for:

Visitor Economy businesses

External stakeholders and partners

Sectors in the Visitor Economy supply chain

Internal stakeholders within the County Council

Contents

Foreword	1
Introduction	2
What is the Visitor Economy?	3
Who is this strategy for and how can you use it?	4
- Roles in the Nottinghamshire Visitor Economy Landscape	5
- City and County working together	6
What is the future of Nottinghamshire's Visitor Economy?	7
- Transition and Recovery	8
- The De Bois Review	8
Who are Nottinghamshire's target markets?	9
- Domestic Markets	9
- Overseas Markets	9
- Social Tourism	10
- Cost of Living	10
What are Nottinghamshire's key themes?	11
The Council's Vision	15
- Invest in People	15
- Invest in Promotion	16
- Invest in Product	17
- Invest in Performance	18
- Invest in Place	19

Foreword

Our refreshed Visitor Economy strategy is focussed upon drawing the best out of the county's unique selling points, rich history and natural environment for our visitors and the businesses and organisations that serve them.

The pandemic has seen significant shifts in the ways people wish to spend their leisure time and it is important that we reflect these behavioural changes in our long-term plans. The Visitor Economy Strategy will play a key role in ensuring we deliver our Council ambition to make Nottinghamshire somewhere people love to live, work and visit.

Visitor Economy businesses need to understand what our target markets are looking for and how to make our global brand of Robin Hood work for their business. They need to be up-to-speed on the latest market and product trends to make wise business investments and have the latest digital knowledge to take their business to market effectively. The county also wants to engage local people in tourism and for them to share Nottinghamshire's stories.

This strategy is one that will continue to evolve in response to changing circumstances and has been built in a way that will allow us to continue to draw on the expertise and knowledge available in our region. It is fundamental that we continue to build a Visitor Economy that is resilient, sustainable and agile to be able to respond to opportunities and challenges that may arise from changing market demands.

There is work to be done to re-energise the visitor economy, boost performance and realise potential. Nottinghamshire needs a much clearer identity and a higher profile in the marketplace.

This means capitalising on our global brand of Robin Hood, new digital opportunities, including virtual and augmented reality and focusing on quality experiences to ensure Nottinghamshire is competitive in the marketplace. Nottinghamshire has great natural capital, inspiring stories and heritage with wide appeal – this strategy is the first step in converting these opportunities into sustainable growth

The strategy focusses on continuing the great work we are already delivering, unlocking previously untapped potential and engaging regional and national partners to drive our vision forwards.



Cllr Keith Girling

The Courtyard
Thoresby

Introduction

In 2018, the Visitor Economy was one of the UK's largest and fastest growing industries, generating £106 billion Gross Domestic Product (GDP) a year. It employed over 2 million people and supported thousands of businesses.

In response, Nottinghamshire County Council produced its first ever Visitor Economy Strategy (VES) in 2018. The strategy was about delivering five years of change for tourism in Nottinghamshire, with an eye on the longer-term opportunities.

However, the arrival of the Covid 19 pandemic in 2020 resulted in the Visitor Economy being one of the worst hit sectors. Barely a business avoided taking some damage from Covid-19 but the Office of National Statistics figures show just how dire it was for tourism businesses.

Turnover in travel and tourism businesses fell to its lowest level in May 2020, at just 26 per cent of February levels.

Top-level strategy

To meet the demands of the changing times that we now find ourselves in, after a period of consultation, Nottinghamshire County Council has refreshed its original Visitor Economy Strategy. This is a visionary document and the steps that the County Council will take to support the sector to enable it to thrive and recover, will be laid out in an action plan following the publication of this strategy.

Healthy Prosperous Green

Rufford Abbey Country Park

What is the Visitor Economy and how is this different to Tourism?



'Tourism' is a person-centred concept. It is the process of spending time away from home in pursuit of recreation, relaxation, pleasure or business, while making use of the commercial provision of services in the place being visited.

The 'Visitor Economy' includes tourism but goes beyond this and encompasses all the things that attract visitors, the infrastructure that supports their visit and the services provided to them. All tourists are visitors, but not all visitors are tourists. The pandemic has taught us to appreciate that local visits are important too.

The County Council wants residents and visitors to explore and enjoy the Nottinghamshire countryside, attractions, market towns and villages, and to enjoy the county's fascinating stories. Therefore, the Visitor Economy is the preferred term used by Nottinghamshire County Council due to its wider economic impact and role in place-shaping.

Purpose of this strategy and the role of the Nottinghamshire County Council

This strategy has been created and refreshed to clearly communicate the ambition and priorities of Nottinghamshire County Council and the Visitor Economy, especially after the recent Covid 19 pandemic. During the refresh of this plan, we have been in close consultation with our District and Borough council colleagues to ensure an informed, joined up approach.

The role of the County Council is one of leader, enabler, facilitator, influencer, accountable body, investor, partner, supporter, collaborator and advisor around a shared, inclusive and well communicated vision and plan.

We will use assets in collaboration with our strategic operating partners to develop and trial Visitor Economy projects. The learning from these initiatives can then be rolled out across the county.

The Nottinghamshire Plan

The Nottinghamshire County Council Plan 2021-2031 has an overarching vision of **"A healthy, green and prosperous Nottinghamshire"**. The direction of the refreshed Visitor Economy strategy is taken from Ambition 5 – 'Strengthening businesses and creating more good-quality jobs' and Ambition 6 – 'Making Nottinghamshire somewhere people love to live, work and visit'.

The Economic Transition Plan

Nottinghamshire County Council has developed this plan focussed on transforming our local economy through placing the interests of our communities and businesses at its heart, whilst also driving investment and improvements across the county. The plan is built on six themes of people, business, the visitor economy, infrastructure, digital connectivity and place, which will collectively enable Nottinghamshire to emerge as a county moving forward.

Several other County Council plans will touch on or interconnect with the refreshed strategy including:

- NCC Cultural Services Strategy
- Strategic Infrastructure Plan
- Devolution
- Levelling Up
- Local Transport Plan
- Joint Health and Wellbeing Strategy 2022-26

Who is this strategy for and how can you use it?

Delivering this strategy will contribute to achieving the aspirations of the County Council but we realise that this cannot be done in isolation. This document has been created in consultation with key partners and that collaboration underpins the entire strategy.

This strategy has been created for:



1) Visitor Economy businesses

One of the County Council's main objectives is for Nottinghamshire to stand out as a great place to start and grow your Visitor Economy business. This document will highlight the priorities and direction of travel for the county so businesses know where they fit into the bigger picture and how they can contribute and get support. They will be able to use the information provided to inform their business planning.



2) External stakeholders and partners

This document can be the basis of working in partnership on Visitor Economy projects and programmes and in building supportive, sustainable networks. It can be referenced in bids or grant applications to demonstrate a clear and joined-up approach to funders.



3) Sectors in the Visitor Economy supply chain

The Visitor Economy sector works hand in hand with a wide range of other sectors across England at all levels of the supply chain including planning, construction, food and drink, farming, transport, retail, sport, museums and the arts to name but a few. This strategy will be the first place for these sectors to look to understand more about their role, our priorities, and how they can contribute towards the Visitor Economy of Nottinghamshire.



4) Internal stakeholders within the County Council

We want to champion and embed a culture within the County Council that recognises the value of the Visitor Economy. This document will raise awareness and provide our staff with enough information and focus to enable them to consider the impact of their service planning on the sector e.g. when making transport, infrastructure or planning decisions.

Roles within the Nottinghamshire Visitor Economy Landscape

Organisation	Role
Nottinghamshire County Council	The role of the county council is one of leader, facilitator, supporter and collaborator around a shared, inclusive and well communicated vision and plan. It provides services and infrastructure. The main jurisdiction is within the county, however the council works closely with partners because the Visitor Economy is not restricted by local authority boundaries.
Nottingham City Council	The role of the City Council is similar to that of the county council but with its main jurisdiction is within the city boundary. The City Council has a good relationship with Visit Nottinghamshire and other partners and is a keen supporter of the Visitor Economy.
Visit Nottinghamshire	Visit Nottinghamshire is a division of Marketing Nottingham and sits alongside Nottingham Partners and Invest in Nottingham. It is the main tourism organisation for the city and county, providing marketing and support to its members and partners. Sometimes referred to as a DMO (Destination Management Organisation) Visit Nottinghamshire has a close working relationship with other tourism organisations in neighbouring counties and with Visit England.
Visit England/Visit Britain	The national tourism agency – a non-Governmental public body funded by the Department for Culture, Media & Sport (DCMS). VisitBritain/VisitEngland plays a role in building England’s tourism product and raising Britain’s profile worldwide.
District and Borough Councils	There are seven District and Borough Councils within Nottinghamshire that work closely with the County Council. Most of these provide a variety of services for the Visitor Economy including leisure and recreation services and tourism projects and networks.
Town and Parish councils	Town and Parish Councils represent the local community, deliver services to meet local needs and strive to improve quality of life and community well-being. They may take on projects related to the Visitor Economy or signpost people to relevant services.
Business Improvement Districts (BIDS)	Normally (but not always) found within a town or city area and funded by a business levy, BIDS work closely with businesses within that area to conduct a range of activities which encourage new business, drive footfall and create a sense of pride of place.

Businesses	To provide the Visitor Economy product or service that makes up an excellent visit or stay in Nottinghamshire. Businesses are encouraged to join up where appropriate and provide excellent customer care.
Suppliers	To supply the Visitor Economy sector with high quality and sustainable products and services.
Education – schools, colleges, universities	Inspiring the next generation through educational visits and courses that will raise awareness and encourage future (or current) visits with their families. To engender a sense of pride and to provide the knowledge, skills and qualifications necessary to help people thrive in the visitor economy sector.
Third sector - charities, non-profit, volunteer groups	Some areas within the Visitor Economy rely heavily on the third sector, for example, some heritage sites and museums are entirely volunteer run. These organisations add social value and an improved product.

City and County - how will we work together?

As a County Council, although we work in partnership wherever possible, we are limited to our local authority boundaries. However, our visitors are not restricted by these and that is why it is imperative that we work in partnership, not only with our District and Borough colleagues, but with the City Council too. We are already building on reciprocal relationships here but some examples of where this relationship can be developed are:

- Consultation with City Council officers on our strategy.
- Arranging meetings to share plans, information and priorities.
- Inviting city councillors and officers to attend networking events.
- Regular attendance at any city-based Visitor Economy networks.

- Working in partnership on mutually beneficial Visitor Economy projects and programmes.
- Letters of support for relevant expressions of interest and funding bids.
- Encouraging and advising elected members to liaise with each other where appropriate.



Thoresby Hall Hotel

What is the future for Nottinghamshire's Visitor Economy?

Our goal is to return to pre-pandemic levels as quickly as possible by 2025.

Currently we are working to establish a county-wide Visitor Economy Data Partnership, to centralise information and share costs. When this data is available, we will confirm our targets.

This strategy is about adding value and stimulating growth in our Visitor Economy sector whilst reducing our carbon impact.

Therefore, the Council wants:

A higher market profile and a clear identity

– We want to raise awareness of who we are and what we offer. Nottinghamshire needs a clear identity. The most successful destinations are clear about what is special about their place. They single-mindedly use these qualities to prioritise investment and to communicate consistent messages to their target markets.

A great experience and more local visits

– We want the County to be a must-see destination. The Council wants residents and visitors to explore and enjoy Nottinghamshire and become immersed in its experiences.

New and repeat visitors - The intent is to attract new visitors for a day out or a short break and to ensure they enjoy an excellent experience, so they come back again and again.

Increased dwell time in the county and more spending - At the same time, the Council wants to encourage people who are already visiting to stay longer, explore further and spend more during their trip. That will generate jobs, growth and opportunity for local people.

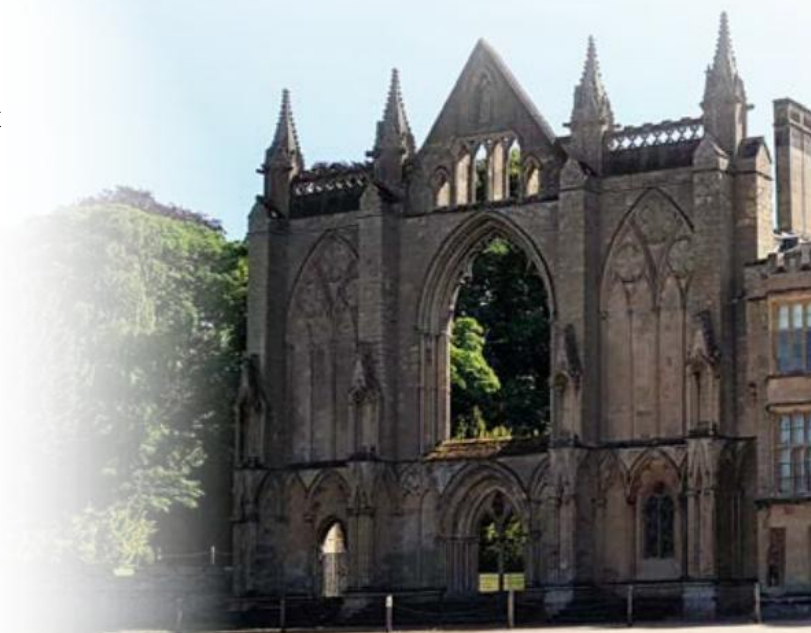
Pride in our county - We also want to encourage the people who live, work and study in Nottinghamshire to become ambassadors for their county and to spread the word by showcasing it to their visiting friends and relatives.

Green and environmentally sustainable

– About a quarter (27%) of the UK's carbon emissions come from transport and our car use has doubled since the 1980s. The County Council has declared a climate emergency and committed to be carbon neutral in all its activities by 2030. We want to support others to do the same by 2050. We need to shrink our car use or make it more environmentally sustainable and grow public transport, walking and cycling.

Thriving Visitor Economy businesses -

Critically, we want to create an environment that stimulates and supports small businesses to thrive – now and in the future.



Newstead Abbey

Transition and Recovery

The Visitor Economy was one of the worst hit sectors during the Covid 19 pandemic. We want to build back better and stronger by creating the conditions for Visitor Economy businesses to thrive.

Our Economic Transition plan highlights several ways that we will do this:

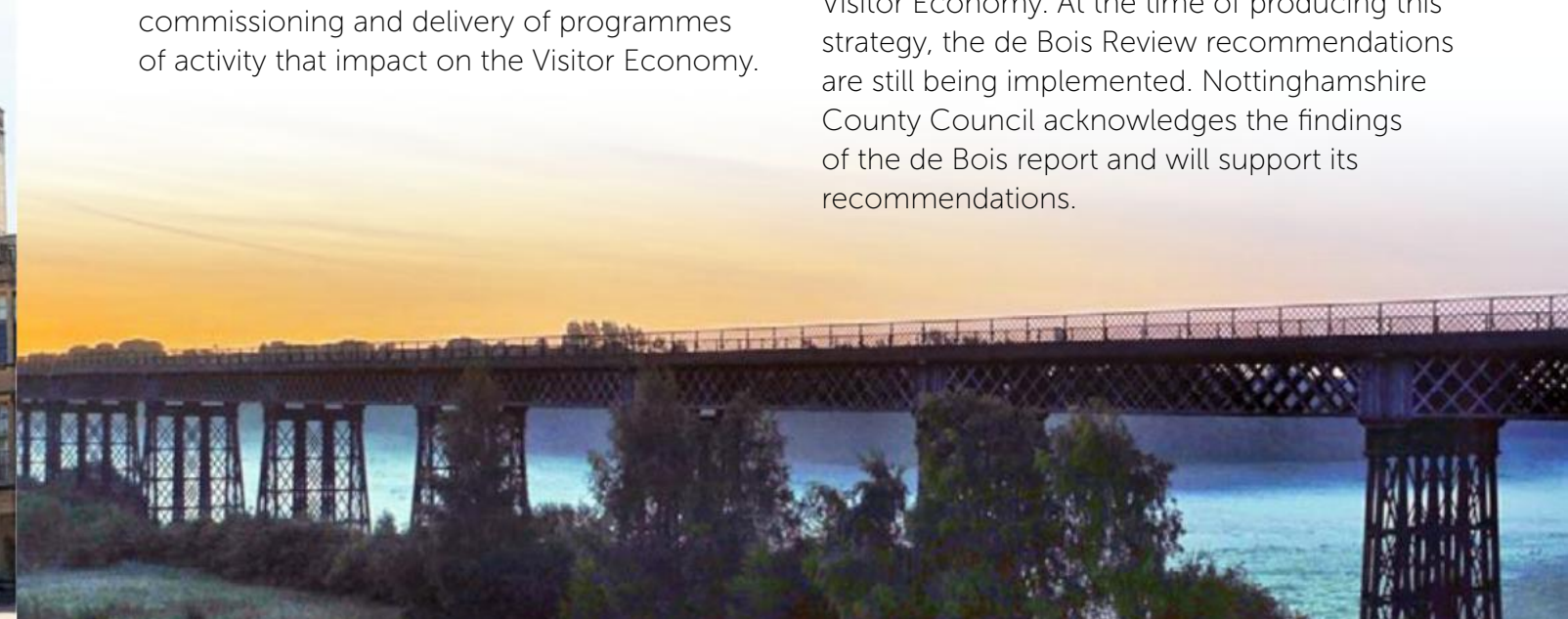
- Training and funding opportunities to support businesses, especially small and lesser-known businesses that need more support.
- Championing and recognising the value of the Visitor Economy within the Council and across partners, creating a culture where service planning always considers the impact of decisions on the Visitor Economy e.g. when making transport/infrastructure/planning decisions.
- Adopt a strategic coordination role for the Visitor Economy across Nottinghamshire, working with partners to plan for future growth, maximise funding opportunities and work together to resolve issues facing the Visitor Economy sector today.
- Working corporately to influence the design, commissioning and delivery of programmes of activity that impact on the Visitor Economy.

The success of the Visitor Economy means creating thriving businesses with the potential to boost productivity in the county and the region. It is essential that our businesses are provided with the relevant high-quality business support they want and need, delivered in ways that encourage them to take part.

Businesses need to understand who our target markets are and what they are looking for. They need to understand how our key themes can work for their business. They need to be up-to-speed on the latest market and product trends to make wise business investments and have the latest digital knowledge to take their business to market effectively.

The De Bois Review

The de Bois Review: an independent review of Destination Management Organisations (DCMS, July 2021) is arguably the most important review of regional, sub-regional and local tourism structures within England to have been undertaken in the past twenty years, designed with the single intention that local tourism structures are more efficiently organised so that they can better contribute to the long-term development and management of the Visitor Economy. At the time of producing this strategy, the de Bois Review recommendations are still being implemented. Nottinghamshire County Council acknowledges the findings of the de Bois report and will support its recommendations.



Bennerley viaduct

Who are Nottinghamshire's target Markets?

In these uncertain times and with limited resources, we are having to prioritise for the best return. The cost of attracting overseas visitors is expensive and this is why we will focus on attracting the domestic market to Nottinghamshire. However, this is not to say that we will not look for and actively pursue opportunities for attracting overseas markets where appropriate.

Nottinghamshire's central location means it has a large audience within a two-hour drive time. However, as a destination, it is impossible to be everything to everybody. In consultation with our stakeholders and partners, we believe the following target markets are a good fit for what Nottinghamshire has to offer and will form our focus for now – these target markets will be confirmed and underpinned by evidence.

Domestic target markets:

Country loving traditionalists – likely to have recently taken a countryside break or visit in England. They often travel as a couple or in small groups, looking for unspoilt countryside and want to feel connected to the county's history, nature and heritage with opportunities to eat local food and produce.

Active fun families – information-hungry with children at home, looking for days out or short breaks away from their hectic lives that keep the kids/grandkids busy. They regularly take breaks or visits where they can indulge in active, family-friendly pursuits and activities such as events and festivals. They are active on social media.

Business (including education) visitors – visiting for work or educational purposes such as conferences and meetings. More wealthy than an average leisure tourist, expected to spend more money. They will extend their visit by dining out, recreation, shopping, sightseeing and meeting others for leisure activities.

Couples/Individuals with disposable income – very active on social media, typically younger in age or spirit. Yet to have a family or with children who no longer need them as much. They like to socialise either for fun or relaxation. Active and environmentally aware. They like getting out and about and prefer experiences like festivals, concerts, meals, movies and drinks.

Overseas target markets:

As previously explained, our focus will be on attracting the domestic market. International visitors make up a very small percentage of visitors to the majority of UK destinations but the profile of international tourism and the higher spend per head of international visitors means we will explore targeted opportunities in collaboration with regional and national partners. Robin Hood and Sherwood Forest continues to be well known and a big draw amongst our overseas guests.



Sherwood Forest

USA

Statistically speaking, the average American traveller is roughly 40 years old. They often visit with a partner, or on a multi-generation family holiday. Generally, they are from a high socio-economic and educational background. They are in search of good value across the trip, as well as the chance to experience and participate in culture. They want to visit destinations that combine culture, history and gastronomy – for example, historical sites, rural areas that offer local produce, museums, restaurants and sightseeing spots.

Our nearest European neighbours

Initial research using airport inbound statistics suggests that countries such as Spain, Italy, Germany and Ireland should form part of our plans to attract overseas markets. However, more work needs to be done on which of these European neighbours we would be the best to focus on.

Emerging Markets

We would like to test if there are any emerging markets that we could consider attracting such as India or Oceania (i.e. mainly Australia and New Zealand).

Social Tourism

As a County Council, we have a duty of care to our residents and visitors. For this reason, we would like to explore more regarding Social Tourism which could include:

- Visits resulting from migration, war or employment opportunities.
- Health and well-being
- Visits for the economically disadvantaged
- Accessibility

Cost of Living

The cost of living has escalated severely for many of us over the recent months, although better times are sure to return, we understand

that this may impact negatively on the Visitor Economy. On the bright side, we can counter some of the effects by alerting visitors to deals, offers and ways to make a day out cheaper, for example by taking a picnic.

We can also support our businesses through the resources we have available to us, such as business support. One thing to bear in mind is that getting out and about, experiencing and socialising can help us feel a lot better in uncertain times and the Visitor Economy is well-placed to help with that.

East Midlands Devolution Deal

Derbyshire County Council, Nottinghamshire County Council, Derby City Council and Nottingham City Council have agreed to a £1.14 billion devolution deal by the government. The deal would create the first ever Combined County Authority (CCA) and would see an extra £38 million a year coming to the East Midlands from 2024, addressing years of historically low investment in our area. It would mean funding and powers move from a national level to a regional level to help the 2.2 million people who live here.

A public consultation started on 14th November 2022. The draft proposal states an intention to work collaboratively with government at the earliest opportunity to strengthen the local visitor economy. The draft proposal recognises that the devolution deal is the beginning of the journey, and opportunities will be explored to secure additional powers and funding as the CCA evolves.

Public consultation will close on 9th January 2023. The results of the consultation will be considered when the four councils are asked to agree the final Proposal for submission to Government in Spring 2023. The deal would then need approval and new legislation from central government to create the East Midlands Combined County Authority.



What are Nottinghamshire's key themes?

Why do we need themes?

The most successful destinations are clear about what their unique selling points are as well as how and why these appeal to their visitors. Themes let visitors know what we are about and what's on offer. By setting out these themes and target markets and communicating them clearly, it is hoped that all organisations in the sector can see where they fit into the bigger picture and how to prioritise their thinking and resources. Themes also enable organisations to be more joined up, to work together on itineraries or joint marketing and events which will increase dwell time and spend.

What are Nottinghamshire's key themes?

The six themes Nottinghamshire will lead with are:

1. Robin Hood and Sherwood Forest
2. History and Heritage
 - a. Inspirational and Rebellious Characters
 - b. County Towns and Villages
 - c. Literary Heritage
 - d. Caves
 - e. Industry and Innovation
 - f. Medieval History (Dukeries, Minster, Monasteries and Abbeys, etc.)
3. Green and Active
4. Sport
5. Contemporary Culture
6. Local Crafts and produce

These themes have been identified as some of the most competitive strengths of the county alongside Robin Hood as our unique selling point (USP). Nottinghamshire has a head start over many other places as it can lay claim to the global brand of Robin Hood and Sherwood Forest, something that is known worldwide. There is a broader history of the Sherwood Forest area that needs to be told as well as recognition of its special habitats and species but Robin Hood is how we attract visitors here in the first place to be able to tell our other fascinating stories.

We will use our themes and stories to deliver experiences that inspire visitors to explore and build new and enduring relationships with the county.

Some of this is happening already with local partners developing new initiatives to strengthen the experiences. But there is more to do to realise the county's full potential as a visitor destination. This will not be a one-off process but a long and continuous one that will need constant review and investment.

Theme 1 Robin Hood and Sherwood Forest

Nottinghamshire is known across the world for Sherwood Forest, the home of the legendary Robin Hood. As well as the role Hollywood and popular culture have played in creating an icon, the ideals that Robin Hood stands for including freedom, social justice, living with nature and the fair distribution of wealth resonate with many of us today. He is an enduring figure that speaks to us across the centuries. It is imperative we make the most of him and use him to act as the "hook" to introduce our visitors to all the other wonderful things our county has to offer.

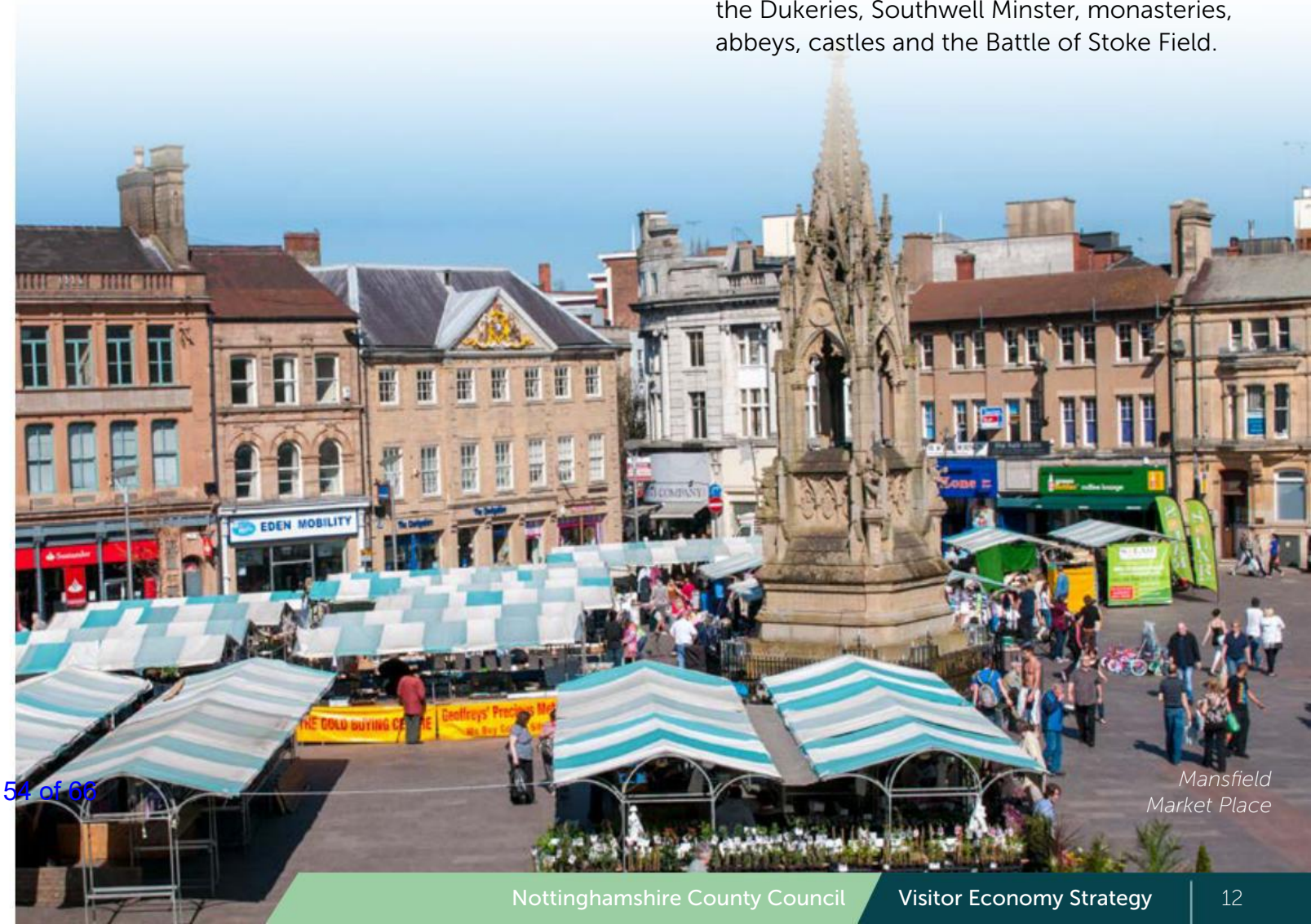
The Major Oak
Sherwood Forest

Theme 2 History and Heritage

Although world famous for Robin Hood, we have a fascinating history and heritage that goes far beyond our legendary outlaw. Some of our other heritage includes caves, castles, farming, monasteries, the Dukeries, our literary greats, mining and the English Civil war and much more. The county also possesses a battlefield, the site of the last battle in the Wars of the Roses.

History and Heritage is such a broad theme that we have broken this down into some parts of our heritage that we feel are a particular draw for visitors – however, this list is not exclusive and there is often an aspect of history and heritage that Visitor Economy organisations can draw on to add value to what they do.

- a. Inspirational and Rebellious Characters and events – some examples include Robin Hood, Civil War, William Booth, Lord Byron, Ada Lovelace, Mayflower Pilgrims.
- b. Towns and Villages – real hidden gems including, markets towns that have rich historical backgrounds, former industrial towns which once helped to power the country and quaint rural villages with architecture dating back centuries.
- c. Literary Heritage – some examples include D H Lawrence, Lord Byron, Helen Cresswell.
- d. Caves and Tunnels – some of these include City of Caves, Nottingham Castle caves and other examples that can be found throughout the city and county.
- e. Industry and Innovation – some examples include mining, farming, framework knitting, rivers, canals, railways, water pumping stations.
- f. Medieval History – some examples include the Dukeries, Southwell Minster, monasteries, abbeys, castles and the Battle of Stoke Field.



Mansfield
Market Place

Theme 3 Green and Active

Nottinghamshire is a rural county. We value our green spaces and our commitment to the environment. In fact, the County Council has committed to become carbon neutral in all its activities by 2030. The pandemic showed us just how important our green spaces are in getting active outside and in helping our mental health and wellbeing. From our nature reserves, leisure cycle routes and long-distance paths (e.g. Robin Hood Way) to archery, segwaying and other active pursuits, 'Green and Active' is about getting active in nature and appreciating it in all its glory.

Theme 4 Sport as a Spectacle

In the past, Nottinghamshire has been named as the Home of Sport by Visit England and has more sports facilities per head of the population than anywhere else in Europe. Sport participation is important but sport as a 'spectacle' is where sport becomes a great driver for the Visitor Economy. Our sporting offer and heritage is strong, from legendary sporting heroes to world class sporting facilities.



Cyclists enjoying the county

Theme 5 Contemporary Culture

Contemporary Culture refers to the common themes of art, music, film, theatre, architecture and literature that are popular at the present time which may one day become part of our heritage. In Nottinghamshire, we have an active cultural scene often demonstrated through events, projects, concerts, festivals and performances.

Theme 6 Local Crafts and Produce

Local crafts have undergone a revival in recent years. Not solely for the interesting souvenirs they make but because of their high cultural value. Some crafts such as knitwear, basketware, jewellery, lace and leatherworking have a long history. Visitors are now more inclined to buy local as it supports the local community and is better for the environment.

Similarly, these days people are much more interested in where their food and drink has come from and want to know more about the businesses and stories behind them. Food and drink plays a huge part in determining visitor perceptions of a destination and plays a large part in the Visitor Economy. Nottinghamshire's hamper of local produce is well stocked from beer to cheese to honey and much more. These are often available at a wealth of food and drink restaurants, cafes and outlets around the county.

A concert in full swing

The Council's Vision:

Invest in People

The County Council ambition: The Council will aim to build skills, knowledge, jobs and capacity so people can thrive in the sector. We will develop an inclusive approach that people can relate to that puts Nottinghamshire people at the heart of the story. We will empower people to share, enjoy, respect, understand and care for our county and unique assets. This looks like:

- Creating jobs and capacity, building skills, improving conditions, and developing knowledge so people can thrive in the tourism sector. Retain this talent.
- Creating an environment that allows business owners to recover and thrive.
- Excellent customer service and a special welcome for our visitors.
- Increasing the health, well-being and quality of life for our visitors.
- Change the perception of jobs in hospitality.
- An approach to tourism that people can relate to that puts Nottinghamshire people at the heart of the story.
- Empowering people to share, enjoy, respect, understand and care for our environment and heritage and what makes Nottinghamshire unique and 'visitable'.
- Those with additional needs who want to experience tourism are catered for.
- Encouraging the practice of employing local people and contracting to local businesses.
- Build supportive peer tourism networks that empower local communities to deliver a high quality, stronger, more coherent offer.
- Enable communication and two-way dialogue between decision makers, authorities and funders and tourism consumers, businesses, organisations and employees.
- There is cross departmental and cross-county buy-in, awareness and support at local authority level.

A waitress serves up some of our county's great food and drink

Invest in Promotion

The County Council ambition: The Council will aim to develop a distinctive and unique brand for Nottinghamshire. Through promotion and marketing, we will raise the profile of our county, locally, regionally, nationally and globally. This looks like:

- Promotion of Nottinghamshire assets to target markets through bespoke and county-wide campaigns, with an inclusive approach that allows all businesses and organisations to contribute and benefit.
- Development of guidelines and training to enable any business or organisation to promote their tourism service or product.
- Encourage cross-promotion among sites, businesses and organisations.
- Support Visit Nottinghamshire to promote the county to visitors.
- Communicate the key themes and target markets to all businesses and organisations to enable them to focus their promotion and messaging.
- Create and embed a distinctive, instantly recognisable, compelling brand proposition for Nottinghamshire – we know and communicate our USP, what we stand for and what we want to be.



Reenactment of Battle of Stoke Field East Stoke



Invest in Product

The County Council ambition: The Council will aim to stimulate investment in developing relevant, high-quality products while protecting and preserving our assets for future generations. We will bring together providers to create a stronger, more coherent, joined up offer.

This looks like:

- Stimulating funding and investment in a high-quality tourism product that plays to the county's strengths and target markets.
- Protecting the tourism environment and assets and encouraging others to do the same.
- Improving the current visitor journey from pre-booking to visiting/staying and beyond.
- Creating great new permanent and temporary experiences that will inspire new and repeat visitors to come.
- Stimulating funding and investment in the accommodation offer especially for standardised and boutique accommodation.
- A focus on local food and drink.
- A connected tourism product offer, both physically and digitally.
- An accessible tourism experience for those with additional needs.



St Mary Magdalene Church, Hucknall. Burial place of Lord Byron and Ada Lovelace.

Invest in Performance

The County Council ambition: The Council will aim to build on our strengths and increase Visitor Economy related visits and spend. We will base our strategies and actions on data and evidence. We will measure the results regularly and share our learning and best practise. This looks like:

- Increasing tourism-related visits and spend and measuring results.
- Increasing the amount of funding and investment in tourism sector businesses and infrastructure within the county.
- Collating useful market intelligence and data, sharing this with all stakeholders, partners and businesses.
- Increasing the number of Visitor Economy jobs within the county.
- Sharing best practise.
- Build performance and 'bounce back ability' after the effects of the pandemic.



Holme Pierrepont Hall



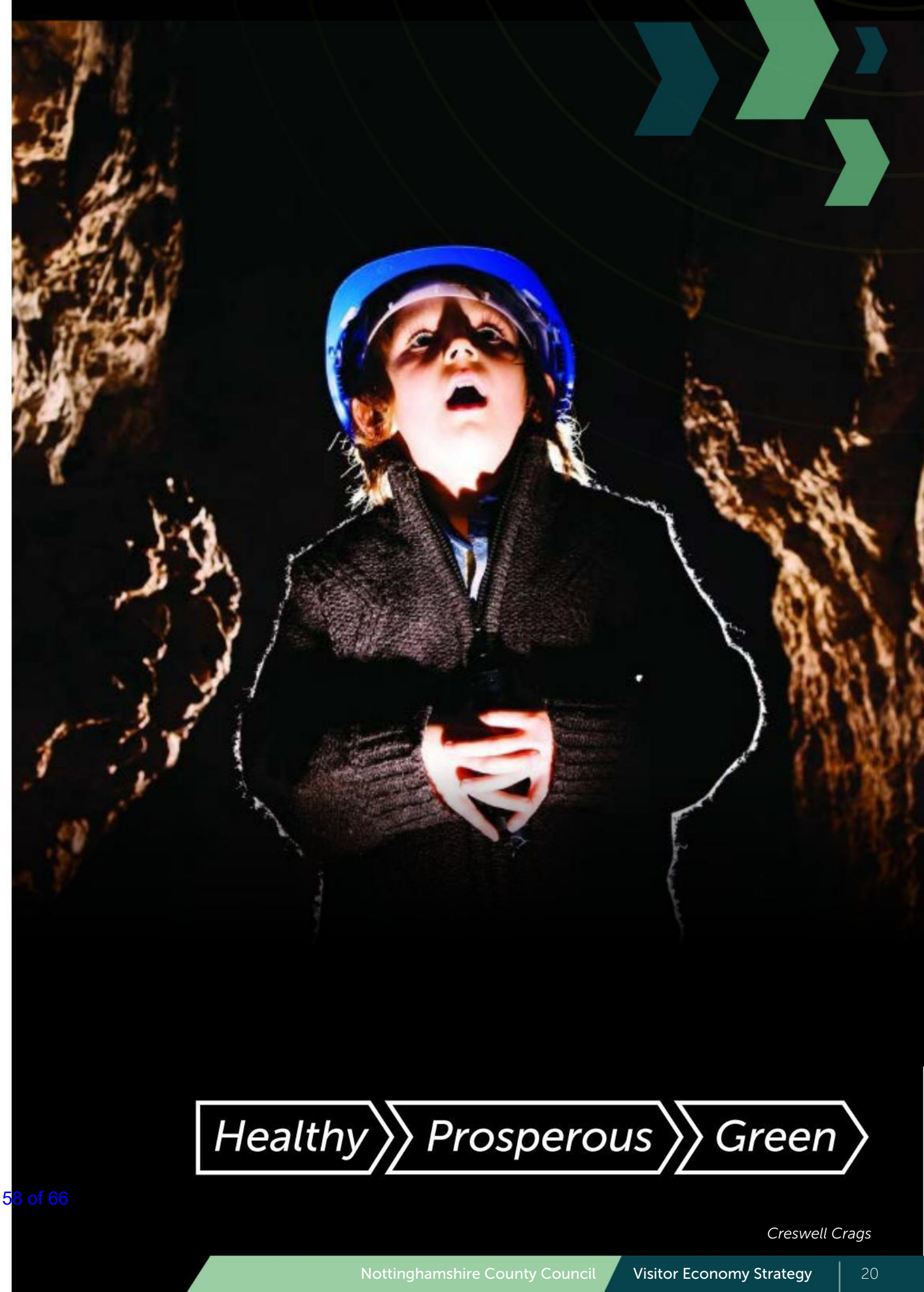
Invest in Place

The County Council ambition: The Council will aim to establish a sustainable, co-ordinated approach to develop Nottinghamshire as a destination that people will want to visit, stay in and return to. We will create improved facilities, infrastructure and connectivity, bringing everything together to create a unique identity and 'sense of place' across the county. This looks like:

- Improving, developing, creating the sustainable and accessible infrastructure needed for the visitor economy to flourish in transport, people, accommodation, retail, food and drink, experiences, digital and promotion resulting in a destination that people will want to visit, stay in for longer and return to.
- Creating and embedding a quality, sustainable, inclusive, co-ordinated approach that is sensitive and distinctive to the character of the county and to the environment, nature and heritage.
- Key tourism themes and stories being communicated clearly internally and externally in order to create a distinctive, compelling, instantly recognisable 'sense of place' across Nottinghamshire. We know and communicate our USP and our assets. We know what we stand for and what we want to be. Visitors know what to expect when they visit – and can visualise what a visit would be like (as they do for York or the Lake District).
- Using tourism as a catalyst to revitalise our market towns, villages, and highstreets.
- Creating a place to visit that is environmentally sustainable and ensures those visits do not negatively impact on our beautiful county.
- Better connectivity that appears seamless between the city, county and neighbouring districts as well as individual sites e.g. a Visitor Economy shuttle bus connection between Rufford Abbey, Sherwood Forest and Clumber Park.
- An approach that embeds the latest digital infrastructure to facilitate the visitor journey from start to finish and creates a sense of place.
- All major County Council projects take into consideration the impact on the Visitor Economy and try to add a positive contribution to the sector wherever possible.



Page 58 of 66



Healthy Prosperous Green

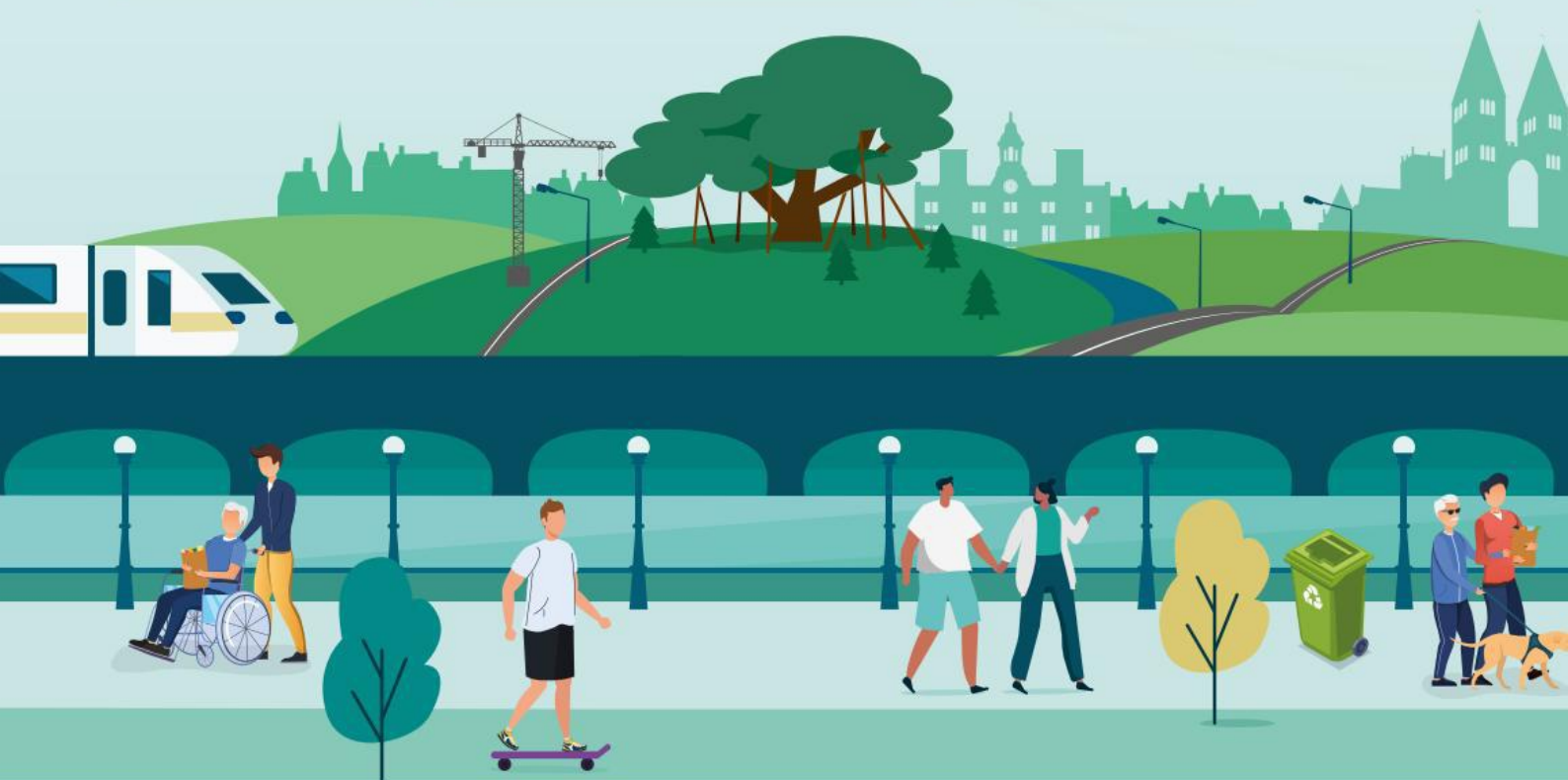
We want visitors to **explore** and **experience** our Nottinghamshire countryside, attractions, market towns and villages, and to enjoy the county's fascinating stories.



Healthy

Prosperous

Green



**Nottinghamshire
County Council**

W nottinghamshire.gov.uk
T 0300 500 80 80

Page 59 of 66



facebook.com/nottinghamshire



[@NottsCC](https://twitter.com/NottsCC)

REPORT OF THE LEADER OF THE COUNCIL

EXECUTIVE REPORT: KEY ISSUES AND ACTIVITIES

Purpose of the Report

1. The report seeks to update Members on various matters relating to the Leader's portfolio and the work of the Executive.

Information

2. **Devolution Consultation** – Following the extraordinary Full Council held on Friday 4 November 2022 all 4 upper tier Councils in Nottinghamshire, Nottingham, Derby, and Derbyshire agreed to go ahead with a public consultation on devolution.
3. The consultation, which was open to residents, businesses, community and voluntary groups, and other organisations in the region ended on Monday 9 January 2023. I am extremely grateful to all of those who have taken the time to feedback into the process and share their views on the Devolution proposals.
4. Throughout the consultation period I met with several key stakeholders and attended a series of public engagement events across the county to discuss the £1.14 Billion deal in more detail. Here I had the opportunity to hear first-hand the kind of things residents and businesses would like us to achieve with extra local powers and funding for skills, transport and the potential to bring new investment and jobs to the area. This was also a chance for the upper tier Leaders to answer any questions or queries that had arisen from the consultation and encourage as many people as possible to take part and give feedback.
5. **Taking a Leading National Role on Devolution** – As well as local engagement on our devolution proposals, I've continued to represent our Council and region in national conversation. Including, in recent weeks, presenting our work and our findings to the Westminster Policy Forum's discussion on devolution progress, and working with the Onward Think Tank on the further potential of agreeing devolution plans with other Government Departments.
6. **Budget Consultation** – As we look to set our budget for 2023/24 it is extremely important that we hear the views of residents across the county. On the 17 November 2022 we launched our budget consultation to ask the people of Nottinghamshire which of our services are most important to them, what they think our priorities should be and where there could be potential opportunities for savings. The consultation period closed on the 2 January 2023, I would like to thank all of those who have taken part in the consultation for their time and input into the process.

7. In addition to the consultation, Members will be aware that we are due to take our annual Budget decisions in the coming weeks, and so a significant amount of time and energy over the course of recent months has gone in to working with colleagues in Cabinet, and with Senior Officers, on setting a positive Budget for 2023/24 that can make our Council sustainable for the future, whilst protecting and enhancing our services for residents.
8. **HS2 Executive Board** – On Wednesday 21 December 2022 I chaired the HS2 Executive Board whose role it is to direct and co-ordinate the delivery of the HS2 Growth Strategy. Here we received a progress report from the East Midlands Development Corporation and its partners on the strategy and received the latest update on the Toton and Ratcliffe on Soar Proposals.
9. **Bus Service Improvement Plan (BSIP) Proposal Submitted** – Since November we have been in discussion with senior Government Ministers about our local bus services in Nottinghamshire and how the BSIP funding could potentially be reconfigured to be more closely aligned with local need in our area.
10. Earlier this month we submitted a revised BSIP proposal to the Rt Hon Richard Holden MP, this will provide the flexibility we need with the funding to make sure we can preserve and enhance bus services in Nottinghamshire.
11. **University Engagement** – Throughout November and December I have attended multiple meetings with our universities to share updates on our plans for 2023. We discussed the devolution proposals and consultation document along with potential opportunities arising from the Governments budget announcements, looking at investment zones, Levelling Up funding and other joint funding opportunities across Nottinghamshire.
12. **LGA 12 Month Highways Peer Review** – On Monday 19 December 2022 the Local Government Association (LGA) carried out their 12-month peer review of our highways review work. I joined Councillor Neil Clarke MBE as we discussed the improvements that have been made by the Council following the adoption of its new highway's improvement plan and our aspirations for the future. We had very positive feedback on the day from the LGA representatives noting the good pace of change, our medium-term plans for investment and moving to a right first-time approach. In fact, they said it was a best practice example of how to undertake a service review.
13. Following the highways review panel, a number of recommendations were made which are already having a huge impact on our services and delivery. Our additional repair teams have helped increase the capacity of repairs across the county, as a result this has reduced the number of temporary repairs by 60% and delivered a four-fold increase in the amount of permanent repairs.
14. Other recommendations such as the residents 'pop up' survey scheme and use of QR codes in our scheme letters is also proving very successful, giving residents the opportunity to feed in their views on the works and schemes taking place on their roads. Following the relaunch of the parish Lenghtsman Scheme we now have 41 trained operatives on the ground tackling small jobs like mowing, cleaning, and keeping local villages looking great throughout the year.

15. We also discussed our new highways hub which is now operational at the Bilsthorpe Highways Depot and how this will improve the efficiency and quality of road repairs across Nottinghamshire. Formal feedback from the Peer Review is expected later this month.
16. **The Lord-lieutenant Sir John Peace** – In December I was pleased to host Sir John Peace at a meeting with Mansfield Businesses. Among many other things, the Lord-lieutenant for Nottinghamshire is the East Midlands ambassador for Business in the Community, it was a great opportunity to discuss local and national opportunities, including Devolution, the East Midlands Development Corporation and plans around Toton and HS2.
17. **Working on Health and Care Pressures** – Alongside our day-to-day work on managing our care offer and duties within the County, I have organised a meeting with our Director of Adult Social Care, NUH CEO and the Chair of the Integrated Care Board, along with myself, to meet with Ministers from the Department of Health and Care on 17 January 2023. The meeting is aimed at raising issues and making representations regarding hospital discharge and health/care integration.

Progress Report

18. **Partnership Funding Support for Homes for Ukraine** - The Homes for Ukraine scheme was launched on 14 March 2022 by the Secretary of State for Levelling Up, Housing and Communities. The scheme allows individuals resident in the UK to sponsor named Ukrainian guests. Guests will be able to live and work in the UK for up to 3 years and access benefits, healthcare, employment, and other support.
19. The Cabinet Member for Communities, Councillor John Cottee recently approved an allocation of £726,000 to housing authorities in the county to support the work they are doing to help reduce the risk of relationship breakdown and homelessness for our guests in Nottinghamshire.
20. **Youth Investment Fund (YIF) Submission** - Following the 2021 spending review Government announced it is investing £368 million in youth services in England across the next three financial years.
21. In early December the Cabinet Member for Children and Young People Councillor Tracey Taylor approved Nottinghamshire County Councils submission, which if successful, would provide external funding to enhance youth service provision in Nottinghamshire, targeting areas of greatest need. The outcome of the application is due to be announced over the coming months.
22. **Green Investment Fund** - The Green Investment Fund was set up to help deliver the Corporate Environment Strategy (CES) objectives, improving the environmental performance of the Council's operations.
23. This year's Green Investment Fund has welcomed applications from a number of Service areas across the council looking to support the delivery of the Corporate Environment Strategy Action Plan and the 2030 Carbon Neutrality target.
24. On the 28 November 2022 the Cabinet Member for Transport and the Environment Councillor Neil Clarke MBE approved six green investment fund projects which will share part of the

£250,000 fund. The County Council has repeatedly committed itself to improving the environmental performance of its operations and these projects will help to do that.

25. All decisions agreed at Cabinet are published online, you can find more details on the Council's Website - [Democratic Management System > Decisions \(nottinghamshire.gov.uk\)](http://nottinghamshire.gov.uk)

Decisions taken under Special Urgency procedures

26. None.

Other Options Considered

27. None

Reason for Recommendation

28. This is a noting report to update the Full Council on matters relating to the Leader's portfolio and the work of the Executive since the last meeting, as required by the Constitution.

Statutory and Policy Implications

29. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment 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

30. There are no financial implications arising from this report.

RECOMMENDATION

1) That the contents of the report be noted.

COUNCILLOR BEN BRADLEY MP
LEADER OF THE COUNCIL

For any enquiries about this report please contact:
Phil Rostance, Executive Officer

Constitutional Comments (CEH)

31. Full Council is required to receive this report, which is to note, as set out in the Constitution.

Financial Comments (SES)

32. There are no financial implications arising from this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- None

Electoral Division(s) and Member(s) Affected

- None

