

Economic Development Committee

Tuesday, 05 July 2016 at 14:00

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

AGENDA

- | | | |
|----|--|---------|
| 1 | Minutes of the last meeting held on 7 June 2016 | 3 - 6 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | 2016-17 Delivery Plan Budget Proposals | 7 - 12 |
| 5 | Proposed North Nottinghamshire Business Improvement District | 13 - 16 |
| 6 | Supporting Youth Employment Funding | 17 - 22 |
| 7 | European Structural Investment Fund Update | 23 - 32 |
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| 9 | N2 Skills and Employment Board | 37 - 40 |
| 10 | Work Programme | 41 - 44 |

Notes

- (1) Councillors are advised to contact their Research Officer for details of any Group Meetings which are planned for this meeting.
- (2) Members of the public wishing to inspect "Background Papers" referred to in the reports on the agenda or Schedule 12A of the Local Government Act should contact:-

Customer Services Centre 0300 500 80 80

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

Councillors or Officers requiring clarification on whether to make a declaration of interest are invited to contact Martin Gately (Tel. 0115 977 2826) or a colleague in Democratic Services prior to the meeting.

- (4) Councillors are reminded that Committee and Sub-Committee papers, with the exception of those which contain Exempt or Confidential Information, may be recycled.
- (5) This agenda and its associated reports are available to view online via an online calendar - <http://www.nottinghamshire.gov.uk/dms/Meetings.aspx>

minutes

Meeting	ECONOMIC DEVELOPMENT COMMITTEE
Date	7 June 2016 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

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

	Andrew Brown	A	Stan Heptinstall
	John Knight		John Ogle
A	Michael Payne		Gordon Wheeler
	John Wilmott		

A Alan Rhodes (Ex-Officio)

CO-OPTED MEMBERS

A Mr M Chivers – (Alliance Boots)
A Ms N Gasson - (Federation of Small Businesses)

OFFICERS IN ATTENDANCE

Tim Gregory	- Place Department
Geoff George	- Place Department
Phil Berrill	- Place Department
Nicola McCoy-Brown	- Place Department
Mandy Ramm	- Place Department
Martin Gately	- Resources Department

OTHERS IN ATTENDANCE

Sean Panting	- The Careers and Enterprise Company
Owen Harvey	- “ “
Terry Nash	- Helicon Business Development Services

CHANGES IN MEMBERSHIP

The following changes of membership for this meeting were noted: Councillor Andrew Brown replaced Councillor Keith Walker on a permanent basis.

CHAIR AND VICE-CHAIR

The committee noted the appointment by County Council on 12 May 2016 of Councillor Diana Meale as Chair and Councillor Roy Allan as Vice-Chair.

MINUTES

The minutes of the last meeting held on 22 March 2016 were confirmed and signed by the Chairman.

APOLOGIES FOR ABSENCE

Councillors Stan Heptinstall and Michael Payne.

DECLARATIONS OF INTEREST

None.

CAREERS AND ENTERPRISE COMPANY

Sean Panting, Enterprise Coordinator (Nottinghamshire) gave a presentation on the work of the Careers and Enterprise Company.

There are seven Enterprise Co-ordinators covering the D2N2 area, and these work with secondary schools (including special schools), further education and 6th form colleges, local authorities, chambers of commerce, businesses and partner agencies e.g. the National Careers Service and Careers Inspiration.

The Enterprise Co-ordinators work directly with schools, colleges and businesses, recruit Enterprise Advisors and broker the relationship between Enterprise Advisor and school Senior Leadership Team.

The role of the Enterprise Co-ordinator is to enhance enterprise and employability in the school, share best practice and knowledge from the world of work, achieve D2N2 goals and liaise with schools to set key priorities and how to achieve them.

All schools in Nottingham City, Rushcliffe, Broxtowe, Newark & Sherwood and Gedling are eligible. Examples of activity include: building an enterprise and employability strategy, helping reduce the number of young people at risk of not being in education employment or training (NEET).

RESOLVED: 2016/0021

That:

- 1) The report be noted. [Page 4 of 44](#)

- 2) The good practice of the CEC be promoted to residents, schools and businesses across the county.

BETTER BROADBAND FOR NOTTINGHAMSHIRE – QUARTERLY UPDATE ON THE ROLLOUT

Phil Berrill, Broadband Programme Manager introduced the report with additional information from Mr Terry Nash, who runs a company employing 130 in Collingham which is reliant on the provision of superfast Broadband.

RESOLVED: 2016/0022

That:

- 1) The content of the report and subsequent presentations be noted
- 2) Reporting on the Better Broadband for Nottinghamshire roll-out be revised to six-monthly.

INTEGRATED INNOVATION CENTRE CONTRACT PERFORMANCE REPORT 2015/16

Mandy Ramm introduced the report on the Integrated Innovation Centre Contract Performance Report.

RESOLVED: 2016/0023

That:

- a) The performance during the fifth year of operation of the Nottinghamshire Integrated Innovation Centre Management Contract along with the work underway on the new contract form and procurement be noted.
- b) A further report on the annual performance of the Integrated Innovation Centre contract covering the 2016/17 Performance be brought back to the Economic Development Committee in 12 months.
- c) The provision of £25,000 from the Economic Development Budget to address the identified property needs at Worksop Turbine for 2016/17 be approved.

NOTTINGHAMSHIRE BUSINESS INVESTMENT ZONES – EMPLOYMENT LAND REVIEW

Geoff George introduced the report on Nottinghamshire Business Investment Zones – Employment Land Review.

RESOLVED: 2016/0024

That the contents of the report and the proposed next steps as part of the ongoing NBIZ approach as referenced be

WORK PROGRAMME

RESOLVED 2016/0025

That the work programme be noted.

The meeting closed at 16:00

CHAIR

05 July 2016**Agenda Item: 4****REPORT OF THE CORPORATE DIRECTOR, PLACE****2016-17 DELIVERY PLAN BUDGET PROPOSALS****Purpose**

1. To seek Committee's approval for additional activity in line with the Council's Economic Development Strategy, which would be supported through the 2016-17 economic development budget.

Background

2. Economic Development Committee approved spend proposals for the bulk of its budget at its meeting on 22nd March. See Appendix A for the 2016/17 Economic Development Budget Commitments and breakdown by Delivery Plan ambition.
3. At that time, a budget of £70,816 remained for Committee to allocate to projects and activities.
4. At its 7th June 2016 meeting, Committee agreed that £25,000 would be allocated to address identified property needs at the Worksop Turbine. Along with the receipt of late invoices for activities that took place in 2015/16 the unallocated sum has reduced to £42,428.
5. It is proposed that £40,000 of the remaining £40,000 is allocated to a single project, leaving approximately £2,500 as contingency.

Growing Enterprise proposal

6. The County Council, through this Committee, has previously supported Nottingham Business Venture (NBV) with funding to deliver start-up focussed business support activities. The most recent contract with NBV ran from 2013-2015 and resulted in over 200 new start businesses being created in Nottinghamshire. The County Council's funding for start-up activity ceased in 2015, pending the launch of the D2N2 European Structural and Investment Fund (ESIF) programme, which has a priority for supporting start-up businesses.
7. NBV has made a successful bid for funds through the D2N2 ESIF programme and their new initiative, Growing Enterprise, was formally launched in February 2016. It focusses on increasing entrepreneurship, supporting the exploitation of

economic ideas and creating new start-up businesses, particularly in areas with low levels of economic activity. The total value of the NBV programme is £1million in Nottingham and Nottinghamshire, with £0.5million secured from the ESIF programme.

8. There is now the opportunity for the County Council to support additional activity as a bolt-on to the Growing Enterprise programme. This would lever ESIF resources in to the county and is consistent with the principle agreed by this Committee in March - that remaining funds should be used to match ESIF or other external funds where possible.
9. NBV has proposed that they could deliver additional services in Nottinghamshire as follows:

A fully accredited SFEDI (Small Firms Enterprise Development Initiative) NVQ course which supports 80 participants to achieve an NVQ in Business Start-Up – ‘Starting and Running a Business’. Each participant would gain new skills, a certificate of achievement where appropriate via SFEDI accreditation, but crucially each person will have new core transferrable skills and a viable business proposition offering security and employment potential for the future. The SFEDI accreditation is additional as it does not take place during the delivery of the Growing Enterprise Project. Intensive support would be offered over much longer periods through a bespoke programme for Nottinghamshire participants.

Through a client-centred mix of content, timing & pitch, subjects covered will include labour market information, marketing, sales, finances, customer service & team-working. Key development areas will include personal goal setting, consequences of behaviour, image, confidence building, presentation, interview skills and motivation.

Critically, through delivery of enterprise competencies, key skills such as application of number, communication skills and problem solving are also developed – all of which local employers continue to state are the core skills needed by potential employees and which they find so hard to secure when recruiting to posts. Working with a team of facilitators and experienced mentors, each individual will be supported to develop their business idea and access on-going support via both mentors and their peers, developing enterprising skills and abilities which in turn would develop core skills and raise aspirations of potential Nottinghamshire entrepreneurs.

Any post start-up support could subsequently blend with other more mainstream activity, but the pre-start interventions envisaged here are entirely bespoke, ongoing and fully responsive to each participants needs.

This would be an investment of £40,000 +VAT at £500 per NVQ accreditation.

Access points will be within the context of accessible and familiar Nottinghamshire locations which helps to reduce the barriers in accessing support; this is particularly relevant when working with diverse groups and those who are vulnerable, including long term unemployed people, English speakers of other languages, people with care responsibilities, people with physical or learning disabilities, those who may have had a poor academic experience or those with transportation issues.

10. NBV is a proven deliverer of pre-start and start-up business support services and has a very strong track record in Nottinghamshire. If this proposal is endorsed by Committee, the County Council will be supporting NBV's wider Growing Enterprise initiative and ensuring that Nottinghamshire maximises its take-up of this ESIF programme. NBV is working with the D2N2 Growth Hub to maximise its reach and impact.

Other options considered

11. The County Council could issue a tender for similar pre-start activity and accredited outcomes. However this could result in the failure to secure additionality through the NBV / ESIF Growing Enterprise programme in the county.

Reason(s) for Recommendations

12. Economic Development Committee is tasked with agreeing an annual budget and this report presents options to ensure that the full budget is utilised on delivering the Council's objectives for economic development and jobs growth.

Statutory and Policy Implications

13. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the body of the report.

RECOMMENDATIONS

14. It is recommended that Committee considers the budget proposal as outlined above and agrees to allocate £40,000 to the proposed activity with Nottingham Business Venture.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact: Matt Lockley, 72446

Constitutional Comments [KK 20160622]

The proposal in this report is within the remit of the Economic Development Committee.

Financial Comments [RWK 20160622]

The report proposes additional expenditure of £40,000 in 2016/17 as a result of allocating funding to NBV. This additional expenditure can be funded from the existing revenue budget of the committee.

Background Papers

- *Economic Development Strategy*; report to Policy Committee, 11-12-2013, published
- *Economic Development Strategy – Delivery Plan and Budget 2015-16*; report to Economic Development Committee, 31-3-2015, published
- *Economic Development Strategy – Delivery Plan and Budget 2016-17*; report to Economic Development Committee, 22-3-2016, published

Electoral Division(s) and Member(s) Affected

All

Appendix A: 2016/17 Economic Development Budget Commitments and break-down by Delivery Plan Ambition

Table 1: Budget Table

2016/17 Economic Development Budget Commitments	
Delivery Plan Ambition Headlines	£
Jobs, Skills & Training	£71,210
Enabling Business Growth	£427,178
Infrastructure & Assets	£30,500
Unallocated	£42,428
TOTAL PROJECT/ITEM COST	£571,316
TOTAL STAFFING & RELATED BUDGET COSTS	£415,656
TOTAL BUDGET	£986,972

Table 2: Breakdown By Delivery Plan Ambitions

Jobs, Skills and Training	N2 Skills and Employment Board	£20,000
	Graduate Retention and Placement	£15,210
	Wheels to Work	£10,000
	Job Clubs	£26,000
	TOTAL SPEND ALLOCATED TO JOBS, SKILLS AND TRAINING	£71,210
Enabling Business Growth	Creative Greenhouse	£7,275
	ESIF Technical Support	£4,000
	NBEG	£2,000
	Memberships	£10,403
	ESIF D2N2 Digital Business Growth	£70,000
	Turbine	£83,500
	D2N2 Growth Hub	£50,000
	Marketing Nottingham and Nottinghamshire	£200,000
	TOTAL SPEND ALLOCATED TO ENABLING BUSINESS GROWTH	£427,178
Infrastructure and Assets	Broadband Demand Stimulation related activities	£20,000
	Technical Support for Nottinghamshire Economic Development Capital Fund and Local Growth Fund	£10,500
	TOTAL SPEND ALLOCATED TO INFRASTRUCTURE AND ASSETS	£30,500

05 July 2016

Agenda Item: 5

REPORT OF THE CORPORATE DIRECTOR, PLACE**PROPOSED NORTH NOTTINGHAMSHIRE BUSINESS
IMPROVEMENT DISTRICT (BID)****Purpose**

1. The purpose of this report is to:

- a) update Members on the proposal to establish a Business Improvement District (BID) across North Nottinghamshire (Bassetlaw);
- b) seek approval for the County Council's response in connection with the consultation on the remit and focus areas of the BID, and;
- c) agree to the Corporate Director, Place being the County Council's representation on the BID Steering Group.

Background

2. In January 2016, the North Notts. Place Board commenced work on a feasibility study for a North Nottinghamshire BID, the rationale for the BID is to 'help business to prosper locally, compete nationally and also to help drive inward investment'.
3. If successful, the North Notts. BID would be first in the UK to undertake a wide place management role rather than focus on a discrete area such as a town or city centre.
4. An initial online survey was circulated with a closing date of the end of February, the survey asked for feedback against four themes illustrated in the table below:

Theme No.	Theme
1	Marketing, promotion and PR
2	High quality events to boost trade
3	Town, street and parking improvements
4	A productive North Nottinghamshire

5. On review of the survey questions, given the number of sites that the County Council has in Bassetlaw and the diversity of interests, it was difficult to formulate one response. It was agreed that instead a letter would be drafted. The letter was broadly supportive but questioned the wide geographic scope due to the challenge of satisfying a range of needs and aspirations across town centres and rural areas.

6. The letter raised two areas of concern: the lack of reference to working with existing structures such as Marketing Nottingham and Nottinghamshire and the potential cost of the BID levy.
7. The initial survey received 225 business responses, this is a very low proportion of the total number of businesses (4,565 i.e. 5%) in Bassetlaw. The data relating to the 225 respondents showed that:
 - 71% of businesses support the idea of a North Nottinghamshire BID
 - 25% of businesses were undecided and wanted to know more about what a BID would deliver for North Nottinghamshire and how much it would cost
 - 4% of businesses did not think they would support a BID
8. A BID consultant (Michelle Baker from Regen Management) has been appointed for a twelve month period to develop the BID proposition, with a view to a ballot taking place in the spring of 2017.
9. A meeting took place on 26 May 2016 for businesses who were interested to learn more about the BID proposal and how a model might operate across North Nottinghamshire. Worcester BID presented an overview of their model with examples of projects, Worcester is a mature and successful town centre BID.
10. Michelle Baker presented an overview on how the funding mechanism might work for the North Nottinghamshire BID. Although subject to approval, one potential funding mechanism is:
 - A minimum threshold of £10,000 rateable value would include 840 businesses
 - A levy of 1% of rateable value capped at £5,000 per annum
11. If this mechanism were to be adopted, it would yield an income for the BID of £577,186 per year and a total of £2.8 million over the five year term. The first meeting of the BID Steering Group is scheduled to take place on July 20th, it will be the responsibility of this Steering Group to determine the criteria for the North Nottinghamshire BID. The Steering Group may consider other financial options, for example, a minimum threshold of £12,000 rateable value in line with Small Business Rate Relief.
12. Depending on the threshold that is set, this would change the number of Nottinghamshire County Council properties included in the ballot. The principle of the levy cap for the North Nottinghamshire BID is not confirmed and will be discussed at the Steering Group, the most recent information suggests that a figure of £10,000 has also been mooted as an alternative maximum contribution per business.
13. At the current time it isn't possible to accurately predict the Council's potential financial commitment should the BID ballot be successful. There are other variables that will affect the number of businesses such as business type e.g. schools and charities are likely to be excluded. Nottinghamshire County Council has 65 properties in Bassetlaw, the total rateable value is £1,695,725. Of this figure, 46 of the properties are schools accounting for £1,382,350 of the total rateable value.
14. There is no minimum turnout at the BID ballot, the average turnout for BID ballots is 40%. Of those that do cast their vote, there must be a majority on two counts:

“yes” votes by number of businesses of those that vote and by total rateable value of those that vote.

15. Another area which lacks clarity is how small companies below the agreed rateable value will be represented. There could be an option for them to pay a small voluntary contribution but this would need to be discussed in more detail by the Steering Group.
16. A second more detailed survey has now been published, the outcome of this survey will inform the basis of the 2017-2021 BID business plan. The survey asks for views on the three broad topics of: Business Voice, Experience and Destination.
17. Each topic is split into a number of very detailed statements and the respondent is asked whether they support/do not support/not applicable. The statements are all very positive e.g. achieving economies of scale and reducing costs through collective purchasing.
18. With the number and diversity of interests that the County Council has in Bassetlaw and our desire to make sure that the existing investments e.g. Marketing Nottingham and Nottinghamshire are maximised, we propose that a further, more detailed letter is sent in response to the survey. The letter would be supportive of the aspirations of the BID and the levy cap but it would also reiterate our areas of concern on meeting the needs of such a diverse area through a place based BID model. It is proposed that the approval and signature of the letter is delegated to the Corporate Director, Place.
19. North Notts. Place Board (BID proposers) will be establishing a BID Steering Group to help to develop priorities, the steering group will consist of between ten and twenty members and will be private sector led. The first meeting takes place on July 20th and representation from the County Council has been requested. It is proposed that the Corporate Director, Place joins the Steering Group to represent the interests of the County Council and assists the development of the BID proposal across North Nottinghamshire.

Next Steps

20. Next steps are threefold to:

- attend the first meeting of the Steering Group to help to develop the detailed BID proposal;
- understand the development of the financial profile for the BID and to keep in mind the potential financial implications for the County Council, and;
- draft a letter of response to the survey which is signed by the Corporate Director, Place. The letter will be broadly supportive but highlight areas of concern regarding working with existing structures and ensuring that the BID (if elected) meets the expectations of such a diverse geography.

Reason(s) for Recommendations

21. To assist the development of the North Nottinghamshire BID proposal as a mechanism for securing new investment and influencing the links with existing structures e.g. Marketing Nottingham and Nottinghamshire.

Statutory and Policy Implications

22. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the body of the report.

Finance implications

23. If the BID model is approved at the ballot in spring 2017, there will be a cost to the County Council each year for the five year term of the BID. It is likely that this levy will be capped at an annual amount of £5,000 to £10,000 per organisation but this requires both further discussion and confirmation by the BID Steering Group, meaning that the exact financial implications are not yet known.

RECOMMENDATIONS

24. It is recommended that:

- a) approval is given for the Corporate Director, Place to sign the letter on behalf of the County Council in response to the BID survey, and;
- b) the Corporate Director, Place County Council joins the Steering Group which will be responsible for developing the BID proposition.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact: Fiona Anderson ext. 72688

Constitutional Comments [KB 20160622]

The proposals in this report are within the remit of the Economic Development Committee.

Financial Comments [RWK 22/06/2016]

The financial implications arising from the proposals in this report are set out in paragraph 23.

Background Papers

None

Electoral Division(s) and Member(s) Affected

Bassetlaw

5th July 2016

Agenda Item: 6

REPORT OF THE CORPORATE DIRECTOR, PLACE**SUPPORTING YOUTH EMPLOYMENT FUNDING****Purpose of the Report**

1. To update Members on the progress of projects funded from the Supporting Youth Employment reserve and to seek approval for two new initiatives to be delivered from the existing budget.

Background

2. £500,000 from the County Council Reserves was allocated to Supporting Youth Employment projects, to be delivered from April 2014 to March 2017. The funds were allocated as follows;
 - £342,000 to increasing SME take-up of apprenticeships, and;
 - £158,000 to supporting the employability of young people who are LLDD (Learners with Learning Difficulties and Disabilities) or NEET (Not in Education, Employment or Training)
3. The Say 'YES' to an Apprentice project, delivered by Futures (Futures Advice, Skills and Employment) has provided grants of up to £1500 to Nottinghamshire SMEs who take on their first apprentice. The project has now achieved the original target, with 176 grants allocated (10 more than the original target) between May 2014 and February 2016. Grants are paid in stages to support the sustainability of the apprenticeship position; at 6 months, 12 months and on completion of the apprenticeship/retention with the business. Because of this payment schedule, grants will be continued to be paid until March 2017.

3.1 Outputs for this project can be summarised as follows;

Number of young people supported to take up an apprenticeship	176
Number of SMEs taking on their first apprentice under the scheme	149
Number of SMEs taking on a second apprentice under the scheme	27
Percentage of apprentices retained after completing their apprenticeship (of those confirmed in writing by employer)	100%
Number of apprentices reported left the programme before completing their apprenticeship	29

3.2 There has been a very low drop-out rate on the programme. Where this has occurred, it has more commonly been in the first few months, when a young person may feel they have made the wrong choice. Early leavers have been replaced with a new apprentice/placement, depending on the wishes of the employer. Of those leaving the programme before completion, the following information has been provided by Futures;

Left before 1 st grant payment (6 months)	14
Left between 1 st and 2 nd grant payment (6-12 months)	10
Left between 2 nd and final grant payment 3 (12-18 months)	5

3.3 Unfortunately Futures are not able to provide information on the reasons for and destinations of early leavers from the programme. However, the likelihood is that young people have moved on to other options, and leavers late in the programme have most likely secured employment.

3.4 As well as the above outputs, many of the businesses involved have continued to recruit more apprentices independently of the Yes grant.

4. The Engage2Employ (E2E) project, delivered by Skills for Employment (now part of Inspire - Culture Learning and Libraries) delivers supported work placements leading to internships and employment. The project coordinator works with partner organisations, and through outreach activities, to identify young people who are ready to undertake a supported placement, and match them to employers. The project will continue to March 2017 to enable the new coordinator to develop the project further and increase the outreach activity in order to achieve the targeted outputs.

5. The outputs delivered to date can be summarised as follows:

Output	To Date	Target
Number of young people starting a work placement	36	45
Number of young people progressing to a supported internship	22	30
Number of young people securing employment	6	15
Percentage of young people who were NEET at point of contact	33%	-

6. As part of an update to Committee in January 2015, it was agreed to give delegated authority to the Economic Development Service to use £30,000 of the approved funding for a flexible support fund, to be used to support additional grants and targeted support for identified needs. Information is provided in point 8 below on how this fund is proposed to be used.

7. In the original Yes Apprentice project budget, an additional allocation was made for marketing the scheme to SMEs. Futures have achieved the outputs more cost-effectively through recommendations and information sharing using existing relationships with training providers and businesses. This has resulted in an

unspent portion (£27,000) of the marketing budget which can now usefully be used to support youth employment activities specifically targeted at responding to emerging market needs. More information is provided in point 8 below.

Proposals

8. Research and consultation with local businesses and partners has evidenced some emerging market trends and local skills levels gaps which can be addressed under the Supporting Youth Employment programme. The projects described below can be delivered within the current contracts and approved budget as described above:

8.1 Digital pre-apprenticeship training

- a) Evidence is emerging to suggest a shortage of digital skills locally with some larger national businesses relocating some of their functions outside of the area. If this trend continues, businesses will increasingly choose to locate elsewhere, and the growth of SMEs will be restricted.
- b) It is proposed to deliver a pilot scheme to support young people into digital apprenticeships and provide SMEs with a digital marketing strategy, and the resources to carry it out.
- c) The pilot scheme would provide a minimum of 6 young people with a 6-month pre-apprenticeship training scheme, to provide them with the employer related skills and knowledge to design and deliver a marketing strategy. At the end of the 6 month period the young person would progress into an apprenticeship.
- d) Employers would be recruited who would benefit from increased sales, customer base and productivity, through the development of a digital strategy

8.2 Targeted apprenticeships with SMEs in the Creative Employment Programme

- a) New College Nottingham (NCN) is involved with the Creative Employment Programme, a training scheme to support businesses in the arts and cultural sector with specialised training, apprenticeships, financial incentives and access to targeted recruitment activities.
- b) The creative sector covers a wide range of businesses, including craft, arts, fashion, museum, theatre, and digital. These are often smaller SMEs who would benefit from support and guidance to employ young people.
- c) There is now an opportunity to roll out this programme into the wider County area, to support a number of targeted county businesses with grant support to encourage the take-up of apprenticeships.
- d) The funding could provide incentive grants for up to 18 businesses who take on an apprentice.

Reason(s) for Recommendations

9. The requirement for digital skills development, particularly at an apprenticeship level, is emerging as a market need which needs to be addressed. Failure to do so would leave Nottinghamshire at a disadvantage compared with other areas.

The two projects will provide routes into digital sector for young people, as well as support business growth. The digital apprenticeship project is a pilot project with associated start-up costs, for which £30,000 will be allocated. The Creative Sector project will build on an existing scheme, for which an allocation of £27,000 is proposed.

Other Options Considered

10. A number of options were considered to maximise the impact of the Supporting Youth Employment funds. A pilot project supporting apprenticeships in Health and Social Care was investigated, but would require more time and funding to deliver. A working group developed through the N2 Skills and Employment Board will be considering the development of new projects in the future.

Statutory and Policy Implications

11. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the report.

Financial implications

12. The funding for the activity described above is already allocated to Supporting Youth Employment from County Council Reserves. Efficiencies in delivery have enabled the availability of funds to deliver the programme on a wider scale than originally envisaged, at no additional cost.

RECOMMENDATION

13. It is recommended that Committee approve the use of the allocated Supporting Youth Employment funds for the activities described in 8.1 and 8.2.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact:
Hilary Porter Tel. 0115 977 2146

Constitutional Comments [KK 20160622]

The proposals in this report are within the remit of the Economic Development Committee.

Financial Comments [RWK 20160622]

The financial implications of the proposals are set out in paragraph 12 of the report.

Background Papers

- *Supporting Youth Employment* (progress update) – Report to Economic Development Committee published on 06/01/2015
- *Supporting Youth Employment* (proposal for allocation of remaining funds to E2E project) – Report to Economic Development committee published on 11/02/2014
- *Supporting Youth Employment* (proposal for allocation of remaining funds) – Report to Economic Development committee published on 19/11/2013
- *Supporting Youth Employment* ((proposal for allocation of reserves) for County Apprenticeship Project) - Report to Economic Development Committee published on 17/10/2013
- *Apprenticeships Update* – Report to Economic Development Committee published on 09/07/2013

Electoral Division(s) and Member(s) Affected

All

5 July 2016

Agenda Item: 7

REPORT OF THE CORPORATE DIRECTOR PLACE**EUROPEAN STRUCTURAL INVESTMENT FUND (ESIF) UPDATE****Purpose of the Report**

1. The purpose of this report is to:
 - a) update Committee on The European Structural Investment Funds (ESIF) available to support business growth, employment and skills and social inclusion in Nottinghamshire, and;
 - b) authorise the development of a bid for Careers Local.

ESIF Background

2. In 2013, Government asked each of the 39 Local Enterprise Partnerships (LEPs) to draw up a six-year strategy for spending a notional allocation of European Structural Investment Funds (ESIF) funds.
3. The D2N2 LEP £214M allocation for 2014-2020 was one of the largest in the country, comprising of:

Fund	Purpose	Allocation
European Regional Development Fund (ERDF)	Supporting business, particularly SMEs	£104.4M
European Social Fund (ESF)	Supporting people with employment and skills	£104.4M
European Agricultural Fund for Rural Development (EAFRD)	Supporting economic growth in rural areas	£5.5M

4. The overall ESIF programme is overseen by the D2N2 Board, which is made up of public and private sector members. The Leader and the Chief Executive represent Nottinghamshire County Council.
5. The D2N2 ESI Funds Sub-Committee looks in more detail at funding applications and comments on how they fit with local priorities and making recommendations. Councillor Meale and the Corporate Director for Place represent the Council on this board.

6. D2N2 LEP's share of the England programme is:

Fund	Priority Axis		ESIF	% of each Fund	% of ESIF Total
ERDF	1	Innovation	£20.9	20%	10%
	2	ICT	£10.5	37%	5%
	3	SME Competitiveness	£39.1	37%	18%
	4	Low Carbon	£23.5	23%	11%
Total 1-4			£94.0	90%	44%
ERDF	5	Climate Change	£5.2	5%	2%
	6	Protecting the Environment / Resource Efficiency	£5.2	5%	2%
Total 5-6			£10.4	10%	5%
Total ERDF			£104.4	100%	49%
ESF	8	Employment	£41.8	40%	19%
	9	Social Inclusion	£20.9	20%	10%
	10	Skills	£41.9	40%	19%
Total ESF			£104.4	100%	49%
Total EAFRD			£5.5		3%
Total ESIF			£214.3		100%

European Regional Development Fund (ERDF)

- The European Regional Development Fund (ERDF) is one of the European Union's Structural Funds used to tackle regional disparities across Europe. ERDF helps to stimulate economic development and growth; it provides support to businesses, encourages innovation and supports regeneration.
- A number of ERDF calls aligned to the D2N2 priorities have been issued since the commencement of the programme. A selection of the successful ones are listed at Appendix A.

Technical Assistance (TA)

- It is envisaged that Technical Assistance (TA) in the D2N2 area will play a key role in ensuring that projects funded by both ESF and ERDF are designed, delivered, monitored and evaluated in compliance with EC and national funding regulations. *(Please note TA is not available to support the EAFRD element of the Strategy)*
- A consortium of partners led by Derby City Council has been successful in securing ESIF monies (subject to contract) to deliver a Technical Assistance service across D2N2. The purpose of the Technical Assistance service will be to assist applicants with the development of high quality funding submissions, which also meet the objectives of the D2N2 ESIF strategy.
- Nottinghamshire County Council is in the process of recruiting one full time equivalent post to deliver the ERDF element of the project. Nottingham City Council is recruiting a similar role to support the ESF element. We envisage the two post holders working together to deliver a cohesive service, with the post holders covering both the City and the County to provide advice and guidance on their area of specialism.

European Social Fund (ESF)

12. The European Social Fund (ESF) is part of the European Structural and Investment Funds for 2014-2020. The aim of ESF is to increase labour market participation, promote social inclusion and develop the skills of the future and existing workforce.
13. Appendix B details ESF opportunities match funded by the Skills Funding Agency, the Department for Work and Pensions or the Big Lottery Fund. This means that ESF provide 50% of the costs and one of these organisations meets the remainder.
14. One particular project worthy of note is the **Careers Local opportunity**. This is aimed to support young people aged 15 – 19 who at risk of being Not in Employment Education or Training (NEET). The provision is intended to build upon and enhance the existing Careers Information Education and Guidance (CIEG) including the Careers and Enterprise Company (CEC) and help to embed the principles of the D2N2 Employability Framework within schools and colleges.
15. Careers Local will provide grants to schools and colleges to enable them to buy in expertise to deliver employability and enterprise skills to young people at risk of becoming NEET. This activity fits with the council's priorities in reducing youth unemployment.
16. The Department for Communities and Local Government (DCLG) have indicated that they will be looking for one organisation to manage the grant process across D2N2. Subject to the agreement of Nottingham City Council and the D2 authorities, Nottinghamshire County Council has expressed an interest in becoming the Accountable Body for Careers Local.
17. Subject to a positive resolution of the discussions, permission is sought from Committee to submit a bid as the managing agent for Careers Local. This role does not require any financial commitment from the County Council although there is a potential financial risk as the council will be subject to audit and potential clawback of funds by DCLG if financial regulations are not adhered to.
18. The £2.0M project includes management costs for administering the grants and all of the costs incurred could be recovered. It is envisaged that additional staff would need to be recruited and this would be subject to a further report to Committee.

European Agricultural Fund for Rural Development (EAFRD)

19. The next EAFRD call is due to open in the Autumn. To date there has been slow progress in the number of applications from Nottinghamshire; we are working with partners to try to rectify this.

Reason for Recommendation

20. To update Committee on the ESIF programmes and highlight where applications are being developed by Economic Development to leverage additional fund into Nottinghamshire businesses and communities.

Statutory and Policy Implications

21. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the body of the report.

Finance implications

22. If the County Council acts as the managing authority for Careers Local, there is a potential exposure to risk of clawback of funds as with any grant-funded programme. This risk will be mitigated by ensuring adequate systems are put in place with the support of the Council's finance department.

23. Any management or administration costs incurring by the County Council as managing authority for this project will be met from within the grant funding for the project.

RECOMMENDATIONS

24. It is recommended that Committee:

- a) Agrees that, subject to partner agreement, Nottinghamshire County Council can act as the lead and managing authority for the Careers Local programme across D2N2.

Tim Gregory
Corporate Director Place

For any enquiries about this report please contact:

Fiona Anderson ext. 72688

Constitutional Comments [KK 20160622]

The proposal in this report is within the remit of the Economic Development Committee.

Financial Comments [RWK 22/06/2016]

The financial implications arising from this report are set out in paragraphs 22 and 23.

Background Papers

- *Additional proposal for Economic Development budget 2015-16*, report to Economic Development Committee, 7th July 2015, published
- *European Structural Investment Fund: ERDF ICT Funding Call*, report to Economic Development Committee, 8th September 2015, approved
- *European Structural and Investment Fund (ESIF) support for technical assistance bid*, report to Economic Development Committee, 3rd November 2015, approved
- *European Structural and Investment Fund (ESIF) Technical Assistance*, report to Economic Development Committee, 1st December 2015, published

- *ESIF Programme: D2N2 Digital Business Growth Programme*, report to Economic Development Committee, 19th January 2016, published
- *Economic Development Strategy – Delivery Plan and Budget 2016-17*, report to Economic Development Committee, 22nd March 2016, published

Electoral Division(s) and Member(s) Affected

All

Appendix A: ERDF calls issued

Priority Axis	
1: Promoting Research and Innovation	<ul style="list-style-type: none"> Inspiring Networking to Stimulate Technology Innovation in Life Sciences (INSTILS) is a project which will support SMEs to access high value cutting edge expertise from sector specific specialist and services, local research entities (universities and NHS Trusts) and other life science businesses. This project is has been developed by Medilink East Midlands.
2: Enhancing Access To, and Use and Quality of, ICT	<ul style="list-style-type: none"> Nottinghamshire County Council is leading on an ERDF funding submission; the proposal will see £7.2m of funding invested into the D2N2 economy. Delivered through a consortium of public and private partners the 'D2N2 Digital Business Growth Programme' will deliver a bespoke business support programme that will enable SME's to explore and introduce new and emerging ICT products and services to their business. The services will be available through the D2N2 Growth Hub and delivered through interactive seminars, demonstrators, action planning workshops and 1 to 1 technical advice/ skills sessions. There will also be a grants scheme to enable businesses to implement their growth plans The full application was submitted to the Department for Communities & Local Government (DCLG) in March 2016 and is currently being appraised and a decision is due imminently. If successful, the project is due to start in September 2016.
3: Enhancing the Competitiveness of Small and Medium Sized Enterprises	<ul style="list-style-type: none"> Approval has now been given to the expansion of the D2N2 Growth Hub, currently the subject of a financial agreement between CLG, Nottingham City Council as accountable body and its partners. The Growth Hub will secure £1.27M in grant matched by partners, aimed at expanding the Growth Hub's one-stop shop activity, offering a greater access to business support. In the N2 area, this will see the expansion of the City Council's existing business support service and across the County, the establishment of a new County Council service offering direct business support and advice – all co-ordinated under the D2N2 Growth Hub umbrella. A project led by The University of Derby with the brand name of ENSCITE will assist 110 companies in transport equipment manufacturing supply chains to review their current business and provide a package of business support activities and events. It will complement other business support activities by adding value within the existing referral network including the Growth Hub. The D2N2 Growth and Innovation Programme developed by East Midlands Business Limited (EMB) brings together 3 grant schemes: <ul style="list-style-type: none"> ➤ University of Derby Invest to Grow Programme ➤ University of Nottingham N2 Business Growth Programme ➤ D2 Enterprise Growth Fund

	<ul style="list-style-type: none"> It will help to stimulate economic growth, employment and innovation in the D2N2 area by providing grants to small and medium enterprises that want to grow, innovate and create sustainable new employment.
4: Promoting climate change adaptation, risk prevention and management.	<ul style="list-style-type: none"> A call has recently closed for projects to enhance the businesses and the economy's resilience to the effects of climate change along the Lower Derwent in Derby. Project to mitigate the effects of flooding in the area will be considered. There is funding of £3.0m available
5: Preserving and Protecting the Environment and Promoting Resource Efficiency	<ul style="list-style-type: none"> The two key activities under this call are to encourage businesses to use resources more efficiently and improve the means by which land is protected environmentally. This would include measures to protect and restore biodiversity, soil quality and ecosystems and to promote innovative technologies to improve environmental protection and efficient use of resources. Funding of £2.8m is available.

Appendix B: ESF Opt-In Opportunities

Inspire Local (£4.5m)	<ul style="list-style-type: none"> This programme is aimed at people who are receiving health related benefits but could be work ready within 12 months. The programme will start with a two week motivational programme and then participants are allocated a personal mentor who will work with them on a one to one basis for up to 52 weeks. The County Council are supporting a consortium led by Futures Advice Skills and Employment which includes voluntary sector organisations from across the D2N2 area but will not be part of the delivery consortium. Inspire Local is designed to be the next step towards employment and training for participants on the Building Better Opportunities projects as referenced in paragraphs 39 – 44 of this report. Inspire Local was released on the 3rd May and the deadline for submissions was the 14th June. The contract is expected to go live in December 2016 and will last for two years. The contract holder will be expected to work with at least 1,762 people across D2N2
The following programmes are due to be released in July 2016:	
Employ Local (£5.4m)	<ul style="list-style-type: none"> Employ Local will provide one point of contact for employers to: Support with recruitment e.g. advertising vacancies, screening applicants, interview days Support to take on an apprentice, providing advice guidance and practical help to the employer through the process and ongoing mentoring support Financial incentives to create new apprenticeships, jobs in SME's and traineeships Employment and training incentives to support SME's with initial training costs of previously unemployed new recruits The County Council, Districts, Boroughs, Nottingham City Council, Futures Advice, Skills and Employment (lead organisation) and the DWP are working together to develop a partnership bid for Employ Local on behalf of the Economic Prosperity Committee. The benefit of implementing the Jobs Hub across the county will be that unemployed residents in the county will get pre - employment training, additional support to find and sustain jobs and be linked to the additional skills pathways being developed through ESF when in work. The Employ Local opportunity will be commissioned via two contracts, one for Derby City and Derbyshire and one for Nottinghamshire and Nottingham City. The Employ Local service will engage with 2,343 unemployed people in N2
Careers Local (£2.0m)	<ul style="list-style-type: none"> See paragraphs 14-18 of the main report
Skills Local (£6.3M)	<ul style="list-style-type: none"> Skills Local is a programme for employers to develop higher skilled pathways for their employees by:

	<ul style="list-style-type: none"> • Providing one point of contact for employers to support workforce development and for skills capacity to support business growth • Support for employees to develop their skills • Incentives for employers to develop their workforce • This programme is likely to be of most interest to colleges and training providers. It is recognised that this programme will need to liaise closely with the other programmes especially Employ Local, the Futures/N2 Local Authority proposition for Employ Local will reference this. • This service will engage with 3902 employees and support 1,600 employees to achieve a Levels 2, 3 or 4 apprenticeship
D2N1 Youth Engagement (£3.2m)	<ul style="list-style-type: none"> • This programme is aimed at 16 – 24 year olds who are not in education, employment or training (NEET) and will re-engage them back into the world of education or employment. The programme will offer tailored support and mentoring to individuals to address their needs. • It will cover D2 and Nottinghamshire only as Nottingham City has its own larger programme due to the level of youth unemployment in the city. It is expected there will be a contract for Derby and Derbyshire of £1.9m and one for Nottinghamshire of £1.3m • Futures Advice Skills and Employment and Skills for Employment a project which is part of the newly formed Inspire Community Benefit Society are working together to develop a bid for Youth Engagement. Economic Development have offered to support Futures with the development of their proposal as reducing levels of NEET young people is a priority. • The successful contractor will be expected to work with 484 young people in Nottinghamshire
ESF Open Calls - Organisations wishing to bid for the following calls will have to provide 50% of match funding	
Higher Skills Development (£4.8m + £4.8m match)	<ul style="list-style-type: none"> • This programme is primarily aimed at SMEs to support them to provide graduate, advanced and higher apprenticeships opportunities. Is intended that the programme works closely with the Employ Local and Skills Local programmes to create a pathway for individuals to gain employment and progress on the skills ladder to increase their personal effectiveness and SME competitiveness. • A potential issue for any organisations wishing to develop a bid is that one million pounds of match funding will need to be identified. This programme aligns to activity that the Graduate Retention Steering Group comprising of Nottingham Trent, University of Nottingham, Nottinghamshire County Council and Nottingham City Council have been developing. • Discussions with the two universities and Nottingham City Council have begun to establish whether it is feasible to identify sufficient match funding to develop a bid for Higher Skills Development.

Enterprise Innovation and Pathways (£2.1m + £2.1m match)	<ul style="list-style-type: none"> This programme aims to provide career insights, specialist careers support and employment for young people and adults. It intended to complement the other schemes and support disadvantaged young people. It will have a particular focus on women entering or re-entering the work place to address the gender imbalance in the employment rate.
Develop Sector Growth (£1.1m + £1.1m match)	<ul style="list-style-type: none"> The Sector Growth programme is aimed at employers in the identified D2N2 growth sectors. It will be employer led and will bring together employers in sectors to plan the training and skills requirements they need to enable business growth.
Building Better Opportunities (BB0) Social Inclusion. BBO is co-funded through ESF and the Big Lottery Fund	
Towards Work (£7.4m)	<ul style="list-style-type: none"> The Towards Work programme aims at supporting excluded people towards employment with particular focus on women returners, older people (55+) and young people not engaged with other programmes. There are currently two organisations, The Coalfields Regeneration Trust and Groundwork Nottingham who passed the first stage and have been funded by the Big Lottery to develop their final bid. It is expected that a final decision will be announced in the autumn
Multiple & Complex Needs (£4.6m)	<ul style="list-style-type: none"> This opportunity is aimed at people who experience three out of the following four issues: <ul style="list-style-type: none"> mental health challenges; substance misuse; reoffending and homelessness or unstable housing. The project will provide intensive support and positive interventions to participants that face multiple and complex needs and are furthers away from the labour market. There was only one organisation invited to submit a second stage application, Framework Housing Association. They are currently awaiting a decision, which is expected in the autumn.
Financial Inclusion	<ul style="list-style-type: none"> The Financial Inclusion programme is intended to address financial barriers to work by providing a holistic assessment of individual needs, followed by interventions that are tailored to help them move towards work and out of poverty. A decision on the successful organisations bid, St Anns Advice Group, is expected in the autumn.

REPORT OF THE CORPORATE DIRECTOR, PLACE**MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE****Purpose of the Report**

1. To update Committee on progress with the delivery of place marketing functions in Nottinghamshire by the new company, Marketing Nottingham and Nottinghamshire.

Background

2. Economic Development Committee last considered a report on Marketing Nottingham and Nottinghamshire (MN&N) at its meeting in September 2015, when it also approved the County Council's three-year funding commitment to MN&N. That funding commitment runs from 1st October 2015 to 30th September 2018, at a level of £200,000 per year.
3. MN&N was formed out of the previous tourism marketing company, Experience Nottinghamshire. The new company was established when the board of Experience Nottinghamshire agreed to extend the remit of the company to include inward investment and related business engagement activity. Paul Southby is the interim chair of the organisation, an arrangement which is due to be reviewed in the autumn of 2016. David Wallace has been acting in the Chief Executive role pending recruitment to a permanent Chief Executive.
4. Much of the focus since the last Committee report on MN&N has been on operational integration of the inward investment functions of Invest in Nottingham, the business engagement functions of Nottingham Means Business and the visitor economy functions of Experience Nottinghamshire. The integration took place over the course of the winter 2015-16 and concluded in April 2016, when the formal transfer of staff and resources from Invest in Nottingham and Nottingham Means Business to the new organisation was implemented.

2016-17 Business Plan

5. Pending the appointment of a permanent Chief Executive for the new organisation, an interim business plan for 2016-17 has been agreed by the MN&N Board (note: Councillor Diana Meale is a Company Director and Board Member). This interim plan sets out the organisation's objectives and high level targets for the current year as follows:

Objectives

Economic Growth: help to bring in new inward investment, increase visitor spending, attract more major events & conferences, and attract and retain talent – underpinned by compelling campaigns and lead-generation activities

Compelling Offer: establish a fresh narrative for Nottingham & Nottinghamshire and what it stands for – championed by local stakeholders including the business community, and under-pinned by a coherent set of tailored marketing messages; and identify, and keep under review, priorities for investing in the development of the Nottingham & Nottinghamshire offer

Place-marketing Centre of Excellence: Build the capacity of MN&N to be an integrated, trusted, highly-professional local centre of excellence in place-marketing and business engagement, capable of supporting the needs of local partner organisations

Targets for year one

Indicator	Targets
Increase inward investment	<ul style="list-style-type: none">• 30 successes• 1,000 jobs created or safeguarded• Increase pipeline by 5% (baseline 83)
Growth in visitor economy	<ul style="list-style-type: none">• Increase visitor spending by 4.5%• 20:1 return on investment from marketing campaigns
Increase number of incoming events and conferences	<ul style="list-style-type: none">• Secure 55 events with a total value of £650k
Stakeholder buy-in to the shared narrative for N&N	<ul style="list-style-type: none">• Adopted by end December
Drive up business engagement	<ul style="list-style-type: none">• Increase number of subscribing members to 710 (baseline 680)• New business engagement model in place by end December

Projected **income** for 2016/17 is £1.6m (this could increase to £1.8m if a bid to the D2N2 European Structural Investment Fund programme is successful). This includes £0.75m from the City Council, £0.20m from the County Council, and £0.25m from membership subscriptions. Other income is primarily from sales and commission.

6. The objectives and targets from Marketing Nottingham and Nottinghamshire's interim business plan form the basis of the Service Level Agreement which frames the County Council's investment in the organisation.

7. Whilst it is still early days for the new organisation and the focus is on embedding new working arrangements and practices, the new approach is a step forward in four key respects:

More joined-up

- Better able to align messages within a single organisation, and to achieve synergies and efficiencies across its functions
- One of the first tasks is to develop a fresh narrative for Nottingham & Nottinghamshire - with a coherent set of messages to the various targets audiences - and to ensure that there is buy-in from partners and stakeholders. This process is underway and the County Council's Service Director, Communications and Marketing is involved in this work

More proactive

- Greater focus on generating leads for new investment – previously Invest in Nottingham tended to be reactive because of resource constraints
- This will focus on priority sectors including Data Analytics, Financial Technologies and High-Value Manufacturing
- Greater focus on London and the US market for lead generation

More business-friendly

- Organisation positioned in the private sector as a not-for-profit company
- Business-led board, with 8 out of 11 directors from the private sector
- Will build on the business connections and expertise of Nottingham Means Business, ensuring that businesses across the county are engaged
- A new approach to business engagement is being developed, building on the existing EN and NMB membership schemes
- The aim is to do much more to harness the energy of local business people to help convey messages and generate leads, and to unlock new sources of income

More impact

- Overall the new approach will generate more impact in terms of inward investment attracted, visitor spending and talent attracted or retained

8. The County Council will undertake a half-yearly performance review with MN&N in October 2016 with a formal annual performance report scheduled for May 2017. It is anticipated that the Chief Executive and / or Chair of the organisation will attend Economic Development Committee to present the annual performance report in 2017.

Reason(s) for Recommendations

14. Committee previously agreed to receive six-monthly updates on Marketing Nottingham and Nottinghamshire.

Statutory and Policy Implications

15. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector

equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the body of the report.

Finance implications

16. None.

RECOMMENDATION

17. It is recommended that Committee notes the progress with the delivery of place marketing functions in Nottinghamshire by the new company, Marketing Nottingham and Nottinghamshire.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact:
Matt Lockley, ext 72446

Constitutional Comments [KK 20160622]

The proposal in this report is within the remit of the Economic Development Committee.

Financial Comments [RWK 22/06/2016]

There are no direct financial implications arising from this report.

Background Papers

A Place Marketing Organisation for Nottingham and Nottinghamshire – report to Economic Development Committee, 2 April 2014, published

A Place Marketing Organisation for Nottingham and Nottinghamshire – An Update – report to Economic Development Committee, 16 September 2014, published

A Place Marketing Organisation for Nottingham and Nottinghamshire – report to Economic Development Committee, 3 March 2015, published

Marketing Nottingham and Nottinghamshire – Funding – report to Economic Development Committee, 8 September 2015, published

Electoral Division(s) and Member(s) Affected

All

5 July 2016**Agenda Item: 9****REPORT OF THE CORPORATE DIRECTOR PLACE****N2 SKILLS & EMPLOYMENT BOARD****Purpose of the Report**

1. To provide an update on The N2 Skills & Employment Board (N2 SEB) including recent achievements and development work.

N2 Skills and Employment Board Background

2. The N2 SEB was established in 2014 to provide private sector leadership on the employment and skills priorities for N2 and has strategic responsibility for making sure the skills and employment landscape across N2 best supports business growth and job creation.
3. The N2 SEB and The D2 SEB are jointly accountable to the D2N2 LEP Skills and Employment Commission and the N2 Economic Prosperity Committee.
4. Facilitated by the N2 Skills & Employment Partnership Manager the overall remit of the N2SEB is to work across partners, commissioners and providers to ensure that skills in the Nottingham and Nottinghamshire labour market match the current and future needs of employers supporting the overall D2N2 Skills for Growth Strategy.
5. The Board represents nine of the eleven N2 priority sectors and there is development work underway to fill gaps in the Visitor Economy and Transport & Logistics sectors.
6. The four N2 SEB strategic priorities are:
 - Making the skills and employment support landscape simpler and more accessible for employers and individuals
 - Developing an 'early years to employment' approach which ensures that young people in Nottingham and Nottinghamshire are prepared for the world of work and the future needs of our economy
 - Re-engaging unemployed and disengaged people through pathways that prepare and reintroduce them to the labour market
 - Ensuring the local workforce develops the higher level skills needed to increase business productivity and competitiveness whilst enabling individuals to fulfill their potential.

7. The N2 SEB meets on a quarterly basis allowing for greater activity to take place in between meetings.

N2 Skills & Employment Board Champions Initiative

8. The N2 SEB have fully endorsed the concept of each private sector Board member becoming a “Champion” for either their sector and/or a theme of work (Apprenticeships, Employability, and Graduate Retention). To date, there are eleven N2 SEB Champions leading the delivery of discrete Board level initiatives.
9. For example, on the area of Graduate Retention, Boots are working with the City Council, County Council and the Vice Chancellors of the two Nottingham Universities to develop a joint approach to increasing levels of graduate retention across N2.

D2N2 Health & Social Care Skills Action Plan

10. The Health & Social Care sector is a priority sector for N2 and a Priority Employment Sector for D2N2, the current workforce is 126,000 and this is forecast to grow significantly. It was therefore important to develop a clear written statement of the challenges affecting employers and establish a set of robust recommendations in partnership with employers and stakeholders to address these challenges.
11. The N2 SEB Champions for Health & Social Care provided private sector leadership throughout the development of the Action Plan, the Plan has now been adopted and published by the D2N2 LEP. A Health & Social Care Skills Advisory Group has been established to oversee implementation and have agreed some initial objectives:
 - a. Develop a D2N2 Health & Social Care marketing strategy to improve the perception of the sector and to stimulate investment.
 - b. Develop a network of Health & Social Care Enterprise Advisors and install a network of Graduate and Apprenticeship ambassadors to improve career pathways.
 - c. Develop and maintain a matrix of skills and workforce development activity across D2N2 which avoids duplication and develops new market led initiatives.

Careers & Enterprise Company (CEC)

12. The CEC is a mechanism established by central government to facilitate closer working between employers and schools to enable young people to fully realise their career potential. Members received a presentation from the CEC at the June 2016 Committee meeting.

N2 Skills & Employment Board Achievements

13. Identified below are the 2016 achievements:

- Strengthening of N2 SEB sector representation
- Reviewing the governance, the N2 SEB now meets on a quarterly basis allowing for greater activity to be undertaken by board members in priority sectors
- Established 11 N2 SEB Champions
- Careers Enterprise Company launch and project management
- Completed N2 Skills & Employment Provision Review
- Completed N2 Careers Provision Review
- D2N2 Health & Social Care Skills Action Plan adopted and published by the LEP

The N2 SEB will continue to inform a range of Skills & Employment initiatives across N2 ranging from the development of an N2 Apprenticeship Action Plan to providing support to the Area Based Review in November 2016.

Sustainability

14. The N2 SEB is a voluntary private sector led group. Sustainability of the board depends on the commitment of the private sector to continue supporting the SEB. The N2 SEB Coordinators post is jointly funded by the City, County and D2N2 LEP until March 2017.

15. Employers are well engaged and membership has grown with six new private sector representatives joining the Board this year.

Reason(s) for Recommendations

16. To ensure that Committee is kept informed of N2 SEB activity.

Statutory and Policy Implications

17. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the body of the report.

Finance implications

18. None.

RECOMMENDATION

19. It is recommended that Economic Prosperity Committee note this report and promote the good practice of the N2 SEB to citizens and local businesses across the county.

Tim Gregory
Corporate Director Place

For any enquiries about this report please contact: Fiona Anderson ext. 72688

Constitutional Comments [KK 20160622]

The proposals in this report are within the remit of the Economic Development Committee.

Financial Comments [RWK 22/06/2016]

There are no direct financial implications arising from this report.

Background Papers

- *N2 Skills and Employment Board* – report to Economic Development Committee, published 06-01-2015

Electoral Division(s) and Member(s) Affected

All

5 July 2016**Agenda Item: 10**

REPORT OF CORPORATE DIRECTOR, RESOURCES WORK PROGRAMME

Purpose of the Report

1. To consider the Committee's work programme for 2016/17.

Information and Advice

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

Other Options Considered

6. None.

Reason/s for Recommendation/s

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

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

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

Jayne Francis-Ward
Corporate Director, Resources

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

Constitutional Comments (HD)

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

Financial Comments (PS)

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

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All

ECONOMIC DEVELOPMENT COMMITTEE - WORK PROGRAMME

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>For Decision or Information?</u>	<u>Lead Officer</u>	<u>Report Author</u>
6th September 2016				
Summer of Design	To update Committee on the collaborative feasibility study with NTU to evaluate the need, demand, funding and sustainability options for an outreach programme of university-led business support across the county	Information	Fiona Anderson	Fiona Anderson
N2 Economic Growth Strategy	To seek Committee's input into the draft N2 Economic Growth Strategy	Decision	Nicola M ^c Coy Brown	Nicola M ^c Coy Brown
Better Broadband for All Scheme Update	To update Committee on developments to the BDUK Supplementary Scheme which now includes a fixed wireless solution	Information	Phil Berrill	Phil Berrill
4th October 2016				
Nottinghamshire LEADER Programmes	To provide Committee with a six-monthly update on the Nottinghamshire LEADER Programmes	Information	Mandy Ramm	Mandy Ramm
1st November 2016				
Delivery plan and budget - six month performance review	To provide Committee with progress against the agreed delivery plan and budget allocations	Decision	Matt Lockley	Matt Lockley
Youth Employment Scheme (YES) Scheme	To provide Committee with a final update on the YES scheme for which funding was provided to create 166 new apprenticeships to help get more young people into work	Information	Fiona Anderson	Hilary Porter
Better Broadband for Nottinghamshire Gainshare and Underspend Modelling	To update Committee on plans to reinvest funds to extend the reach of fibre further across the County	Information	Phil Berrill	Phil Berrill

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>For Decision or Information?</u>	<u>Lead Officer</u>	<u>Report Author</u>
6th December 2016				
Graduate Placement Scheme	Update on SMEs in the county participating and having a graduate in their business	Information	Fiona Anderson	Kevin Bartlett
3rd January 2017				

Last updated 21 June 2016