

Economic Development Committee

Tuesday, 03 June 2014 at 14:00

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

AGENDA

- 1 To note the Appointment at the Annual Meeting of the Chairman and Vice-Chairman of the Committee
- 2 To note the Membership of the Committee
- 3 Minutes of the last meeting held on 6 May 2014 3 - 6
- 4 Apologies for Absence
- 5 Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary)
- 6 Integrated Innovation Centre Contract Performance Report 2013-14 7 - 14
- 7 Experience Nottinghamshire Service Level Agreement Performance 15 - 26
- 8 Town Centre Initiatives 2014-15 27 - 34
- 9 Consultation Response Submitted Under Urgency Procedure - Draft ERDF Operational Programme for Engl 35 - 44
- 10 Work Programme 45 - 48

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	6 May 2014 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

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

Ian Campbell
Alice Grice
John Knight
Rachel Madden

John Ogle
Keith Walker
Gordon Wheeler

A Alan Rhodes (Ex-Officio)

CO-OPTED MEMBERS

A Mr M Chivers – Alliance Boots

A Ms M Ulyatt (Federation of Small Businesses)

OFFICERS IN ATTENDANCE

David Ebbage	-	Policy Planning and Corporate Services
Geoff George	-	“ “
Matt Lockley	-	“ “
Hillary Porter	-	“ “

MINUTES

The minutes of the last meeting held on 1 April 2014 were confirmed and signed by the Chairman.

APOLOGIES FOR ABSENCE

An apology was received by Mark Chivers.

The following changes of membership for this meeting were noted: Councillor Alice Grice replaced Councillor Michael Payne for this meeting only.

DECLARATIONS OF INTEREST

None.

D2N2 STRATEGIC ECONOMIC PLAN AND IMPLICATIONS FOR NOTTINGHAMSHIRE

Matt Lockley introduced the report and updated members on the submission of the D2N2 Strategic Economic Plan and what the next steps in terms of securing Local Growth Fund resources for Nottinghamshire.

The report also outlined a final consultation response from the County Council that was submitted to D2N2 under the urgency procedures due to consultation deadlines.

RESOLVED 2014/023

- 1) That the progress in terms of the submission of the D2N2 Strategic Economic Plan and the next steps be noted.
- 2) That the urgent decision procedure of a response to the D2N2 Strategic Economic Plan by the County Council be noted.

NOTTINGHAMSHIRE BUSINESS INVESTMENT ZONES (NBIZ)

Hilary Porter introduced the report to update the committee on the current position and the proposed development of the Nottinghamshire Business Investment Zones initiative (NBIZ) and wanted the Committee to approve the allocation of funding from the 2014-15 budget.

RESOLVED 2014/024

- 1) That the Nottinghamshire Business Investment Zones (NBIZ) approach as outlined in the report be agreed
- 2) That the funding of £20,000 towards the NBIZ review be approved.

BUSINESS SUPPORT – PROPOSALS FOR 2014/15

This report provided an update to Members on the performance of the Councils investment in the Funding Circle Model and to consider other funding proposals for business support activity in 2014-15.

RESOLVED 2014/25

- 1) That an allocation of £55,000 to continue the Business Start-Up programme contracted to NBV Enterprises LTD from July 2014 – March 2015 be agreed.
- 2) That the performance of the partnership with Funding Circle and its continued operation over 2014-15 be noted.
- 3) That a further report be received regarding the remaining £20,000 under the Business Support heading.

**WORKSOP TURBINE INNOVATION CENTRE – WITHDRAWAL OF
BASSETLAW DISTRICT COUNCIL FROM DEED OF AGREEMENT**

RESOLVED 2014/026

That the signing of the deed of release to enable Bassetlaw District Council to withdraw from the Deed of Agreement relating to the Worksop Turbine Innovation Centre be approved.

**CONSULTATION RESPONSE: DRAFT ESF OPERATIONAL PROGRAMME
FOR ENGLAND**

RESOLVED 2014/027

That the draft response be approved.

WORK PROGRAMME

RESOLVED 2014/028

That the work programme be noted.

The meeting closed at 15:10 pm.

CHAIR

03 June 2014**Agenda Item: 6****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****INTEGRATED INNOVATION CENTRE CONTRACT: PERFORMANCE
REPORT 2013/14****Purpose of the Report**

1. To report on performance during the third year of operation of the Nottinghamshire Integrated Innovation Centre Management Contract covering the county's three specialist innovation centres of Mansfield i-Centre, Newark Beacon and Worksop Turbine.

Information and Advice**Background**

2. As previously reported, Members will be aware that the three innovation centres in Nottinghamshire were originally built independently of one another to provide flexible and high-quality business accommodation and to drive economic growth in their respective local areas.
3. In April 2011, a single, outsourced management contract was introduced covering all three centres. Oxford Innovation Ltd (OI) was appointed operator on a five-year contract to 31st March 2016, with the possibility of two one-year extensions.
4. The aims of the integrated contract are:
 - a. To provide on-site and cross centre management
 - b. To generate and capture the maximum economic benefit from the activities of the 3 centres – individually and combined - including:
 - i. Business collaboration
 - ii. Networking
 - iii. Supply chain development and
 - c. To provide appropriate tailored business advice and support, targeted on growing tenant businesses and enhancing the supply and development of cross-sector innovation in the county
5. The contracted activities thereby ensure that tenant businesses at all three centres benefit from excellent commercial accommodation – including access to

conferencing facilities and bespoke business support to assist tenant businesses to realise their commercial potential.

6. The premises continue to have different building owners but the County Council is an equity stakeholder in all three, having contributed capital to the construction of all centres.
7. Members will however recall that at its meeting on the 6th May 14, Committee approved the signing of the deed of release to enable Bassetlaw District Council to withdraw from the original 2004 Deed of Agreement relating to Worksop Turbine. This will mean from 1st April 2014 that any operating deficits at the Turbine will be met by the County Council in full but that it will get a higher proportion of the operating surpluses – receiving 62.47% with the Homes and Communities Agency (HCA) receiving the balance. For this period covered by this report (2013/14) the terms of the original Deed of Agreement will apply.

Performance against targets in 2013/14

Occupancy

8. The contract specifically targets occupancy growth across all three centres with a view to creating operating surpluses.
9. This is balanced with the competing requirements of achieving minimum customer satisfaction rates (measured annually) and the facilitating of company growth and graduation from the centres to external accommodation.
10. At the start of the contract, baseline composite occupancy across all three centres was 71%. Performance at the end of each contract year is as follows:
 - a. 2011-12 – 72.7% (+1.7%)
 - b. 2012-13 – 80.6% (+7.9%)
 - c. 2013-14 – 88% (+7.4%)

As with the previous 2 years of the contract, Year 3 has continued to see variations across the three centres with individual centre occupancy on the 31st March 2014 being as follows:

- d. Mansfield i-Centre – 87.3% (-1.3%)
- e. Worksop turbine – 94.9% (+22.1%)
- f. Newark Beacon – 84.93% (+4.63%)

The figures in brackets reflect changes since 1st April 2013.

11. Four graduations have been recorded by OI in Year 3 (one from Mansfield i-Centre, two from Newark Beacon and one from the Worksop Turbine). This is one less than target. Each graduation reflects the growth of a company into larger external premises. It should be noted that 18 internal graduations were achieved in 2013/14 – seeing tenants either move from virtual offices to physical

tenures within the centres or existing tenants increase the size of their office or workshops to accommodate new/planned growth.

12. The total number of tenant businesses in the centres as at 31st March 2014 was 98. This is an increase of nine on the previous year and exceeds the contracted target by three. Virtual Tenants numbered 89 in total representing the targeted uplift of 5% on the previous year's performance. The split across Centres is illustrated in table 1.

Table 1 – Tenant businesses and Virtual Tenants by Centre		
Centre	Tenant Business Numbers as at 31 March 2014	Virtual Tenants as at 31 March 2014
Mansfield Centre i-	32	36
Newark Beacon	22	19
Workshop Turbine	44	34
Totals	98	89

Customer Satisfaction Rates

13. OI is contracted to undertake an Annual Customer Satisfaction Survey across all Centres. The overall satisfaction score (excellent – good) was 95% against a target of 80%+. The response rate was 54% but with wide variances across individual Centres – efforts to increase the response rate above 60% will be targeted for the 2014/15 period – although it is noted that the 13/14 survey still represents a statistically sound survey. The highest areas of tenant concern and dissatisfaction were: i) the speed and reliability of the internet ii) café service and offer (across all centres) and iii) networking opportunities/value (particularly at Mansfield). The highest satisfaction scores were recorded for reception staff and services and overall centre image.
14. OI and partners are committed to addressing any satisfaction concerns. OI has developed tailored internet packages to increase tenant access/speed as a bolt-on to free provision (through an inclusive rental price) – this is currently being rolled out after a series of trials at Newark Beacon. The Centre Manager is also working proactively with the Mansfield tenants to ascertain their current needs and adapt and develop the networking plans to accommodate these. Furthermore, efforts are underway to resolve tenant concerns relating to the café offers at each site.

Jobs

15. A key aim of the centres continues to be employment growth. On the 31st March 2013 there were 528 FTEs across the three centres. As of the 31st March 2014 there were 557 FTE – an increase of 29 jobs (+5.5%). Whilst the rate of increase is slower than the previous period, this still exceeds contract targets of 5% and

Members will note that there are ceilings in terms of the number of tenants/FTEs that the building can support both physically and virtually. Table 2 below breaks the job numbers down by centre.

16. Table 2:

Table 2 – FTE Jobs by Innovation Centre		
Centre	FTEs in tenant customers at 31 March 2013	FTEs in tenant customers at 31 March 2014
Mansfield i-Centre	187	165 (-22)
Newark Beacon	135	153 (+18)
Workshop Turbine	206	239 (+33)
Totals	528	557

17. Of the 557 jobs, 90 were new jobs created in tenant businesses during the year – significantly exceeding the contract target of 50 new jobs. In addition to the 557 jobs in tenant customers, there were a further 117 FTE jobs associated with virtual tenant customers of the three centres (against a contract target for the period of 112).

Business Support

18. Members will recall that the provision of free innovation business support to centre tenants was a critical service enhancement in the integrated contract and a key differentiator to the offer of the innovation centres over and above other public and private sector managed workspace in the county. In the third year, the target was to provide at least ten hours of innovation business support to 46 tenant businesses and this was met and in terms of hours provided was exceeded with over 600 hours of business support recorded with key focus areas being customer acquisition, people productivity and business modelling/profit maximisation. This provision had to be made to tenants who had not previously received support through the Programme or who were receiving a different form/source of specialist advice to the initial in-house offer.
19. In four cases “enhanced” support is being offered to tenants under the government backed Growth Accelerator Programme - a partnership between leading private sector business growth experts which includes OI. Further details on the business support activities of the contract will be given to Members in a presentation by Jo Willett, OI’s Marketing and Business Development Director
20. A breakdown of business support by centre is given in Table 3 below:

Table 3 – Business Support 2014/14

Centre	No of customers benefiting from business support Target	No of customers benefiting from business support (the percentage indicates the overall number of tenant businesses accessing OI business support)
		Actual
Mansfield iCentre	16	13
Newark Beacon	15	15
Workshop Turbine	15	18
TOTAL	46	46 (47%)

Financial Performance

21. The total contract value is approximately £5.6m over five years – just over £1m per annum. Over the course of the contract period it was anticipated that the contract fee would be met from rental and conferencing income generated by the centres. At the end of year 2, total income generated was around £100,000 less than the contract fee. For Year 3 (2013/14) there will be a surplus. Provisional year end results indicate a net surplus of income over expenditure in two of the three centres. The Turbine is reporting a deficit of £3,291, the Beacon a surplus of £42,676 and Mansfield i-Centre a surplus of £13,970 – resulting in a total contract surplus of £53,355.
22. However, the contract requires various deductions from that sum to meet in house charges and building investment costs. These contractual deductions will leave a surplus in the region of £11,000. Whilst these figures are still subject to final verification – due to utility recharges across the three owning authorities, the contractual deductions are likely to take Mansfield i-Centre into deficit. In respect of impact on contractual performance, the matter is currently under the consideration of the contract Strategic Management Board (SMB)

2014/15

23. In terms of going forward into year 4 the operator will be challenged in terms of the business support offered within the centre and to look at how the benefits can be enjoyed further down the tenant supply chains.
24. In terms of performance at Mansfield, discussions with the District Council will be initiated and options to look at the offer and physical configuration of the building considered with a view to maximising the sales and space offer of the centre in the face of growing local competition. In particular, enquiry conversions at Mansfield have suffered throughout 2013/14 with a lack of entry size small units/offices. Accordingly, the SMB has identified funds within the Building Sinking Fund held by the District Council to undertake some internal subdivision to create the optimum size configuration to meet local demand based on the operator's market intelligence.

25. Other improvements are planned at the centres in 2014/15 to meet current and future tenant demand and to maximise local competitiveness of the offer at each site. This will look at additional car parking at Newark, telephony at Mansfield and Worksop, on-going internal and external maintenance etc.
26. It is also noted that the operator inherited some discounted prices and in the first three years of the contract, in order to address the competitive trading environment OI was also sanctioned to use discounting to drive occupancy. As of the 1st April 2014, tenants at Mansfield have been subject to market rate price increases resulting in the average price per square foot increasing from £18.13 psf to £20.47 psf. In Worksop a similar increase in licence fees has been applied incrementally resulting in average prices per square foot increasing from £16.32 to £17.41.
27. Efforts to further develop the sales pipeline, increase the conferencing offer and address the issues identified in the Customer Satisfaction Survey will be priority activities in 2014/15. Furthermore, a Nottinghamshire Centres Review will be published as a sales document for prospective tenants and to maximise referrals and linkages through raising awareness with partners and stakeholders across the county.

Other Options Considered

28. No options apply to this information report.

Reason/s for Recommendation/s

29. The report is for information.

Statutory and Policy Implications

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

Financial Implications

31. The County Council has pre-existing commitments to support deficits and share in surpluses contained in Deeds of Agreement for each of the centres. Appropriate budgetary provision is made from within the Economic Development Budget, where required.

RECOMMENDATION/S

- 1) That the report be noted
- 2) That a further report on the annual performance of the Integrated Innovation Centre contract covering the 14/15 performance be brought back to Economic Development Committee in 12 months.

Report of the Group Manager, Corporate Strategy

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

Constitutional Comments (NAB 22.05.14)

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

Financial Comments (SEM 21/05/14)

33. The financial implications are set out in the report.

Background Papers

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.

Contract Award Notice, 1 March 2011

Strategic Management Board 29th April 2014 Report on Draft Contract Performance 2013/14 Appendix 1: KPI Monitoring and Appendix 2 Financial Performance

Electoral Division(s) and Member(s) Affected

Newark West, Tony Roberts

Worksop North, Sybil Fielding

Mansfield South, Stephen Garner, Andy Sissons

03 June 2014**Agenda Item: 7****REPORT OF GROUP MANAGER, CORPORATE STRATEGY****EXPERIENCE NOTTINGHAMSHIRE
SERVICE LEVEL AGREEMENT PERFORMANCE 2013/14****Purpose of the Report**

1. The purpose of this report is to provide Committee with an annual performance update for 2013-14 against the targets set in the original Service Level Agreement (SLA) between the Council and Experience Nottinghamshire (EN).

Information and Advice

2. Members will recall that a report and presentation was received by the Committee in October 2013. This outlined:
 - a. The SLA performance over the 2012/13 period (Year 1)
 - b. Set the context of the national visitor economy and the comparative performance of the sector in the County
 - c. Wider strategic development work and
 - d. The emerging opportunities and challenges for the remainder of the SLA period.
3. The Committee will also be aware that 6 months written notice has been given to Experience Nottinghamshire in respect of the current SLA which will now cease on the 31st August 2014. This reflects decisions taken at Full Council on the 27th February 2014 to reduce the amount of funding to EN from 2014/15. This decision has resulted in the initial 3 year SLA, worth £218,000 per annum, being reduced by 7 months. A new SLA based on a £118,000 contribution (pro rata) from the County Council will be developed around the reduced funding agreed and live from 1st September 2014 to 31st March 2015 to cover the remaining period of the original SLA.
4. Members will also be aware from the Committee Meeting held on the 1st April 2014 that work is underway to look at the development of a single Place Marketing Organisation – unifying the marketing of place and branding activities currently undertaken separately by EN and Invest in Nottingham.

Performance against the Service Level Agreement 2013-14

5. The Council's financial contribution to EN in each financial year is subject to satisfactory performance against "key services rendered". The key performance indicators (KPI's) in the

SLA are themselves divided into 2 measure categories of quality and objective output measures. Attached to this report at **Appendix 1 is a detailed breakdown of performance against the KPI's for the 2013/14 period.**

6. Performance against the SLA indicators during 2013-14 has been very strong with some significant uplifts in performance from the baselines reported for the 2012/13 period.
7. EN Membership currently stands at 455 members with 53% located within the County. A Nottinghamshire Membership Marketing Toolkit has been produced to demonstrate the benefits of membership to those businesses in the county expressing an interest in joining. The following table 1 illustrates current spread of membership:

Table 1 – Membership Location by Local Authority Area		
District	Membership Numbers (May 14)	Notes
Ashfield	1	
Bassetlaw	28	
Broxtowe	16	
Gedling	19	
Mansfield	5	
Newark and Sherwood	108	The District Council contributed £10,000 in 2013/14, subsidising membership costs at a rate of 25%.
Rushcliffe	63	In 2012/13 the Borough Council supported subsidised EN membership (with a small amount carried forward to 2013/14). New businesses taking annual membership were subsidised 50% of the costs – thereby increasing membership in the relevant period with retention levels maintaining a high proportion of the uplifts thereafter.
Nottingham City	207	45% of total membership
Derbyshire	8	Included due mainly to proximity to East Midlands airport
TOTAL	455	

8. A key outcome of work in 2013/14 has been the success for Nottinghamshire at the Visit England awards. In 2012/13 no businesses were shortlisted, EN has therefore prioritised activity through workshops and the local STARS awards to animate the sector and increase the number of applications nationally. This resulted in 60 STARS applications, of which 20

were then submitted to VE and the following county based businesses/activities were successful at the awards:

- a. Ezekiel Bone – Robin Hood County and Town Tours was awarded Silver for Tourism Superstar and Bronze for Tourism Experience of the year awards
 - b. Browns of Holbeck was Highly Commended for Bed and Breakfast/ Guest Accommodation of the year
 - c. Trent Bridge; The Investec Ashes Test was Highly Commended for Tourism Event of the Year and
 - d. Elemental Force: Nottinghamshire won a Bronze Award for Tourism Event of the year (with activities at Nottingham and Newark Castles).
9. Furthermore, in period, EN has sought to positively act upon feedback from the October 2013 Annual Membership Survey. This has included raising the number of member events from two in 2013/14 to ten in 2014/15. Furthermore, EN is also looking at:
 - a. improved reporting to members via year end reports highlighting the tangible benefits of their memberships over the preceding year
 - b. improvements to the speed of member information uploads to the EN iPhone app and
 - c. promotion of the county offer to local residents (where appropriate to meet the requirements of members).
10. At the October 2013 Committee it was not possible to report 2012/13 performance against:
 - a. Return on investment (RoI) or
 - b. The 5% growth in earnings from tourism targets
11. 2012/13 figures have now been confirmed against RoI. The Growing Tourism Locally Campaign was set 3 year targets of creating 136 new jobs in total and £7.1m additional spend. In year 1 (2012/13) the verified performance was:
 - a. 91 jobs (66.9% of 3 year total) and
 - b. £4.8m (66.9% of 3 year total).
12. At Committee in October 2013, members approved a revision to the KPIs for Visit England validated aspects of performance referenced in paragraphs 8a and 8b above, replacing the Return On Investment and 5% growth on tourism earnings year on year KPIs for 2013/14 and 2014/15 with the following:
 - Incremental spend and
 - jobs created
13. This data will be collected in due course as and when verified for release by the Department for Business, Innovation and Skills (BIS).

Update on the wider objectives/requirements in the SLA

14. The list below provides a further snapshot of specific EN activities and results to support the county's visitor economy in the period:

- a. Visit England Thematic Campaigns 2014 have focused heavily on promoting Nottinghamshire as a destination. Features on the county have been included in English Countryside, Woman, Timeout, Metro and Outdoor in March 14. Other PR highlights have included Pilgrim Fathers coverage in Choice Magazine, a feature on the Dukeries in the Around Town magazine, a county based article in Discover Britain and a major feature on DH Lawrence.
- b. 159% increase in web visits to EN's Robin Hood Festival webpage was achieved - as compared to the 3 week preceding period catalysed by the wider RGF Campaign
- c. 2014 Spring Media Campaigns have included specific support for the Robin Hood Beer Festival (Love Local) which has focused on the county's real ale trails and beer heritage stories and "Legends" has supported the 30th anniversary of the Robin Hood Festival to increase attendance and use of the event to promote increased stays and weekend breaks.
- d. The EN website has been redefined to include key landmarks. In the County this has seen specific inclusion of All Saints Church, Babworth, St Mary's Church Mansfield, Trent Bridge and the Major Oak etc.
- e. In 2013/14, Sherwood Forest and Robin Hood ranked as the 6th and 9th most visited EN web pages after "things to do" (generic), "shopping", "restaurants" etc. Nottingham ranked 10th.
- f. Nottinghamshire inclusions, by theme, appear on the re-designed Visit England web site. This includes dedicated references to outdoor art and indoor crafts at Rufford Abbey, Segway Tours at Sherwood Pines Forest, cycling along the ancient Sherwood route, discovering the hidden ice age art at Creswell Crags and brewing your own beer at the School of Artisan Food at Welbeck
- g. Work is on-going with Newark's National Civil War Centre to generate advance publicity and awareness leading up to opening in 2014/15 and
- h. EN has completed a 50,000 print run of a Visitor Guide showcasing EN's 420 members and covering key events and suggestions for visits in 2014.

15. In terms of the economic performance of the sector, there is little available update to data reported to Committee in October 2013. This will be unavailable until STEAM data is received for the 2012/13 period after funding from the D2N2 LEP secured its purchase. The absence of performance data is an issue recognised by partners and a key objective to address going forward.

16. However, recent reports anecdotally suggest that the Visitor Economy could add up to £2bn to the local economy – which suggests that there is significant spare capacity available but

that to realise this, there is a need to develop the core product in order to attract more people to visit more often.

17. In terms of individual attractions in the County Rufford Park and Sherwood Forest Country Park both remain the most visited in 2013 with the former enjoying a slight uplift in visitors and an additional 11,900 visitors at Sherwood
18. During the period officers and members have continued to work with EN's quarterly Strategic Board and Finance and General Purposes Committee and have continued to engage with wider work on the D2N2 Visitor Economy through the work of the D2N2 Visitor Economy Advisory Group and through specific projects and events. A flavour of this is given in Appendix 1.
19. Throughout 2013/14, EN has also continued to work closely with those Nottinghamshire Districts with dedicated Tourism Officers or which organise major events and has worked closely with key partners on events delivery and development.
20. EN also continues to work with key national and regional tourism bodies raising the profile of the county's visitor economy and lobbying key influencers to recognise its potential
21. During 2014/15 a number of strategic documents will be published including the Destination Management Plan for the City and County. This will be the subject of a further report to the Committee in the coming months.

Reason for Recommendation

22. To support the Committee in its function to oversee the performance of the SLA and to ensure that value for money is being achieved in the commitment of the Council's funds to support the visitor economy through the activities of Experience Nottinghamshire.

Statutory and Policy Implications

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

Financial Implications

24. None.

RECOMMENDATION/S

It is recommended that Committee note Experience Nottinghamshire's performance against the SLA for 2013/14.

Report of the Group Manager, Corporate Strategy – Celia Morris

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

Constitutional Comments

As the report is for noting only, constitutional comments are not required.

Financial Comments (NR 21.05.2014)

There are no financial implications arising directly from the report.

Background Papers and Published Documents

1. Annual Membership Survey Report
2. Summary of all new/existing projects delivered or developed via EN intervention (2012/13 and YTD)
3. EN Summary of Commercial Performance split by:
 - a. Membership numbers and income 2011/12, 2012/13 and YTD 2013/14
 - b. Commercial income 2011/12, 2012/13 and YTD 2013/14
4. EN Summary of Marketing Performance split by:
 - a. Global Advertising Value Equivalent figures relating to campaign activities 2012/13 and YTD 2013/14
 - b. Unique Web Visits per month 2011/12, 2012/13 and YTD 2013/14
 - i. Google Analytics Report May 2011-31st August 2013
 - c. Social Media Growth 2012/13 and YTD 2013/14
 - d. New Consumer Records Captured 2012/13 and YTD 2013/14
 - e. I-Phone EN Guides Downloaded 2012/13 and YTD 2013/14
5. EN Summary of New Businesses Signed up to Sell Tickets and Services through EN Channels 2012/13 and YTD 2013/14
6. Finalised 2012/13 Accounts
7. EN Summary of Projects and funding source

Electoral Division(s) and Member(s) Affected

All

APPENDIX 1

Experience Nottinghamshire SLA Performance 2013/14:

Type of measure	Indicator	Results	Performance 2013/14
Quality	1. Presentation twice yearly of progress / performance report to relevant Committee	Completed Target (October 2013 and June 2014)	On target or <5% above
	2. To run a yearly membership satisfaction survey and implement changes where appropriate.	Survey conducted in October 2013 via Multiple Choice Online Survey. Findings being implemented. Next Survey scheduled for October 2014.	On target or <5% above
Objective outputs measures:	3. Record all new projects scoped and delivered via intervention from EN	2013/14 Target Delivered. Over Achieved on previous year by +109% and +460% respectively 13/14 - 51 projects supported (events/marketing/other). Of these 23 are new (+109% on previous year) and 28 are existing (+460% on previous year) Furthermore, EN is represented on various national, regional and local bodies 13/14 NEW examples in period include: Powerboat World Championships, National Sheriffs, National Civil War at Newark Museum Task & Finish Group, Steering Groups for major events eg Ashes, Armed Forces Day, Cultural Destinations etc. 13/14 EXISTING examples in period include: Trent to the Trenches, Nottinghamshire	> 5% above target
	4. Identify existing projects developed via intervention from EN		

		County Show, Cycle Live, Robin Hood Festival, STARS Awards, VisitEngland (Destination Management Forum & Visitor Economy forum), Visitor Economy Advisory Group to D2N2 LEP, Sherwood Forest Regional Park Board Sherwood Forest Trust, Tourism Officers, Robin Hood Marketing Group etc.													
5. Experience Nottinghamshire to deliver 10:1 Return on Investment (ROI agreed by Visit England with BIS) on its 'Growing Tourism Locally' marketing campaign.	<p>Visit England's data was unavailable to report to the October 2013 Committee. The latest data is reported below for 2012/13 which is Year 1 of 3 for the Project. The 2013/14 data is not yet available.</p> <p>Background: In 2011/12 Experience Nottinghamshire was selected as one of 14 destinations nationally to benefit from Visit England's Growing Tourism Locally project funded by Regional Growth Fund (RGF). The project is aimed at growing domestic tourism within England and Experience Nottinghamshire was awarded £320,000 over 3 years.</p> <p>The project is independently evaluated using the Caledonian Model, carried out by Framework and approved by Visit England, National Audit Office and the Department of Business, Innovation and Skills.</p> <p>3 year targets – Create or support 136 Jobs by generating an additional spend of £7,177,128.</p> <p>2012/13 - Year 1 of Campaign</p> <p><i>Jobs created or supported</i></p> <table><tr><td>Total campaign</td><td>-</td><td>91 jobs</td></tr><tr><td>RGF funds</td><td>-</td><td>60 Jobs</td></tr></table> <p><i>Level of incremental visitor expenditure</i></p> <table><tr><td>Total campaign</td><td>-</td><td>£4.8 million</td></tr><tr><td>RGF funds</td><td>-</td><td>£3.1 million</td></tr></table>			Total campaign	-	91 jobs	RGF funds	-	60 Jobs	Total campaign	-	£4.8 million	RGF funds	-	£3.1 million
Total campaign	-	91 jobs													
RGF funds	-	60 Jobs													
Total campaign	-	£4.8 million													
RGF funds	-	£3.1 million													

	<p>6. To increase private sector membership by 5% year on year with effect from 2013/14</p>	<p>2013/14 - Target Over Achieved by + 4.4%</p> <p>Baseline -2011/12 Membership Income £98,120, Membership numbers 197</p> <p>2012-13 – Membership Income up 26% on baseline and membership numbers of 328 up 66.5% on baseline</p> <p>2013/14 – Membership income £127,960 (up 9.4% on 2012/13) and membership numbers 455 (up 38.7% on 2012/13)</p>	<p>On target or <5% above</p>
	<p>7. To maintain commercial income of at least £150k.p.a.</p>	<p>2013/14 – Target Over Achieved by +30.5%</p> <p>Baseline - 2011/12 - £173,725 (+15.8% to target)</p> <p>2012/13 - £178,225 (+18.8% to target)</p> <p>2013/14 - £195,706 (+30.5% to target)</p> <p>Notes - Commercial income comprises membership fees, subscription fees, commissions and affiliate scheme charges. It excludes TIC income.</p>	<p>> 5% above target</p>
	<p>8. To achieve £720,000 in PR value in 2012/13 and in the two subsequent years an increase of at least 5% on the investment value of publicity generated through marketing and promotional activities</p>	<p>2013/14 Over Achieved target increase by 27.7%</p> <p>Baseline -2012/13 - £722, 125</p> <p>2013/14 - £958,061 (+32.7% on baseline)</p> <p>Note - Assessment methodology based on Advertising Value Equivalent (AVE).</p>	<p>> 5% above target</p>

	<p>9. To achieve a target of an average of 55,000 unique visits per month to the EN website with a 5% year on year growth in subsequent years</p>	<p>2013/14 Target Over Achieved by 34.8%</p> <p>2012/13 – 61,998 unique web visits (+86%)</p> <p>2013/14- 86,684 (+39.8% on previous year).</p> <p>NOTES: Data provided from Google Analytics. All figures are monthly averages of unique visitors</p>	<p>> 5% above target</p>
	<p>10. To achieve 20% year on year growth over social media channels (including Twitter and Facebook) from the baseline to be set in 2012/13</p>	<p>2013/14 Target Increase Overachieved by 59%</p> <p>Baseline - 2012/13 - 8,140</p> <p>2013/14 – 14608 (+79%)</p> <p>Note -This number comprises Twitter Followers and Facebook Likes.</p>	<p>> 5% above target</p>
	<p>11. To capture 10k new consumer records from downloads, brochure requests, competitions and bookings year on year (not cumulative).</p>	<p>2013/14 – Target Growth overachieved by 52.9%</p> <p>2012/13 -16,709 records achieved (+67.1%)</p> <p>2013/14 – 21,234 records achieved (+52.9%)</p>	<p>>5% above target</p>
	<p>12. To achieve 500 downloads of the iPhone EN guide by end of 2012/2013 and then to see 1000 additional downloads year on year</p>	<p>2013/14 – 1000 download Target Exceeded (+50%)</p> <p>2012/13 - 2,136 downloads achieved (+327%)</p> <p>2013/14 – 1,504 downloads achieved (+50%)</p>	<p>> 5% above target</p>
	<p>13. To gain signup of 20 new business to sell tickets/services for events through EN distribution channels</p>	<p>2013/14 based on baseline of 13 and targeted 20 additional per year - target overachieved by +931%</p> <p>2012/13 – 13 achieved (-35%)</p>	<p>> 5% above target</p>

		2013/14 – 134 achieved (+931%)	
	14. To manage projects to achieve all the outcomes set out in the project proposal and within budget	<p>2013/14 – Ongoing - EN meeting/working towards external funded contractual requirements and performance targets.</p> <p>In terms of EN's overall financial position a small surplus of £20k (subject to Board and Audit approval) has been achieved in 2013/14 (£16,463 in 2012/13). In recent years actual profits have exceeded budget and this has enabled the inherited Balance Sheet Deficit, which predates the SLA, to be reduced below £100k as per forecast.</p>	No specific target
	15. Maximise external funding potential to develop the Nottinghamshire tourism offer	<p>2013/14 – Core funding from Nottinghamshire County Council, Nottingham City Council, Newark and Sherwood District Council and Visit England equates to a value of £867000</p> <p>2013/14 secured funds £497,500 comprising:</p> <ul style="list-style-type: none"> • £350,000 Arts Council and £100,000 D2N2 LEP for Cultural Destinations • £10,000 D2N2 LEP and £10k Visit England for the Guardian Cycling project • £27500 D2N2 LEP awards (various) for general tourism development work 	No specific target

	16. On track to achieve 5% growth in tourism earnings (Visit England's projections in the County from 2010 and 2020)	VE data due shortly. After a successful bit to the D2N2 LEP, STEAM 2012/13 figures are awaited.	Information unavailable at time of writing report
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03 June 2014**Agenda Item: 8****REPORT OF GROUP MANAGER, CORPORATE STRATEGY****TOWN CENTRE INITIATIVES 2014-15****Purpose of the Report**

1. To consider funding proposals for support for town centre initiatives in Nottinghamshire in 2014-15.

Background

2. Committee agreed its overall budget and broad headings for initiatives over 2014-15 at its meeting in March 2014. At that meeting, up to £60,000 was allocated towards town centre initiatives.
3. The Economic Development Strategy Delivery Plan Ambition 13 is to support Nottinghamshire's thriving towns and service centres. Two activities were identified initially: (a) Work with Borough and District Council partners to identify towns and service centres that would benefit from the masterplanning approach. (b) Develop plans for Mansfield to improve the sustainability and viability of its town centre.

Proposals for town centre work 2014/15

4. Under the heading to **Develop Plans for Mansfield to improve sustainability and viability of its town centre**, the proposal is to support collaboration with the Heritage Team that will lead to economic outcomes and improved sustainability in Mansfield. Mansfield was selected for this approach owing firstly to need, based on the prevalence of industrial heritage assets in the town. In addition, there are identified future opportunities to secure external funding via the Heritage Lottery Fund's new Heritage Enterprise programme for the protection of industrial heritage buildings and bringing them back into productive economic use. The HLF funding stream offers up to £5m in potential grant support. There is also a planned programme of skills and training in heritage skills at the local FE college, Vision West Nottinghamshire, which would offer future synergies and possibility to tie in both capital development with local skills development.
5. The Heritage Enterprise programme of the Heritage Lottery Fund is a new scheme launched last December. It offers grants of up to £5million to repair and adapt a historic building or a coherent group of historic buildings for an

end-use that generates a sustainable commercial income. Preference is given to schemes that involve opportunities for people to develop skills and learn about heritage during the lifetime of the project, and that are located within areas experiencing economic disadvantage. The guidance does not prescribe what the economic uses might be, but it does indicate an expectation for additional income for businesses based in the historic buildings included, and wider economic benefit for businesses in the vicinity. An analysis of the commercial viability of the improved building is an essential part of the funding application.

6. Analysis will be conducted on heritage assets in Mansfield town centre alongside scoping work into their future economic use. This project will have the dual benefit of protecting and conserving heritage within Mansfield and working towards bringing these resources into productive economic use, taking account also of future long term sustainability issues. The budget for this activity is proposed to be set at £20,000 contribution from Economic Development. The work will be managed by the local Business Improvement District to ensure local ownership and direction for the work, with facilitation by Nottinghamshire County Council.
7. Under the heading **Work with partners to identify towns and service centres that would benefit from masterplanning approaches**, it is proposed to commission base-line research into the economic situation in locations where infrastructure projects are planned by the County Council. Such assessment would cover footfall, commercial vacancy rates, property values, employment, identification of public services located in the vicinity which can also help to draw footfall (e.g, libraries, health centres).
8. This proposal is based on research undertaken by National Management Trainees relating to the economic impact of capital investment in infrastructure, which found a lack of information relevant to Nottinghamshire. National Management Trainee staff conducted research into the economic impact of capital investment in infrastructure, using a definition of economic development that covered economic vibrancy, employment growth and housing growth. The project looked at three types of infrastructure: local centre improvements, public transport interchange and cycle routes.
9. Local centre improvements were found to lead to improved economic performance and vibrancy in a local area. However while there is a considerable portfolio of case study evidence that helps to exemplify this, it is difficult to translate this belief into quantifiable results. The most promising avenues involve utilising Key Performance Indicators (KPIs) around footfall, property value and vacancy rates. These can baseline the performance of Local Centres, and help identify increased economic vibrancy once improvements are complete. Public Transport Interchange investment was also found to have a general positive impact on economic development, although studies tended to focus on larger capital schemes. Research on the economic impact of Cycle Routes was generally focused on promoting tourism, rather than access to employment. Some specific methodologies were found which utilised cycle counters to help determine the net economic

benefit of cycle routes in terms of overall spend and job creation. There was also significant untapped demand for cycle routes to work, with economic gains generated from the likelihood of cyclists to “stop and spend” compared to drivers.

10. A large degree of economic evidence provided from the benefits of these infrastructure projects involved the utilisation of quantifiable data. This data is somewhat lacking in regards to projects in Nottinghamshire, making it difficult to evidence their economic impact. Acquiring such evidence is critical in developing robust business cases and delivering future external funding bids. The project therefore concluded that further base-lining work should be undertaken in order to provide the necessary evidence.
11. Schemes were identified for the approach in consultation with the Highways Department to take account of future work plans. They are Worksop Bus Station, Hucknall Inner Relief Road, Retford Railway Station and a physical environmental improvement scheme within a townscape (location to be confirmed depending on schedule of future work). The cost of commissioning the research is estimated at £15,000.
12. There would be an implied future commitment to fund further follow up research on completion of the selected schemes, so that there can be a judgement about the economic benefit actually derived. Such studies must also be viewed in the wider context. In general, footfall in town centres is declining (in the face of online trading), so “success” might be in stemming or reducing the comparative decline, rather than in increasing footfall.
13. Commissioning this activity will enable the Council to develop robust measurements which will demonstrate the economic benefit of capital investment in town centres. Benefits will include being able to support future bids to secure external funding. Being able to state the impact of other schemes in Nottinghamshire will assist in being able to make a strong case for schemes seeking funding. With the D2N2 SEP and European funding strategies in preparation and due to come on stream from 2015, this is timely. The data will be key to assist colleagues in Highways with infrastructure development and thus the benefits will be cross-cutting within the County Council.
14. The above two elements proposed for approval together cost £35,000, which would leave £25,000 in the budget for other town centre-related activities. Two pilot initiatives have been explored, either of which could be scaled up should Committee have a preference to support one of the activities rather than both. Details are given in the table below, but in brief they are as follows:
 - a. Pilot of teenage markets in two Nottinghamshire town centres, building on a successful markets / events model developed in Stockport. Estimated cost £10,000.
 - b. Voucher scheme for independent retailers to support them to develop their offer / brand and therefore to sustain town centre vibrancy. Estimated cost £15,000.

Option	Business Case	Estimated Amount	Considerations
1. Development of teenage markets in Notts to encourage entrepreneurship amongst young people as well as developing vibrancy within town centres.	Teenage markets are being successfully piloted in the UK in locations as diverse as Stockport and Salisbury. They may be either attached to a regular market or held as a special event, and are most successful where they incorporate both retailing <u>and</u> performance, to give a festival-type atmosphere. The overall objective is to harness energy and creativity of young people, giving them access to real life trading opportunities to build on their typical trading activity on online platforms like ebay and etsy. Benefits of this approach include development of entrepreneurial activity among young people, opportunities for young people to enhance their skills and find outlets for their creative endeavours, enhancement of town centre vibrancy, and potential recruitment of future market traders, where average age is increasing.	£10,000	<p>Depends on further consultation with both local FE providers (as the key interface with young people in the 16-20 age range that would be the primary target for this type of activity) and with district partners as market managers.</p> <p>Experience elsewhere also indicates that young people must be involved in a leadership role in order for this type of market to be successful. FE providers would hopefully provide a route to young people interested in this type of activity; 4Uth / other NCC youth initiatives could be alternatives.</p> <p>Actual location of the market(s) would need to be selected based on the initial interest from young people.</p>
2. Professional / consultancy voucher scheme for independent retailers Vouchers would pay for professional advice / support to improve the retail offer, e.g:	CLES (Centre for Local Economic Strategies) research shows that for every £1 spent locally around 50p - 70p of that money recirculates back into the local economy, compared to just 5p in every £1 spent out of town or online. Supporting local independent retailers to	£15,000 upwards With a typical voucher of £1000, an	<p>This activity is focused on retail specifically, rather than on mixed use of town centres</p> <p>Using local consultants / suppliers would be subject to this being achievable within procurement rules</p>

<ul style="list-style-type: none"> • Product presentation of their products (e.g. displays, window dressing, shop lighting and layout), • customer loyalty schemes (e.g. coupons, loyalty cards) • integration of technology as a sales tool (e.g mobile phone apps, use of social media). 	<p>improve their offer will assist them in maintaining their presence and increasing sales, with knock-on effects to the local economy.</p> <p>A voucher approach gives a flexible approach enabling adjustment to the offer depending on demand. Ideally, suppliers participating will be Nottinghamshire based, in an effort to create local supply chains.</p>	<p>allocation of £15000 would enable 15 independent retailers to be assisted.</p>	
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Other Options Considered

15. The options are contained in the report.

Reason for Recommendation

16. To support the Committee in meeting its priorities regarding town centre development as approved at its March 2014 meeting.

Statutory and Policy Implications

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

Financial Implications

18. Members set a ceiling of £60,000 for town centre related work within the Economic Development budget for 2014/15. Approval of the Mansfield proposal set out above would leave £40,000 for allocation to selected activities within the identified options.

RECOMMENDATION/S

19. It is recommended that the Economic Development Committee:

- a) Agrees an allocation of £20,000 to support activities in Mansfield during 2014/15 and £15,000 to conduct baseline economic research to inform forthcoming infrastructure projects in the County;
- b) Seek views on the two options given at paragraph 14 as potential innovative approaches that need more work and determine whether Committee is interested in pursuing these.

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact Geoff George (0115) 977 2046

Constitutional Comments (NAB 22.05.2014)

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

Financial Comments (NR 22.05.2014)

The financial implications are set out in paragraph 5 and referred to throughout the report.

Background Papers and Published Documents

None

Electoral Division(s) and Member(s) Affected

All

3 June 2014**Agenda Item: 9****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****CONSULTATION RESPONSE SUBMITTED UNDER URGENCY
PROCEDURE:
DRAFT ERDF OPERATIONAL PROGRAMME FOR ENGLAND****Purpose of the Report**

1. To advise members of a response submitted under the urgency procedure to a Department for Communities and Local Government (DCLG) consultation on the draft European Regional Development Fund (ERDF) Operational Programme for England 2014-20.

Information and advice

2. On 1st May, DCLG issued a consultation draft of the ERDF Operational Programme for England 2014-20. The deadline for responses was 28th May 2014
3. The consultation response time was very short because the development of the ERDF programme has already been the subject of extensive consultation. An initial consultation was commenced on the future of the European Structural Funds in April 2012, to which the County Council responded. Roadshows were held throughout the country in late 2012. Officers of the County Council and the D2N2 Local Enterprise Partnership (LEP) attended these events.
4. In 2013, strategy documents outlining the use of EU funds were requested to be developed by the 39 Local Enterprise Partnerships who would have responsibility at a local level for implementing the funds. The County Council has been involved in the development of the D2N2 and Sheffield City Region European Strategic Investment Fund documents through its LEP engagement arrangements.
5. The National Operational Programme sits above the 39 local strategies for the use of EU funds as developed by the individual LEPs and covers the whole of England.
6. The European Regional Development Fund is a European Structural Fund. It provides finance to meet the costs of economic development activities, such as support for enterprises, development of land and property, ICT and innovation activities.

7. A response has been prepared and submitted by the deadline. A copy of the response is attached (appendix A). It was signed off through the provisions for urgent decisions by the Chief Executive (Option C, Part C of the Constitution – decision by the Chief Executive) due to the submission deadlines being outside of the Committee cycle.

Reason(s) for Recommendations

8. Decisions taken through the urgency procedures are required to be reported to the next available Committee meeting.

Statutory and Policy Implications

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

RECOMMENDATIONS

10. It is recommended that Committee notes this report.

Report of the Group Manager, Corporate Strategy, Celia Morris

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

Constitutional Comments

As the report is for noting only, constitutional comments are not required.

Financial Comments [NR 21.05.2014]

There are no financial implications arising directly from the report.

Background Papers

Nottinghamshire County Council's Response Form to the BIS Consultation on Partnership Agreement: Delivery of Structural Funds, Rural Development Funds and Maritime and Fisheries Funds in England: April 2012

DCLG ERDF Operational Programme 2014 -20 Technical Annex, May 2014,
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/307987/ERDF_OP_Consultation_Technical_Annex_2014-20.pdf

DCLG European Regional Development Fund England Operational Programme 2014 to 2020 Consultation document, May 2014
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/307985/ERDF_OP_Summary_2014-2020.pdf

Electoral Division(s) and Member(s) Affected

All

Consultation Response Form

Consultation closing date: 5.00pm on Wednesday 28th May 2014
Your comments must reach us by that date and time

**2014 to 2020 European Structural and
Investment Funds Growth Programme in
England: Consultation on European
Regional Development Fund Operational
Programmes**



European Structural and Investment Funds
Growth Programme for England (2014-2020)

Information provided in response to this consultation, including personal information, may be subject to publication or disclosure in accordance with the access to information regimes, primarily the Freedom of Information Act 2000 and the Data Protection Act 1998.

If you want all, or any part, of your response to be treated as confidential, please explain why you consider it to be confidential.

If a request for disclosure of the information you have provided is received, your explanation about why you consider it to be confidential will be taken into account, but no assurance can be given that confidentiality can be maintained. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on the Department.

The Department will process your personal data (name and address and any other identifying material) in accordance with the Data Protection Act 1998, and in the majority of circumstances, this will mean that your personal data will not be disclosed to third parties.

Please tick if you want us to keep your response confidential.	
Reason for confidentiality:	

Name:	
Please tick if you are responding on behalf of your organisation.	x
Name of Organisation (if applicable): Nottinghamshire County Council	

Please mark the box that best describes you as a respondent.

<input type="checkbox"/> LEP	<input type="checkbox"/> Private Business	<input type="checkbox"/> Opt-In Organisation
<input checked="" type="checkbox"/> Local Authority	<input type="checkbox"/> University	<input type="checkbox"/> Core Cities
<input type="checkbox"/> Civil Society	<input type="checkbox"/> Further Education	<input type="checkbox"/> Chambers of Commerce
<input type="checkbox"/> Growth Programme Board Member	<input type="checkbox"/> Social Partner	<input type="checkbox"/> Rural Community Group
<input type="checkbox"/> Local Action Group	<input type="checkbox"/> Environmental Partner	<input type="checkbox"/> Other

Please specify if marked as 'Other':

ERDF Operational Programme Questions

1. What priorities and activities should the European Regional Development Funds focus on to deliver local growth and jobs?

Comments:

Those which are included in the local LEP EU-SIF, namely:

- Innovation
- ICT
- SME competitiveness
- Low Carbon

The County Council is implementing a broadband plan as part of the BD-UK national programme, with support from ERDF in the current programme. Improving digital connectivity is important particularly for the rural parts of our County in enabling them to compete effectively in the global market place. The current broadband plan seeks to put in place fast connections for 90% of county premises. We would like to see broadband included as an eligible activity in the next programme within the ICT heading. This would provide ongoing opportunities to enhance the BD-UK programme, for example through demand stimulation work with businesses, and so we welcome its inclusion in the Consultation document.

Nottinghamshire County Council is also supportive of the priorities included in the D2N2 EU-SIF around transport, environmental protection and climate change. All of these factors impact on the overall climate for business growth and are thus important issues for economic development.

Vulnerability to localised flooding threatens the resilience of some local businesses, while pinch points in the local transport network will act as barriers to growth if left unaddressed, with potential to impact on trade and commuting flows. Development of green and blue infrastructure, whilst it contributes widely to economic growth, can be costly and such costs are difficult to recover from inclusion in the price of goods and services. A sustainable environment, protected from negative impacts such as flood risk and well-connected in terms of transport offers many benefits to the business community, affecting both inward investment opportunities and indigenous company expansion and growth.

2. What are the key needs and opportunities that should underpin the Operational Programme to meet what is needed locally?

Comments:

The national strategy refers to industrial hinterlands: areas outside of major cities but with urban centres historically associated with industry. Nottinghamshire would largely fall into this category, although there are also more rural parts of the County containing small market towns such as Newark and Retford. Industrial change has affected Nottinghamshire like the rest of the UK, but the county continues to have a sizeable proportion of manufacturing industry. Recent high profile cases like the imminent closure of UK Coal's last remaining Nottinghamshire colliery point to an ongoing need for restructuring and support for enterprise development and growth, in order to bring replacement and additional job opportunities.

Of concern generally is that the business base of the area is relatively small given the size of its population. Entrepreneurial activity is generally low, particularly in the north of the County, and so the focus of the both the D2N2 EU SIF and the National Operational Programme on support for SME start-up and growth is welcome.

Innovation is seen as comparatively low with a low proportion of employment in knowledge intensive industries. The County Council as a partner in three innovation centres is playing its own part in encouraging the spread of innovation amongst Nottinghamshire companies. We also recognise the opportunities provided by the two major Higher Education institutions in Nottinghamshire: the University of Nottingham and Nottingham. The map in the OP on page 19 does not reference either of these institutions in the top 20 list of universities with SME interactions and we would be keen to see them develop this role in the next programming period, with the implications that brings for improving the proportion of employment in knowledge intensive industries and thus increasing the quality of jobs.

Identified opportunities also include growth in some particular sectors, especially the low carbon economy, which is referenced as a key sector in the D2N2 EU SIF. We note that the European thematic objective on low carbon lends itself well to support for growth in this sector. There are forecasts for increased global trade, partly associated with anticipated growth at East Midlands airport, and increased use of ICT connections and technologies to improve and expand both products and services and client reach. This is another reason why Nottinghamshire County Council supports the inclusion within the ERDF Operational Programme of broadband infrastructure, particularly for focus on enabling SMEs to make the most of newly available technologies to extend activities and reach.

3. How can the European Regional Development Fund be used alongside other European and national funds to achieve economic growth?

Comments:

The D2N2 LEP, in which the County Council is a partner, is already working on joining up its Single Growth Fund to work with the EU funds where possible. We are also committed in principle to nearly all of the opt-in offers available, subject to being able to agree local priorities with the opt-in providers.

Specific projects developed out of joint working with the LEP via the SEP such as the Growth Hub development will see a co-ordination of business support activity and intelligence and will see a shared understanding of and responses to business needs locally.

It is useful to take account of existing relationships within local LEP areas and key delivery organisations, such as the Universities, to facilities cross-theme working and project-level collaborations.

4. How do you think we could effectively promote and demonstrate the performance of the Programme and impact of the European Regional Development Funds?

Comments:

Collect data on the following:

Jobs created

Enterprises supported

New enterprises (start-ups) supported

Business births rate (increasing) and deaths rate (decreasing).

Survival rates, growth rates

SME-University collaborations

Productivity improvements / improvements in performance in individual companies

Private sector investment

GVA growth.

Tools for promotion and demonstration: case studies, preferably showcasing success of individuals, to make the programme real for others. We have seen this done by the Prince's Trust with regard to their business support programmes with good effect, and which also had the outcome of generating further referrals / clients for their programmes. Nottinghamshire Business Venture also has some good case studies available.

We would like to see regular updates that were also targeted at business audiences, e.g. via the Notts Business Engagement Group, on what the overall programme is achieving. This will also help to generate further engagement with the business community in programme-type activities aimed at that sector.

5. How do you envisage implementing the cross cutting themes locally?

Comments:

We would envisage a consideration of the cross cutting themes of equalities and environmental sustainability as part of the assessment of every proposal to be funded using the ERDF.

Recording of assistance to people from disadvantaged groups should be a standard part of monitoring.

Growth aspirations can impact on environmental conditions, for example through increased energy demands and increased commuter flows into major cities. Inclusion of activities focused on ICT, and opportunities for mitigation through the environmental protection and transport themes, will be factors in addressing this.

Thank you for taking the time to let us have your views. We do not intend to acknowledge individual responses unless you place an 'X' in the box below.

Please acknowledge this reply.	
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E-mail address for acknowledgement:

Completed responses should be sent to the details below by **5.00pm on Wednesday 28th May 2014.**

Send by post to:

ERDF Operational Programme Consultation
2014 to 2020 European Programme Team
Department for Communities and Local Government
Eland House
Bressenden Place
London
SW1E 5DU

Send by email to:

esif@communities.gsi.gov.uk

3 June 2014**Agenda Item: 10****REPORT OF CORPORATE DIRECTOR, POLICY, PLANNING AND
CORPORATE SERVICES****WORK PROGRAMME****Purpose of the Report**

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

Information and Advice

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

Other Options Considered

6. None.

Reason/s for Recommendation/s

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

Statutory and Policy Implications

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

RECOMMENDATION/S

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

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

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

Constitutional Comments (HD)

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

Financial Comments (PS)

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

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All

ECONOMIC DEVELOPMENT COMMITTEE - WORK PROGRAMME

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>For Decision or Information ?</u>	<u>Lead Officer</u>	<u>Report Author</u>
1 July 2014				
Better Broadband for Nottinghamshire – progress update	Update on the roll-out and phase two of the programme.	Information	Nicola McCoy Brown	Nicola McCoy Brown
Thoresby Colliery closure	To note information on the closure plans at Thoresby Colliery and measures being implemented to support those at risk of redundancy.	Information	Geoff George	Geoff George
Nottingham and Nottinghamshire Destination Management Plan	To consider and offer comment on the proposed Nottingham and Nottinghamshire Destination Management Plan.	Decision	Celia Morris	Mandy Ramm
Sector working – outlining our approach	To agree an approach to working across key sectors of the economy in Nottinghamshire.	Decision	Matt Lockley	Fiona Anderson
Town centre regeneration initiatives	To consider more detailed proposals for activity to support town centre regeneration. <i>[note: pending outcome of discussion at 3rd June Committee]</i>	Decision	Geoff George	Kay Massingham
16 September 2014				
Nottinghamshire Economic Development Capital Fund – round one applications	To receive information on the first round of applications for the Nottinghamshire Economic Development Capital Fund	Information (possible decision)	Geoff George	Kay Massingham
D2N2 update – Strategic Economic Plan and Local Growth Fund	To update Committee on the D2N2 Strategic Economic Plan, Local Growth Fund allocation and EU funding programmes.	Information	Matt Lockley	Matt Lockley
14 October 2014				
Better Broadband for Nottinghamshire – progress update	Update on the roll-out and phase two / three of the programme and on the outcome of the Superfast Extension application.	Information	Nicola McCoy Brown	Nicola McCoy Brown
Economic Development Strategy – delivery plan and budget 2014-15	To consider performance against the delivery plan and budget for 2014-15.	Information (possible decision)	Celia Morris	Matt Lockley
Youth Employment Strategy – progress update	To receive a progress update on the two projects funded through the Council's Youth Employment Strategy budget	Information	Fiona Anderson	Trish Adams

<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>
18 November 2014				
Key account management – performance update	To consider the annual performance report for the Key Account Management approach to business engagement.	Information (possible decision)	Matt Lockley	Mandy Ramm

Last updated 22 May 2014