

THE CITY OF NOTTINGHAM AND NOTTINGHAMSHIRE ECONOMIC PROSPERITY COMMITTEE

Friday, 25 November 2016 at 10:30

**Ashfield District Council, Urban Road, Kirkby-in-Ashfield,
NG17 8DA**

AGENDA

- | | | |
|----------|---|----------------|
| 1 | Apologies for Absence | |
| 2 | Declarations of Interests by Members and Officers (see note b) | |
| 3 | Minutes of the last meeting held on 23 September 2016 | 3 - 10 |
| 4 | Emerging East Midlands HS2 Strategy and Phase 2 Route Announcement | 11 - 14 |
| 5 | Midlands Engine Trade Mission to China 28 October to 4 November 2016 | 15 - 20 |
| 6 | A Countywide Approach to the Mayflower 400 Project | 21 - 26 |
| 7 | Erasmus Apprenticeship Project | 27 - 30 |
| 8 | Work Programme | 31 - 34 |

Notes

- (a) Members of the public are welcome to attend to observe meetings of the Economic Prosperity. Please note that there is no opportunity for the public to speak at these meetings.
- (b) Declarations of Interests – Persons making a declaration of interest should have regard to their own Council's Code of Conduct and the Committee's Procedural Rules.

Members or Officers requiring clarification on whether to make a declaration of interest are invited to contact Sara Allmond (Tel. 0115 9773794) or a colleague in Democratic Services at Nottinghamshire County Council prior to the meeting.

- (c) 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

THE CITY OF NOTTINGHAM AND NOTTINGHAMSHIRE ECONOMIC PROSPERITY COMMITTEE

DECISIONS OF THE MEETING HELD ON FRIDAY 23 SEPTEMBER 2016 AT 10.30 AM AT KELHAM HALL, NEWARK & SHERWOOD DISTRICT COUNCIL

MEMBERS PRESENT

(A denotes absent)

Chairman – Councillor Alan Rhodes – Nottinghamshire County Council
Vice- Chairman – Councillor Neil Clarke MBE – Rushcliffe Borough Council **A**

Mayor Kate Allsop – Mansfield District Council **A**
Councillor Roger Blaney – Newark and Sherwood District Council
Councillor Cheryl Butler – Ashfield District Council
Councillor Alan Clark – Nottingham City Council (substitute for Councillor Jon Collins)
Councillor John Clarke – Gedling Borough Council
Councillor Jon Collins – Nottingham City Council **A**
Councillor Tony Harper – Broxtowe Borough Council (substitute for Councillor Richard Jackson)
Councillor Richard Jackson – Broxtowe Borough Council **A**
Councillor Simon Greaves – Bassetlaw District Council (substitute for Councillor Jo White)
Councillor Simon Robinson- Rushcliffe Borough Council (substitute for Councillor Neil Clarke)
Councillor Jo White – Bassetlaw District Council **A**

OFFICERS PRESENT

Fiona Anderson – Nottinghamshire County Council
David Armiger – Bassetlaw District Council
Craig Bonar – Ashfield District Council
Shane Flynn – Broxtowe Borough Council
Keith Ford – Nottinghamshire County Council
Allen Graham – Chief Executive, Rushcliffe Borough Council
Anthony May – Chief Executive, Nottinghamshire County Council
Mandy Ramm – Nottinghamshire County Council
David Ralph – Chief Executive, D2N2 Local Enterprise Partnership
James Schrodel – Nottingham City Council

Rachel Heyes – Nottingham Trent University
Stuart Marriott – University of Nottingham

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Mayor Kate Allsop, Councillor Neil Clarke, Councillor Jon Collins and Councillor Jo White. Apologies were also

received from Ian Curryer and Chris Henning (Nottingham City Council), Ruth Hyde (Broxtowe Borough Council), Robert Mitchell (Ashfield District Council), Andrew Muter (Newark & Sherwood District Council), John Robinson (Gedling District Council), Bev Smith (Mansfield District Council), and Neil Taylor (Bassetlaw District Council),

2. DECLARATIONS OF INTEREST

None

3. MINUTES OF THE LAST MEETING

The minutes of the meeting held on 22 July 2016, having been previously circulated, were agreed as a true and correct record and were confirmed and signed by the Chair of the meeting, subject to the following amendment:-

- Item 6 – Sheffield City Region Combined Authority Consultation – 5th paragraph, 1st sentence – insert ‘district’ ahead of ‘council – revised sentence to read:-

‘Anthony May clarified the legal aspects and explained that a district council could only be a constituent member of one Combined Authority’.

ORDER OF AGENDA

The Chairman proposed that the item on Innovation Centres in Nottinghamshire be moved down the agenda as the presenting officer was running late due to a road traffic accident in the Newark area.

The Chairman welcomed Rachel Heyes and Stuart Marriott to the meeting.

4. INTRODUCTION TO SKILLS ITEM – PRESENTATION BY ALLEN GRAHAM

The presentation by Allen Graham outlined the N2 (Nottingham and Nottinghamshire) skills and employment strategic priorities, challenges, ongoing work and existing governance arrangements (including the potential for strengthening links to this Committee through the appointment of a Member Champion for Skills and possible budget allocation for that role).

RESOLVED 2016/023

- 1) That the presentation be noted.
- 2) That the appointment of an N2 Member Skills Champion be considered at a future meeting of the Committee.

5. GRADUATE RETENTION IN N2

Stuart Marriott, Associate Director, Careers and Employability Service, The University of Nottingham and Rachel Heyes, Head of Business Engagement,

Employability and Enterprise, Nottingham Trent University (NTU), gave a presentation which highlighted the following key issues:-

- the shared priorities between the Universities and the local authorities around addressing the existing higher level skills gaps within N2;
- the challenges faced in terms of graduate retention (with Nottingham currently having the lowest rate of all the core cities) and the investment and plans to respond to those challenges – for example:-
 - the Fuse pilot project which had been developed jointly by the two universities. This was a corporate graduate recruitment mechanism targeted at Small and Medium Enterprises (SMEs) with no graduate recruitment history. Although the initial numbers had not proven as successful as a similar project in Sheffield, evaluation and development work was ongoing to try and better match the needs of SMEs with graduates' career goals;
 - a 'Welcome to Nottingham' campaign;
 - NTU's Global Strategy 2020 which aimed to create more work experience, placement and internship opportunities for home / EU students locally, nationally and internationally and provide careers guidance for under-graduates. NTU had one of the largest Employability Teams nationally, tapping into and providing a wide range of funding. NTU viewed paid internships as one of the key ways forward.

In response to Members' questions and comments the following points were clarified:-

- with regard to the low graduate retention rate, it was recognised that a lot of graduates from Nottingham who have studied elsewhere do return to Nottingham to live. Many of the fashion and textile students who graduated in Nottingham moved to London to seek employment. With regard to overseas students, many had limits on their visas following graduation;
- further work had been undertaken with employers regarding job design and to make opportunities more attractive to graduates. Less than 10% of jobs advertised in Nottingham allowed a discussion about flexible working;
- with regard to promoting employment and living in the districts, rather than just the City, a Memorandum of Understanding had been developed with Nottingham Trent University and the potential benefits of a similar agreement with the University of Nottingham had been highlighted. Ms Heyes underlined the ongoing discussions with Rushcliffe Borough Council about maximising opportunities to share and work a lot more collaboratively (which she planned to discuss further with Mike Carr, the relevant NTU Vice-Chancellor for Employment);

- with regard to the national Graduate Development Programme, which the various Councils subscribed to, Anthony May suggested that one option could be for the Councils to request graduates only from the two local Universities. He planned to discuss that possible approach further with Allen Graham and bring any proposals back to this Committee as appropriate. Ms Heyes and Mr Marriott thought such an approach could be helpful.

Allen Graham introduced the report and highlighted the need for the Committee to give further consideration to the issues of investment and accommodation (with suitable accommodation possibly playing a role in encouraging graduates to stay in the City and County). David Ralph underlined the importance of locating all mainstream funding into a single area and highlighted the consideration being given to designating housing within business enterprise zones as possible 'graduate residential areas'. Councillor John Clarke highlighted the Erasmus Project's work in Gedling, which had built upon successful work in Germany and Poland. He suggested that a presentation to the Committee by officers could be helpful. He also highlighted the 36 week placements offered to two Nottingham Trent University students around work with the homeless, for which Gedling Borough Council were also paying a £1000 bursary.

RESOLVED 2016/024

- 1) That, subject to a successful appraisal of the FUSE pilot project, the scale and ambition of the FUSE SME Graduate Employment Programme for N2 be increased.
- 2) That the ESIF Higher Skills Development opportunity be supported, subject to the identification of the added value it will bring to county based SMEs.
- 3) That officers apply to the Nottinghamshire Pre Development Fund for a feasibility study on the need, shape and design of a housing scheme for young professionals.

6. N2 JOINT APPRENTICESHIP STRATEGY

Allen Graham introduced the report and emphasised the need for more co-ordinated activity to better understand needs and opportunities and for local authorities buying in such services to have more control over the actual provision. As an example of the need for better co-ordination, David Armiger highlighted the experience of Bassetlaw District Council, who had found that the two local Universities' planning courses were not supported by the relevant professional bodies, meaning that graduates trainees were having to travel to Birmingham. Anthony May highlighted the need to give further consideration to the better deployment of existing provider vehicles within the City and County, underlining the need for greater input into the types of provision and better outcomes across the County and City. Councillor Greaves agreed with the need for improved benefits across the board. David Ralph and Allen Graham highlighted the need for greater ambition in order to extend any collaborative working across the public

sector to include the Health Service, Fire and Police, thereby maximising the benefits of public expenditure on the apprenticeship levy.

RESOLVED 2016/025

That approval be given to the proposal:-

- a) to develop a joint N2 apprenticeship strategy for Local Authorities, including the potential and opportunity for a shared resourcing model;
- b) to jointly develop a case to lobby Government to extend the 18 month deadline for use of the funds in the levy account;
- c) that N2 local authorities work collaboratively to analyse existing and future workforce needs and
 - i) procure apprenticeship provision to meet these needs;
 - ii) work with providers to design appropriate apprenticeship provision tailored to meet skills gap areas;
 - iii) continue to analyse existing and future needs and develop a timetable to address these requirements;
- d) that local authorities within the City of Nottingham and Nottinghamshire Economic Prosperity Committee confirm their commitment to the development of a collaborative framework and their interest in accessing this to procure apprenticeship training from 2017;
- e) to continue discussions with wider public sector organisations and consider their inclusion within the Framework;
- f) to develop a process to extend the framework to enable SMEs to access apprenticeship training.

7. CAREERS PROVISION IN N2

Allen Graham introduced the report, which aimed to start a dialogue with the Committee about this issue. Anthony May underlined the need to consult with the board of Futures about their role within this (the City and County Council were currently undertaking work to clarify the role of Futures going forward).

RESOLVED 2016/026

- 1) That further work be undertaken to develop the following proposals for future consideration by the Committee as appropriate:-
 - a) a joint communications campaign to promote the benefits of careers in N2 and particularly those linking to the key sectors to young people in N2;

- b) the establishment of a local co-ordination group that brings together careers providers, schools and employers to maintain strategic oversight and promote integrated working;
 - c) clarification of the role of the N2 Skills & Employment Board in relation to lobbying government for more control of skills budgets including careers provision.
- 2) That it be noted that the refreshed Skills for Growth Strategy will inform local education providers of recent labour market trends and projected future areas for growth.

8. INNOVATION CENTRES IN NOTTINGHAMSHIRE

Mandy Ramm introduced the report, giving an overview of the current contract and performance, outlining the planned development of the new provision and seeking funding from the N2 Business Rates Pool for business property upgrades at the Mansfield i-centre, the Worksop Turbine and the Newark Beacon.

During discussions, Members raised the following issues:-

- the proposed funding bids were supported but Members sought clarification as to how they could access this funding stream for similar centres within districts. Members were reminded how the innovation centres had been brought together under a single management contract, on the understanding that should similar centres open elsewhere they could be dovetailed into this same management arrangement;
- it was clarified that the possibility of funding the property upgrades through loans rather than grants had been considered but discounted on the basis that pay back might not be feasible. Other sources of funding had also been explored, for example SUDS had been considered but some of the centres would not have matched their criteria. Officers felt that the Business Rates Pool was the most appropriate source of funding;
- It was agreed that it would be helpful to clarify the criteria for future funding applications from the Business Rates Pool so that Members could put forward funding bids for other relevant projects.

RESOLVED 2016/027

That the update on the Innovation Contract be noted and the request for £300,000 investment across the 4 business sites be approved.

9. WORK PROGRAMME

RESOLVED 2016/028

To note the work programme with the inclusion of the following item agreed earlier in the agenda:-

- Appointment of an N2 Member Skills Champion

The meeting closed at 12.07 pm

CHAIRMAN

**Report to the City of
Nottingham and
Nottinghamshire Economic
Prosperity Committee**

25 November 2016

Agenda Item: 4

REPORT OF THE HS2 EXECUTIVE TEAM

**EMERGING EAST MIDLANDS HS2 GROWTH STRATEGY AND PHASE 2
ROUTE ANNOUNCEMENT**

Purpose of the Report

1. To seek endorsement from Committee for the Emerging East Midlands HS2 Growth Strategy submitted to Government in September 2016.
2. To advise Committee of the Phase 2 Route Announcement and the planned next steps for HS2 development in the East Midlands.

Background

3. At the July EPC, Committee were appraised of the progress towards the preparation of the Emerging East Midlands HS2 Growth Strategy due to be submitted to Government at the end of September 2016. The purpose of the strategy is to set out the economic case for investment in HS2 and to inform the Phase 2 Route Announcement.
4. The technical work progressed sufficiently to allow the Emerging Strategy document to be submitted to Government on the 30th September 2016, the Strategy can be accessed via the link:
http://www.emcouncils.gov.uk/write/East_Midlands_HS2_for_Website_single_pages.pdf
5. The submission has been acknowledged on behalf of the Government by Andrew Percy MP. A number of presentations have been made on the Emerging Growth Strategy to stakeholders both within the East Midlands and beyond – including to officials from DfT, BIES, DCLG and HMT in London. The response to date has been very positive. A formal press launch took place on the morning of the 18th November 2016.

Next Steps

6. On the 15th November, the Phase 2 Route Announcement confirmed the anticipated route including the Hub Station at Toton. The changes to the original plans in Nottinghamshire appear limited. The announcement is a step in the right direction but it will be important to secure the complementary measures to enable the economic benefits locally to be brought to fruition. The Announcement is a trigger for the development of a Full HS2 Growth Strategy for the East Midlands.
7. The Government's HS2 Command paper published in November 2015 allocated £1.25million to support the development of an HS2 Growth Strategy for the East Midlands.
8. The money is split into two equal tranches: the first to be claimed by the end of March 2015, the second after the Phase 2b Route Announcement. This will support the delivery of a Full HS2 Growth Strategy to be submitted to Government by July 2017. As with the first tranche of funding, it will be necessary to submit an agreed project plan for how the money will be spent, a paper will be considered by the HS2 Board on the 18th November. If this submission is made before Christmas 2016, it is anticipated that the money will be drawn down early in 2017.
9. Key areas for consideration in the Full HS2 Growth Strategy are likely to include:
 - a. Potential funding and delivery mechanisms
 - b. A detailed assessment of skills and supply chain opportunities
 - c. Agreeing the station design principles
 - d. Agreeing the detailed station design
 - e. Development of a Mass Transit Strategy
 - f. Preparation of an implementation plan
 - g. Identification and promotion of investment opportunities
 - h. Agreeing programme management

A paper on the proposed content of the Full HS2 Growth Strategy will be presented to the HS2 Board at the meeting on the 18th November.

Reason(s) for Recommendations

For Committee to endorse the Emerging East Midlands HS2 Growth Strategy including the Phase 2 Route Announcement and to be appraised of the next steps towards the submission of a Full Growth Strategy in July 2017.

Other Options Considered

None

Statutory and Policy Implications

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.

Financial implications

None

RECOMMENDATION/S

It is recommended that Committee:

1. Endorse the Emerging East Midlands HS2 Growth Strategy
2. Note the Phase 2 Route Announcement and the development of progress towards the full Growth Strategy for submission to Government in July 2017.

Report of the HS2 Executive Team**For any enquiries about this report please contact:**

Fiona Anderson

Senior Economic Development Officer, Nottinghamshire County Council

0115 9772688

Background Papers

EPC July 2016

**Report to the City of
Nottingham and
Nottinghamshire Economic
Prosperity Committee**

25th November 2016

Agenda Item: 5

**REPORT OF THE CHIEF EXECUTIVES OF NOTTINGHAMSHIRE COUNTY
COUNCIL AND NOTTINGHAM CITY COUNCIL**

**MIDLANDS ENGINE TRADE MISSION TO CHINA 28TH OCTOBER- 4TH
NOVEMBER 2016**

Purpose of the Report

1. This report updates the Economic Prosperity Committee (EPC) on the recent N2 participation in the Midlands Engine Trade Mission to the People's Republic of China and outlines potential opportunities.

Background

UK-China Golden Era

2. In 2015 the UK and China strengthened bilateral relations with a State Visit by President Xi Jinping. The visit was said to usher in a “golden era” in relations and provide a platform for political, economic, financial, trade and investment relations, and people-to-people exchanges in the decade ahead. The Midlands Engine work regionally, and the existing and new work in Nottingham and Nottinghamshire is set in this context.

Midlands Engine

3. The Midlands Engine (ME) is a partnership between the Local Enterprise Partnerships (LEPs), local councils, businesses and local government across the Midlands with the aspiration of boosting economic growth and productivity. The ME has a budget of £5m to join collective strengths across the area.
4. It has been seen as important for the N2 area to proactively engage with ME from the outset. This would help counter-balance economic uncertainties associated with Brexit and to realise the benefits of the UK Government's ambitions that the Midlands economy should grow by £34 million by 2030. One of the key planks of this initiative is to grow trade and investment.

5. Participating in the Trade Mission to China was a clear demonstration of local commitment to the Midlands Engine. It also sought to capitalise on the high profile presence on the mission of Sir John Peace, Chair of ME, and the Secretary of State (SoS) for Communities and Local Government, the Rt. Hon Sajid Javid MP (who endorsed the ME Prospectus when SoS for Business Innovation and Skills).
6. Unfortunately the SoS had to withdraw at the last minute due to pressing parliamentary business – nevertheless his initial engagement had secured high level Chinese Government representation.

The Trade Mission

7. The Mission itself was focused on Eastern China and was the formal launch of the “Midlands Engine for Growth” pitch to Chinese institutional, state owned and private investors at a strategic and ministerial level – with UK government backing.
8. The mission’s main programme of activity was supported by the Foreign and Commonwealth Office (FCO), the Department for International Trade (DIT – formerly the UKTI) and the China- Britain Business Council (CBBC). The City and County Councils received particular assistance in developing their bespoke programmes from the British Consulate General in Shanghai and the China Council for the Promotion of International Trade (CCPIT).
9. 60 delegates attended the overall Mission consisting:
 - a. 6 Council Leaders or Chief Executives including:
 - i. A party from Nottingham City led by Ian Curryer
 - ii. A party from Nottinghamshire County Council led by Anthony May and Councillor Diana Meale, Chair of Economic Development
 - b. 7 Universities including:
 - i. Nottingham Trent University
 - ii. The University of Nottingham
 - c. 25 businesses including:
 - i. 8 from N2
10. The Mission activities comprised 6 regional City or Provincial visits focused on Eastern China. Each meeting achieved senior engagement with the direct participation of the respective Mayor or Governor of that area.
11. Furthermore, over 100 business and investment meetings took place during the visit.
12. The two keystones of the ME Programme were in Shanghai:
 - a. The Regional Leaders Summit (RSL); and
 - b. CBBC 2nd Outbound Conference.

The role and intent of Nottinghamshire County Council

13. The Nottinghamshire delegation was driven by the desire to build on the Chief Executive’s visit to Ningbo in 2015 at the invitation of the University of Nottingham, and to further capitalise on business sector and trade intelligence gathered with N2 partners in 2016. This had resulted in the focus on Zhejiang Province, to complement

the work and “brand recognition” of the City Council and the University of Nottingham in that area.

14. The aim of the delegation was to:

- a. Explore mutual opportunities and interest in Zhejiang around the Province’s 5 year strategic and sectoral ambitions.
- b. Explore the interest and capacity of Nottinghamshire businesses to trade with Zhejiang
- c. Explore opportunities to tailor the Nottinghamshire offer (heritage, culture, sport and education) to meet the primary needs of the Province.
- d. The best use of resources to achieve scale and impact.

15. In terms of the business offer, the county showcased the following sectors by producing a brochure which outlined the heritage of and unique opportunities within Nottinghamshire, including:

- a. Pharmaceutical and Medical Innovation
- b. Advanced Manufacturing
- c. Agricultural Innovation
- d. Food and Drink Manufacturing

To view the Nottinghamshire brochure [click here](#)

16. The County Council’s activity sought to complement the work and relationships of the City Council and the University of Nottingham. In fact, the County Council delegation joined the City Council and University in Ningbo, before travelling to Shanghai.

The role and intent of Nottingham City Council

17. The City Council’s activities meanwhile were aimed at deepening long established relationships in Ningbo and Zhejiang and continuing the delivery of its International Strategy (2014-17). This is aimed at attracting investment and supporting international trade and the visitor economy.

18. The City Council’s activities were in the context of Nottingham and Ningbo’s long established and productive relationship. This has resulted in the award of “best city to city relationship” by the Chinese People’s Association of Friendship with Foreign Countries (CPAFFC).

19. The strength of the City Council’s relationship with Ningbo and their knowledge and understanding of their respective economies is reflected in a specific sectoral focus on life sciences, creative and digital and clean tech/low carbon. During the visit, the City Council delegation facilitated:

- Formal links between Nottingham University Hospital Trust and Ningbo equivalents in research, training and back office functions.
- A visit from East Midlands Airport to create links with Ningbo airport.
- Participation in a documentary charting the relationships between Ningbo and Nottingham.

- Dedicated meetings with Chinese investment companies – pitching major investment projects to underpin “Building a Better Nottingham”, Nottingham City’s Pitch Book, with interest in residential, infrastructure, urban regeneration and energy projects.

20. Furthermore, the visit was an opportunity for City Council colleagues to meet their newest employee, Lai Xi, the Trade and Investment Officer based in Ningbo. Lai Xi comes from Pingan Bank, one of the largest financial institutions in China. Her goal is to encourage and support trade and investment between the two cities. During her first week, she helped facilitate key investment meetings including one with CNTY which may lead to investment into Nottingham’s green energy sector. The role is funded by Ningbo government and she is located at the University of Nottingham’s Ningbo campus.

Key Outcomes and Opportunities

21. The Regional Leaders Summit (RSL) was an event hosted by the CPAFFC. It was built around the Midlands Engine visit on the basis of existing commercial links (Jaguar Land Rover, Rolls Royce etc.), educational links (particularly through the University of Nottingham), sporting links (Chinese investment in Midlands Football Clubs) and existing key relationships with Eastern China including Derby-Hefei, Solihull-Changzhou, Birmingham-Nanjing and in particular Nottingham City’s relationship with Ningbo.

22. The RSL is one of four high level dialogues between the UK and China and was brought forward to coincide with the ME trade mission. The County and City Councils led the first open session of the Summit, working with Derbyshire County Council, Derby City Council and Wolverhampton City Council to showcase sports in the Midlands.

23. It is hoped that this event and the underpinning discussion will lead to a formal “Statement of Intent” between Eastern China and ME. Whilst currently under consideration, discussions are likely to lead to a commitment to facilitate the following:

Business to Business:

- a. More advanced discussions between areas to develop “smoother” trade between businesses.
- b. Co-promotion of investment opportunities.
- c. Collaboration and partnership on future trade missions.
- d. Exploration of business exchange opportunities to promote people to people links and improved understanding between business communities.

Government to Government:

- e. Midlands Engine and Eastern China local/provincial governments to work with their respective central governments to articulate current and potential links within the context of the golden era agenda.

- f. Formal central government endorsement of the links between Eastern China and the ME.
- g. Collaboration and information sharing between partners on their own individual relationship building.

People to People:

- h. Support to sporting and cultural exchanges.
 - i. Continuance and expansion of work with educational institutions with the common objective of improving the clarity of communications between regions.
 - j. Increasing the exchange of people between the regions – covering business, education, sport etc.
24. Before this can be realised, there are several strategic steps to be completed. ME has committed to produce a report on the mission, focusing on opportunities in the context of the above. This will be presented to Government by Sir John Peace. It is hoped that from this, a reciprocal Chinese delegation will visit the Midlands to strengthen their understanding and help capitalise on future opportunities.
25. Furthermore, in 2017, it is intended to commit to a further ME visit to Eastern China.
26. Other key agreements during the Trade Mission include:
- a. Shanghai has agreed to establish an economic cooperation partnership with ME.
 - b. Chengdu city and Sichuan Province have agreed to establish economic cooperation partnerships with ME.
27. Importantly, meetings with the Provincial Governor of Zhejiang and the Vice Director General for Foreign Affairs have led to a mutual commitment to develop formal relationships between the County and the Province focusing on:
- Tourism – Nottinghamshire cultural/ historic and natural assets as well as responding to an emerging demand in China – agricultural tourism.
 - Advanced Manufacturing.
 - Agri-Tech and Creative Industries.
 - Policy and Best practice exchanges – particularly in relation to social care, culture and school leadership.
 - Inward investment opportunities.

The County Council will work to establish mutual priorities with Zhejiang which are achievable and have clear outcomes. This work will be in partnership with the University of Nottingham, City Council and District and Borough Councils.

Reason(s) for Recommendations

28. This Report is for information and noting only.

Other Options Considered

29. Doing nothing to engage with ME or the Trade Mission to China could negatively impact future growth and trading opportunities for N2.

RECOMMENDATION/S

30. It is recommended that the Economic Prosperity Committee notes:

- a) The successful engagement of Nottingham City and Nottinghamshire County Council in the Midlands Engine Trade Mission to China.
- b) The opportunity to further enhance the relationships and activity, for both the City and County Councils, by building on the work in Ningbo and developing a bi-lateral agreement with the province of Zhejiang.
- c) The opportunity for District and Borough Councils (and the Local Enterprise Partnership) to collaborate with this initiative, working with the Chief Executives of the City and County Councils.

Anthony May, Chief Executive Nottinghamshire County Council and Ian Curryer, Chief Executive Nottingham City Council

For any enquiries about this report please contact:

Mandy Ramm
Economic Development Officer
0115 9772685

Electoral Division(s) and Member(s) Affected

All

**Report to the City of
Nottingham and
Nottinghamshire Economic
Prosperity Committee**

Date 25 November 2016

Agenda Item: 6

**REPORT OF THE ECONOMIC DEVELOPMENT MANAGER BASSETLAW
DISTRICT COUNCIL**

A COUNTY WIDE APPROACH TO THE MAYFLOWER 400 PROJECT

Purpose of the Report

1. To inform EPC of national, regional and local developments that are taking place around 'Mayflower 400' in 2020, commemorating the 400th anniversary of the Pilgrims reaching America and to gain agreement that EPC will support Nottinghamshire activities where possible.

Background and information

2. North Nottinghamshire (together with Austerfield, South Yorkshire and Gainsborough and Boston in Lincolnshire) are areas richly associated with the 'Pilgrim Fathers'. William Brewster, respected Elder and leader in the Plymouth Colony was born in Scrooby. William Bradford who became Governor of Plymouth was from Austerfield. They both travelled to Babworth to worship under Richard Clyfton. Other key figures from this area include John Smyth and John Robinson from Sturton le Steeple who led Gainsborough Separatists to flee to Amsterdam. The Nottinghamshire Separatists joined them although later, this group split and the Nottinghamshire Separatists moved to Leiden, Netherlands, hence this area has a very strong connection with Leiden.
3. It is timely to note that the term 'Pilgrim Fathers' is not widely used anymore; they are referred to as 'Mayflower Pilgrims' or 'Separatists' as this is seen as a more modern and inclusive term.
4. The relevance of our Separatist Pilgrims to a national and international story is that three of the signatories on the original Mayflower Compact, signed aboard the Mayflower, were from this area. The Compact is widely regarded as the precursor to the American Constitution. It is believed that over 30million people can trace their ancestry back to the Mayflower Pilgrims.
5. There has been limited success over the past 25 years to capitalize on this piece of history. A private entrepreneur drew up plans for a hotel and visitor centre in Scrooby, but was never able to attract a hotel operator/developer to take plans forward. This site is now a Green Burial Park. Various other ideas have been pursued including a Pilgrim Theme Park in Tuxford, none of which ever came to fruition.

6. The Pilgrim Fathers Origins Association was created in 2006. A self-guided tour, The Mayflower Trail was created, in partnership with Doncaster MBC and Lincs CC. Feedback from visitors was mixed. An independent visitor could find churches locked and interpretation poor. Visitors travelling on organised tours had a very different experience. Knowledgeable tour guides could be booked, churches arranged to be opened and staffed by volunteers, village halls opened so that toilet facilities were available in villages such as Scrooby where the church has none etc. Conversely, larger tours bring little economic benefit to North Nottinghamshire due to shortage of hotel accommodation, meaning they stay in Doncaster, Sheffield or visit for a half day en-route to Lincoln.

7. In 2014, Bassetlaw District Council and NottsCC jointly commissioned consultants to undertake a feasibility study to assess the potential economic opportunities that may arise with the 400th anniversary of the Mayflower landing. A significant finding from the study was the lack of awareness of the Pilgrim story, particularly amongst under 40 age group. This was true even locally where the Pilgrim story originated.

8. Analysis of the information collected showed that:
 - ☐ Current economic impacts are low (c £100k of direct expenditure per year)
 - ☐ There is potential to increase the economic impact of the Pilgrims (in the region of £1m per year), but the overall potential is limited as this is a niche market
 - ☐ There is potential to increase the economic impact in the 2020 Mayflower sailing anniversary year (in the region of £3m) and to use this as a springboard for promoting Christian heritage tourism in North Nottinghamshire
 - ☐ Awareness of the Pilgrim Fathers' North Nottinghamshire origins heritage is low and activity within and beyond the education sector is required to raise and maintain awareness locally.

Based on our consultations and our professional opinions, we estimate the potential (additional, rather than displaced) economic impacts of the Pilgrim Fathers origins in North Nottinghamshire to be in the region of £1 million in a normal year and £3 million in 2020, with most impact felt in Retford and Barnby Moor, calculated as follows:

Normal Year

 - ☐ 7,500 day visits
 - ☐ 2,000 staying visits
 - ☐ £34 spend per head by day visitors (sub-total £255,000)
 - ☐ £158 spend per head by staying visitors (sub-total £316,000)
 - ☐ £571,000 total direct spending
 - ☐ Plus multiplier of £0.5m gives total economic impact of c£1m per year

Anniversary Year:

- ☐ 20,000 day visits
- ☐ 6,000 staying visits
- ☐ £34 spend per head by day visitors (sub-total £680,000)
- ☐ £158 spend per head by staying visitors (sub-total £948,000)
- ☐ £1,628,000 total direct spending
- ☐ Plus multiplier in the region of £1.6m gives total economic impact of c£3m

The caveat for these figures was that they could only be achieved with a very strong partnership with Visit Britain, Discover England and their counterparts in US to create a powerful advertising campaign.

The full feasibility study can be found here:

<http://www.bassetlaw.gov.uk/visiting-bassetlaw/history-of-bassetlaw/pilgrim-fathers.aspx>

National Campaign

9. In 2014 Plymouth UK contacted all destinations with a link to the Mayflower Pilgrim Story and invited them to join a national campaign to promote Mayflower 400. Bassetlaw District Council agreed to participate, joining Dartmouth, Southampton, Rotherhithe, Harwich, Boston, Doncaster and Gainsborough in UK, together with Leiden and Plymouth Mass. An event was held in Plymouth UK, at which all partners signed an updated Mayflower 400 Compact, pledging to work together collaboratively on the Mayflower 400 campaign.
10. The Mayflower 400 National Group meet quarterly to discuss progress of the campaign. Plymouth UK were successful in securing £500,000 from DCMS to launch the 4-year plan. This funding has been used to employ a Chief Executive and a Mayflower Project Manager to coordinate activities. Development & Marketing Officer from BDC, together with BDC Heritage Consultant attend these meetings, with occasional attendance from BDC Chief Executive. Experience Nottinghamshire also attends these meetings. BDC has always stated that they are representing NCC at these meetings but it is understood going forward that NCC will be directly involved.
11. Mayflower 400 National Group, led by Plymouth UK, plan to put a bid to HLF in May 2017 for up to £5m. The shape of this bid is still being finalised but aims to provide a National Mayflower Trail, travelling exhibitions, performances, product enhancements at local levels. Other national bids are being considered to Arts Council England (ACE) for creative and cultural projects and Visit England for marketing in US, attendance at trade, consumer and press events in 2017/18/19.

Regional Level

12. A regional subgroup has been created, entitled Mayflower Roots. It was important to create this group to counter-balance Plymouth and the southern destinations maritime narrative to stress Mayflower 400 is not just a story about a boat. This has been done with great success.
13. Mayflower Roots meets quarterly and comprises Bassetlaw District Council, Experience Nottinghamshire, West Lindsey District Council, Gainsborough Old Hall, Lincolnshire County Council, Lincoln Castle, Visit Lincolnshire, Lincoln University, Boston District Council and Arts NK. Notts CC has recently expressed they would like to join the Roots group.
14. Following BDC's meeting with HLF East Midlands, to talk about a proposed local bid, we were encouraged to make our bid more inclusive with our Roots partners. Therefore in August 2016, a bid, led by BDC was submitted to HLF entitled

Mayflower Roots – The Separatists Story. The project is for a total of £940,000 and comprises the creation of a new gallery, William Brewster's Study at Bassetlaw Museum, utilizing the former TIC building adjacent to the museum; a significant amount is set aside for augmented reality work for the gallery; trails; apps; website etc. The bid includes creating 2 posts, Heritage Engagement Officer to work with schools and other interested groups across the Roots region over a 4- year period with the assistance of a Project Support Officer.

15. HLF will indicate at the end of November if we have been successful in the first round submission and if we are, a full bid will be submitted in May 2017.
16. A further sub-group, Roots Arts, is led by Boston DC who have significant experience in working across the arts with ACE, to look at smaller cultural activities across the Roots region. These will take the form of light shows, festivals and other smaller musical and dramatic productions.

Local Level

17. BDC has formed a very strong partnership with Bassetlaw Christian Heritage (BCH) to work on delivery of Mayflower 400 activities. BCH represents 26 churches across the Roots region, the majority in Bassetlaw area. BCH are working on a complementary HLF bid for physical improvements to the 6 main churches on the Mayflower Trail. St Swithun's, Babworth, Scrooby, Sturton, Austerfield and United Reform Church in Gainsborough.
18. BDC and BCH have committed to creating an annual 'Illuminate' event at Thanksgiving each year. The term Illuminate references William Bradford's quote '*and as once small candle may light a thousand, so the light here kindled have shone unto many*'. All destinations have pledged to do some level of activity on this day building up to 2020. There are individual events and also national events planned including lighting of beacons and sharing an especially written Mayflower Anthem and a nationwide peel of bells.
19. The first Illuminate in Bassetlaw, in November 2015, included a very successful exhibition, volunteers bringing lanterns from Gainsborough, Scrooby, Babworth and Austerfield, a children's play with schools having educational activities during the day. In the evening, a service was held at St Swithun's with a choir and contemporary drama followed by a Civic Service. In 2016, this event has now grown into an 11- day Pilgrim's Festival starting on Thursday 17 November and finishing on Sunday 27 November. Highlights of Illuminate 2015 can be found here: <https://www.youtube.com/watch?v=sKFVmFEDBI8> This demonstrates how, finally, awareness is being raised about Mayflower Pilgrims. People are interested and businesses want to become involved.
20. Members of EPC will receive an invitation to the civic Illuminate event on Thursday 24th November and are most welcome to visit Retford Town Hall between 22nd November and 25th November to view the exhibition and see the school activities.
21. BDC and BCH have also established an annual conference on 'Religious Tolerance'. The first one in 2016 was attended by Baroness Burridge and was

very well received. In 2017 we will run two conferences - one is for organisations involved in Christian Heritage Promotion and Tourism (Friday 10th March 2017) and the other commemorates the legacy of Thomas Helwys featuring the subject of tolerance (Saturday 11th March 2017). Both of these conferences take place at The Well in Retford. We currently have Professor John Coffey, from Leicester University giving a talk at this event and now, we can say this is a truly international conference and we have a guest speaker from Leiden, giving a key note speech on why Leiden is known as the City of Tolerance and Refugees.

22. New signage has been introduced at Retford Station, highlighting the town as being associated with the home of Mayflower Pilgrims. Virgin Trains are very keen to work on this project with us and have said they will name a new train in 2018, Spirit of the Mayflower.
23. John Mann, MP is also fully committed to promoting the importance of North Notts, chairing an end of day debate in the Commons in July. He is now Co-Chair, together with MP for Plymouth on a cross party working group around Mayflower 400.
24. John Mann has also had talks about funding a large 'Light' event in Bassetlaw in 2020 and a development bid to apply for funds to present a larger bid up to £1m has been submitted to ACE.

Proposals

25. That EPC are asked to note the progress of Mayflower 400 and the invitation 'Illuminate' on the evening of 24th November. Further updates on the project will be provided.

Reason(s) for Recommendations

26. The background work that has taken place over the past two years, in setting up the national and regional groups, creating partnerships and support networks is now established. BDC is already delivering activities. Awareness is being raised and will continue to increase over the next two years.
27. A reception was held at US Ambassador's residence in London, in September, attended by 350 people including Leaders and Chief Executives of Nottinghamshire Local Authorities and Executives from many English/American Companies. The event marked the special relationship between the two countries and acted as a countdown to 2020 and has firmly placed the project onto political agendas.
28. Representation at Mayflower Roots meetings (see point 13 above) has not been balanced between Lincolnshire and Nottinghamshire, although this is being addressed with Experience Nottinghamshire and Notts CC.

29. Examples of some of the shared national activities include rewriting of Dvorak's New World Symphony and taking it on tour, staging international football tournaments between US/UK/Netherlands and putting Universities in touch internationally. It is essential that BDC has the support of NCC and other partners in order that we have the venues and capacity to ensure we don't miss any of these opportunities. It is noted that this is being worked to.
30. It is imperative that Mayflower 400 features in any forward plans including both LEPS.

Other Options Considered

No other options needed to be considered. This report is for information only.

Statutory and Policy Implications

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 adults at risk, 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

31. It is recommended that Committee notes the progress on the work to maximise the opportunities provided by the Mayflower 400 project.

For any enquiries about this report please contact:

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Background Papers

None

Electoral Division(s) and Member(s) Affected

All

**Report to the City of
Nottingham and
Nottinghamshire Economic
Prosperity Committee**

25th November 2016

Agenda Item: 7

**REPORT OF THE CHIEF EXECUTIVE OFFICER, GEDLING BOROUGH
COUNCIL**

ERAMSUS+ APPRENTICESHIP PROJECT

Purpose of the Report

1. At the last meeting of the EPC, arising from discussions about apprenticeships, Gedling Borough Council was asked to report back on a European funded project that it is delivering to increase SME engagement in apprenticeships.

Background and information

2. In March 2015 Gedling Borough Council submitted an application direct to the European Commission for Erasmus+ funding. 373,000 Euros were awarded to progress a project aimed at sharing learning and generating increased small business involvement in the delivery of apprenticeships. The three year project commenced on 1st September 2015 and will finish on 31st August 2018.
3. Along with Gedling, four international partners are involved. - Germany (an Education Research Institution), Canada (Apprenticeship Forum), Bulgaria (Chamber of Commerce & Industry), and Poland (Technical College)
4. The opening year has focused on identifying the barriers to apprenticeship uptake by SMEs in all partner countries.
5. Perhaps unsurprisingly, a number of common barriers emerged across the partners including a lack of awareness and understanding of apprenticeships and the benefits they can bring amongst SMEs; the size of SMEs being insufficient to support an apprenticeship; lack of a dedicated HR resource; SME perceptions/experience that young people are not work ready; lack of available funding and training provider inflexibility in apprenticeship delivery to suit the business needs of an SME.
6. The year one sharing of current practice also confirmed that 'general perception' of apprenticeships remained an issue. Specifically, that apprenticeships are still not viewed as an equivalent to other further and higher education routes. This is being addressed in the next phase of the project, part of which will focus on raising awareness of the benefits of apprenticeships to young people, parents and schools.

7. Following on from the identification of barriers, German and Canadian partners provided information on apprenticeship projects and initiatives that had been implemented within their countries to help breakdown the identified barriers. Case study examples were shared with partners.
8. Bulgaria, Poland and the UK reviewed the case studies to see what learning could be taken from the best practice examples and implemented in their country as part of a two year pilot programme. Some of the examples of best practice would be extremely beneficial to the UK but would need to be implemented on a national or regional level to provide the scale to deliver.
9. After consultation with local and regional stakeholders, Gedling is focusing the next phase on two particular aspects. Mentoring for employers of apprentices and provision of a dedicated SME support service.
10. Gedling's in house training service is an accredited training centre and therefore able to provide, in partnership with an external company mentoring training for participating SMEs.
11. The training is targeted at employees who support apprentices in the workplace on a day-to-day basis. The training will be delivered via three two hour twilight workshops. The first workshop will take place on Thursday 24th November.
12. In addition to the mentoring training, a support service for SMEs is also being offered that takes them through the steps to recruiting an apprentice. Information on each step in the process is covered within a dedicated microsite along with one-to-one support for the SME.

Project Outputs

13. Over the duration of the programme, Gedling is committed to:-
 - a) Supporting 90 SMEs to recruit an apprentice for the first time or support those that have tried in the past and had a bad experience.
 - b) Securing 120 apprenticeship starts (aim that 1 in 3 businesses recruits a second apprentice).
 - c) Engaging with 10 secondary schools
 - d) Engaging with 5 community groups
 - e) Engaging with 7 key stakeholders – National Apprenticeship Service, colleges, training providers, DWP, business networks, apprenticeship forums/ambassadors
 - f) Delivering a multiplier event to support project dissemination to 500 attendees to share the outcomes and best practice from the project (June 2018)

Recommendations

The Economic Prosperity Committee is recommended to note the report and to request Gedling Borough Council to share any learning and best practice with partners.

For any enquiries about this report please contact:

Julie Beresford
Economic Development Officer
Gedling Borough Council
0115 901 3736

25 November 2016

Agenda Item: 8

REPORT OF CHIEF EXECUTIVE, NOTTINGHAMSHIRE COUNTY COUNCIL WORK PROGRAMME

Purpose of the Report

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

Information and Advice

2. The Economic Prosperity Committee maintains a rolling work programme which assists the management of the Committee's agenda, the scheduling of business and forward planning. The work programme will be updated and reviewed at each 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 includes items which can be anticipated at the present time. Other items will be added to the programme as they are identified.
4. The work programme already includes a number of reports on items suggested by the Committee.

Other Options Considered

5. None.

Reason for Recommendation

6. To assist the Committee in preparing its work programme.

Statutory and Policy Implications

7. 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 below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION

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

Anthony May
Chief Executive, Nottinghamshire County Council

For any enquiries about this report please contact: Sara Allmond (0115) 977 3794

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All

CITY OF NOTTINGHAM AND NOTTINGHAMSHIRE ECONOMIC PROSPERITY COMMITTEE - WORK PROGRAMME

Note: all meetings start at 10.30

<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>
25th November 2016				
Emerging East Midlands HS2 Growth Strategy and Phase 2 Route Announcement	To seek endorsement from Committee for the Emerging East Midlands HS2 Growth Strategy. To advise Committee of the Phase 2 Route Announcement and the planned next steps for HS2 development in the East Midlands	Decision	David Ralph	Fiona Anderson
Midlands Engine Trade Mission	To inform Committee of the first Midlands Engine Trade Mission to China and the future opportunities for N2	Information	Anthony May	Paper
Mayflower 400- Progress Update	To update Committee on the progress of the Pilgrim Fathers visitor economy initiative	Information	Robert Wilkinson	Sandra Withington
Erasmus Apprenticeship Programme	To inform Committee of the progress of the Erasmus Apprenticeship Programme	Information	John Robinson	Julie Beresford
6th January 2017				
N2 Business Rates Pool – decisions on the Nottinghamshire Pre-Development Fund	To seek Committee's consideration of bids received via the Nottinghamshire Pre-Development Fund / Business Rates Pool	Decision	Geoff George	Oliver Whittaker
N2 Growth Strategy	To seek Committee's consideration of the N2 Growth Strategy Implementation Plan	Decision	Chris Henning	Peter Davies- Bright/Nicola McCoybrown

<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>
D2N2 Market Towns Strategy	To present the emerging D2N2 Market Towns Strategy to Committee	Decision	David Ralph	David Ralph
24th February 2017				
Marketing Nottingham and Nottinghamshire – Strategy	To seek Committee's approval of the Marketing Nottingham and Nottinghamshire Strategy	Decision	Brendan Moffatt	Brendan Moffatt
Skills and Employment	Taking forward our collective approach to employability, apprenticeships and graduate retention including appointing a Member Champion for the skills and employment agenda	Decision	Allen Graham	Allen Graham
24th March 2017				
UK withdrawal from the EU – implications for ESIF and LEADER funding programmes	To update Committee on the proposed approach to dealing with ESIF and LEADER programmes whilst the UK's withdrawal from the EU is negotiated.	Information	Chris Henning/Fiona Anderson	Chris Henning/Hilary Porter
23rd June 2017				
21st July 2017				

Last updated 15 th November 2016