

Economic Development Committee

Thursday, 17 October 2013 at 14:00

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

AGENDA

- | | | |
|----|--|---------|
| 1 | Minutes of the previous meeting held on 9 July 2013 | 3 - 6 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | Committee Visit to Ashfield School and Vision West Notts | 7 - 10 |
| 5 | Nottinghamshire County Council Economic Development Strategy | 11 - 28 |
| 6 | Presentation on Nottingham and Nottinghamshire Futures - John Yarham, CEO of Futures | |
| 7 | Supporting Youth Employment | 29 - 34 |
| 8 | Experience Nottinghamshire annual performance review including presentation by Jennifer Spencer CEO | 35 - 46 |
| 9 | Attendance at Networking Event with the Governor of the Bank of England | 47 - 50 |
| 10 | Work Programme | 51 - 54 |

Notes

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

Customer Services Centre 0300 500 80 80

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

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

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

minutes

Meeting	ECONOMIC DEVELOPMENT COMMITTEE
Date	9 July 2013 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

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

Ian Campbell
John Knight
John Ogle
Michael Payne

Keith Walker
Gordon Wheeler
Jason Zadrozny

CO-OPTED MEMBERS

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

OFFICERS IN ATTENDANCE

Trish Adams)	
David Ebbage)	
Chris Holmes)	
Matt Lockley)	
Nicola McCoy-Brown)	Policy, Planning and Corporate Services
Celia Morris)	Department
David Ralph)	Chief Executive, D2N2

MINUTES**RESOLVED 2013/021**

The minutes of the last meeting held on 11 June 2013 were taken as read and confirmed and signed by the Chairman.

APOLOGIES FOR ABSENCE

None

DECLARATIONS OF INTEREST

None

D2N2 LOCAL ENTERPRISE PARTNERSHIP

David Ralph, Chief Executive of the D2N2 Local Enterprise Partnership spoke to members about LEPS. During his presentation the following points were made:-

- 2 key roles for the LEPS, to manage the funding and to translate strategies to take forward, and to target growth plans which are similar.
- £2 million was provided between 39 LEPS across the country.
- £249 million euros were delegated down to the LEP from the EU. Which means the minimum amount we can receive is £100 million a year.
- 5 years after, the same amount of money will be received.
- The third area is about influencing existing programmes. Clearly look at other programmes which may be skills funding and to plan for 10 years.
- Completion of the funding stream will be by the end of 2014, and the Growth Plan to be the end of 2015.
- The committee can help maximise the enterprise zone offer in Nottingham which is an existing programme.
- Regarding the timetable, the next step is for the £48 million transport funding is prioritised which will be announced at the end of July. End of September Business Case Investment Programme, demonstrate how to deliver jobs. February – March 2014 conclude the Growth Plan and ask the government to what we expect from them.

During discussions, Members welcomed the information presented to them and welcomed the district funding involvement. The Chair made sure to Members that the committee will be working very closely to districts where strategies are.

RESOLVED 2013/022

That the contents of the presentation be noted.

APPRENTICESHIPS UPDATE

Matthew Lockley gave an update to members on the take up and performance of apprenticeships across Nottinghamshire.

During discussions, Members requested a further update later in the year with updated figures and to track progress on getting younger people interested with apprenticeships.

RESOLVED 2013/023

That current position with regard to apprenticeships be noted.

SUPERFAST BROADBAND FOR NOTTINGHAMSHIRE

RESOLVED 2013/024

That the report be noted.

OPTIONS FOR USE OF THE NOTTINGHAMSHIRE MICRO LOAN FUNDING

The committee was presented options for the use of the funds previously allocated to the proposed Micro Loan Fund in Nottinghamshire and to seek approval to proceed with a preferred option

RESOLVED 2013/025

- 1) That the committee considered the options for the re-use of the £20,000 allocation as outlined in the report at paragraphs 6-12, and agreed and approved option two.

WORK PROGRAMME

During discussions, the Chairman told members that Experience Nottinghamshire report for the September meeting will be moved to October as Experience Nottinghamshire will not have the data which the committee has requested by then.

A report back on Youth Employment Strategy was requested by Members, to look into it more broadly.

RESOLVED 2013/026

That the work programme be noted.

The meeting closed at 3.40 pm.

CHAIRMAN

17 October 2013

Agenda Item:4

REPORT OF THE CHAIR OF THE ECONOMIC DEVELOPMENT COMMITTEE

COMMITTEE VISIT TO ASHFIELD SCHOOL AND VISION WEST NOTTS

Purpose of the Report

1. To inform Members of a recent Committee visit to see best practice initiatives in terms of young people and apprenticeships at Ashfield School and Vision West Notts.

Information and Advice

Background

2. At the July Committee meeting, Members expressed a desire to visit some examples of best practice in Nottinghamshire in terms of vocational training being delivered in schools and the transition to apprenticeships. The Ashfield School and Vision West Notts were suggested as potential examples and subsequently a visit was arranged for Tues 17th September 2013. This visit took place in lieu of the scheduled Committee meeting.
3. The Chair and Vice Chair of the Committee attended along with three other Members, the Corporate Director for Policy, Planning and Corporate Services and two officers from the Economic Development team.

Feedback from Ashfield School

4. Committee Members were welcomed to Ashfield School by the headteacher, Dick Vasey, and his Deputy. The focus of the visit was on the Ashfield Skills Centre, which is a discrete vocational skills centre at the heart of the school site. The centre was built in the mid 2000s, part-funded by the EU and emda and consists of large and small units, occupied by a mix of trading businesses and enterprises run through the school, all of which offer training opportunities for pupils.
5. Members were escorted around the Centre by its manager, Simon Shaw. Courses in car mechanics, construction trades, hospitality, childcare and hair and beauty are offered to young people aged 14 and upwards. For the pre-16s, these can be selected as part of the overall curriculum offer and pupils are released for one afternoon a week to undertake foundation courses. Post 16, pupils can opt to do full-time courses leading to qualifications at NVQ level 2 or 3. Work experience is built into the post-16 offer, with young people released for at least one day a week into local companies, delivered in partnership with Nottingham and Nottinghamshire Futures.

6. The Skills Centre has a high success rate and some of its courses are over-subscribed. with less than 100 places available annually. The school works closely with other local schools and when it does have spare capacity in the Skills Centre, this is offered out to their pupils. Transition to apprenticeships is a key part of the offer to pupils, and the school works closely with local FE colleges to enable young people to move on to the next step of their careers.

Feedback from Vision West Notts

7. Patricia Harman, the Deputy Principal for Teaching and Learning at Vision West Notts welcomed Members to the Station Park Campus at Kirkby in Ashfield. The campus is the college's main site for teaching all construction trades to NVQ level 4. Julian Walden, the Director of the Station Park Campus, and Louise Knott, Director of Communications, Marketing and Learner Engagement, introduced the work of the college at the campus. In addition, local employers who source apprentices from the college were present (Matthews Tannert and Gelders) to talk about their work with the college. Matthews Tannert currently have 17 apprentices from Vision West Notts, representing over 10% of their workforce.
8. Vision West Notts College is the largest provider of Apprenticeships in the East Midlands and the 6th largest in the UK. This is delivered through the Vision Apprentices programme, which offers apprenticeships in a wide range of Frameworks. In September 2014 a new Engineering Innovation Centre will open on the Station Park Campus, with a focus on transport engineering and the rail sector.
9. Julian Walden led the group round the campus, and Members were able to see each of the training areas for trades including building, plastering, electrics, plumbing and painting and decorating. Following the tour, Members were able to speak to some of the apprentices about their experiences and aspirations and to the two businesses about their work with Vision West Notts, skills shortages and the economy in general. The businesses' take on the economy was broadly positive, with increased signs of confidence and healthier order books in recent months than during the last three years.
10. The Chair of the Committee has written letters to both Ashfield School and Vision West Notts thanking them for their time and for the informative presentations and tours that they organised.

Statutory and Policy Implications

11. 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

12. None.

RECOMMENDATION/S

13. That Committee note the report.

Report of the Chair, Economic Development Committee

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

Constitutional Comments (NAB 04.10.13)

The Economic Development Committee has authority to consider the recommendation in this report by virtue of its terms of reference.

Financial Comments (SEM 03/10/13)

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

Background Papers and Published Documents

None

Electoral Division(s) and Member(s) Affected

Kirkby in Ashfield North

17th October 2013**Agenda Item:5****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****NOTTINGHAMSHIRE COUNTY COUNCIL ECONOMIC DEVELOPMENT
STRATEGY****Purpose of the Report**

1. To introduce the County Council's draft Economic Development Strategy and to seek Committee's views on its further development.

Information and Advice**Background**

2. Nottinghamshire County Council is committed to doing what it can to promote and deliver economic growth and the creation of new jobs for the County's residents. The new administration highlighted economic growth and regeneration as key aspirations in its manifesto, and this is carried through to the new Strategic Plan, with one of the five priorities being 'supporting economic growth and employment'.
3. Alongside the Council's aspirations sits the Nottinghamshire Growth Plan, which was launched in April 2013 as the strategic framework for growth in Nottinghamshire in the coming years. The Growth Plan acts as a prospectus for investment and as the driver for job creation in Nottinghamshire. It outlines how the county will contribute to the core objective of the D2N2 Local Enterprise Partnership of delivering 55,000 new private sector jobs over the next ten years. Facilitated by the County Council, the Growth Plan is owned by Nottinghamshire stakeholders and endorsed by business and civic leaders alike.
4. The proposed Economic Development Strategy underpins the Council's commitment to growth and also acts as the Council's response to the Nottinghamshire Growth Plan. Consultation has been undertaken across the Council's service areas to inform the development of the strategy. It is anticipated that once agreed, Economic Development Committee will then receive regular progress and performance reports from lead service areas as outlined in the strategy.
5. The Strategy covers the period 2013-18, whilst recognising that some of the actions will continue beyond the lifetime of the Strategic Plan.

THEMATIC PRIORITIES AND OUTCOMES

6. The Strategy is designed around three main themes, which broadly align with those of the Nottinghamshire Growth Plan. These are:

- Jobs, skills and training
- Enabling business growth
- Infrastructure and assets

Underpinning these themes will be a renewed focus on securing external funds and investment for Nottinghamshire and building stronger relationships with public and private sector partners and stakeholders. In addition, all of the actions highlighted will focus on fairness and equality to ensure that new growth and investment delivers better skilled and better paid jobs.

7. The strategy will also ensure that the Council is able to deliver on the economic growth and employment outcomes outlined in the Strategic Plan. In brief, these are:

- Unlocking employment sites to create jobs
- Improving the visual appearance of towns and increasing economic vibrancy
- Improving infrastructure across the county to minimise barriers to growth
- Paying centrally employed staff the living wage
- Providing training and apprenticeship opportunities for the local workforce that reflect the needs of businesses
- Ensuring that more young people will be in work, education or training through developing young people towards career pathways

8. The draft strategy is appended to this report. Subject to the views of Committee and further consultation with lead service areas identified in the strategy, it is proposed that a final report including performance measures, resource implications and an Equality Impact Assessment will be taken to Policy Committee in December for endorsement. Following that, Economic Development Committee will need to consider annual delivery and resourcing plans for the strategy.

Reason/s for Recommendation/s

9. Committee's views on the draft Economic Development Strategy are required in order to inform the finalisation of the Strategy for Policy Committee in December. The Strategy will also inform Committee's consideration of its budget in future meetings.

Statutory and Policy Implications

10. 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.

Financial Implications

11. The Economic Development Strategy will require leadership and support from a variety of service areas across the Council. Where the lead role rests with the Economic Development service there will be resource implications. These will be factored in to Committee's consideration of activities and projects that it wishes to support through its unallocated budget for 2014-15, and will be the subject of further reports to this Committee.

RECOMMENDATIONS

12. That Committee consider and offer feedback on the draft Economic Development Strategy.

Report of the Group Manager, Corporate Strategy

For any enquiries about this report please contact: Celia Morris ext 72043

Constitutional Comments (NAB 08.10.13)

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

Financial Comments (SEM 07/10/13)

The financial implications are set out in the report.

Background Papers

Nottinghamshire Growth Plan

Draft Nottinghamshire County Council Strategic Plan 2014-18

Electoral Division(s) and Member(s) Affected

All

Economic Development Strategy 2013-18

Introduction

Nottinghamshire County Council recognises that delivering economic growth and the creation of new jobs is a fundamental role of the County Council. Manifesto commitments made in the spring of 2013 have been carried across to the draft Strategic Plan for the Council, with economic growth positioned as one of five key priorities. This Economic Development Strategy details how the Council will use its own resources and role to facilitate and drive economic growth. It sets out how a number of service areas across the Council will work differently to deliver this ambition.

The Strategy sits alongside the Nottinghamshire Growth Plan which was finalised during the spring of 2013. The Growth Plan sets out a number of high-level priorities for securing sustained investment and growth in the Nottinghamshire economy. These will contribute to the stated aim of the D2N2 Local Enterprise Partnership of creating 55,000 new jobs over the next ten years.

This Economic Development Strategy is effectively the Council's response to the challenges laid out in the Nottinghamshire Growth Plan and in the Council's own Strategic Plan. It highlights how the Council will utilise its assets, influence and powers to enable and support growth. The Council wants to deliver the right type of growth – better skilled and better paid jobs that tackle inequalities within our communities.

The plan will be underpinned by a focus on fairness and equality and delivering economic growth in a genuinely joined-up way with our partners in both the public and private sectors. We want to be recognised as shaping investment plans and priorities in Nottinghamshire over the coming years and leading a collective effort to secure and maintain sustainable and targeted economic growth.

The Council has several key roles to play in delivering economic growth. These can be summarised as follows:

- Employer of over 19,000 people (includes Council controlled schools), injecting over £414 million through wages into the local economy¹;
- Provider of commissioned services to over 750,000 residents in Nottinghamshire, spending an average of £300 million per year in the local economy;
- Champion for growth in Nottinghamshire – influencing the Government, business community and partners to create the right conditions for sustainable economic growth;
- Champion for investment to unlock physical redevelopment, including new employment and housing sites;

¹Doesn't account for NCC employees who may live outside of the County. HR working on refining data.

- Enabler, through our asset holding and planning roles, of capital investments to deliver new jobs;
- Investor in key initiatives which will drive future growth and jobs – broadband, A453, apprenticeships.

Senior Members and officers of the Council have dedicated significant time and energy to building strong relationships and networks with the Nottinghamshire business community, through initiatives such as the Business Engagement Group and key account management. These relationships will continue to be important going forward if the Council is to realise its ambitions around enabling economic growth, and so business engagement will remain a priority for the Council and for the work of the Economic Development service.

External context

Nottinghamshire is covered by two Local Enterprise Partnerships (LEPs) – D2N2 (Derbyshire and Nottinghamshire) and the Sheffield City Region. The County Council's principal relationship is with the D2N2 LEP, of which it is a founding member. Local Enterprise Partnerships are the government's preferred mechanism for delivering economic growth in England. This is evidenced by proposals for LEPs to oversee EU funding investment and the new 'Single Local Growth Fund' in their areas from 2014 onwards.

The D2N2 LEP has indicated that it will consider devolving some responsibility for funding streams to more localised arrangements from 2015. Nottinghamshire partners are therefore considering the most appropriate arrangements to enable this to happen. Any future new governance arrangements may have an impact on the Council's role in terms of economic development and growth and will therefore be kept under review with the Economic Development Committee.

Link to Strategic Plan

The Council's draft Strategic Plan 2014-18 was endorsed by Policy Committee in September 2013. One of its key priorities is *Supporting economic growth and employment*. In order to achieve this, the Strategic Plan outlines a number of key outcomes linked to physical regeneration, job creation, skills development and infrastructure. In addition, promotion of better employment practice is a cross-cutting theme and the Council's own adoption of the Living Wage will be used to promote better employment practice across the county.

This Economic Development Strategy has been drafted to reflect the ambitions as outlined in the Strategic Plan and also to enable alignment with the Nottinghamshire Growth Plan and key objectives of the D2N2 LEP. The latter is important if the County Council is to be able to successfully lobby for and secure additional investment in Nottinghamshire. The Economic Development Strategy is therefore split into three themes as follows:

1. Jobs, skills and training, including:

- Championing better employment practice
- Increasing the number and take up of apprenticeships
- Providing a range of community learning resources
- Reducing the number of people who are economically inactive

2. Enabling business growth, including:

- A focus on indigenous business growth
- Developing sector plans to guide investment priorities
- Reviewing corporate procurement processes to maximise local spend
- Supporting business start-up and wider entrepreneurship
- Marketing Nottinghamshire as a location of choice for investment, growth and the visitor economy

3. Infrastructure and assets, including:

- Delivering the Better Broadband for Nottinghamshire programme
- Unlocking Nottinghamshire's investment and growth potential
- Improving Nottinghamshire's towns and service centres

Further detail on the ambitions, anticipated outcomes and lead service areas for each of these themes is contained in the tables below.

Performance

Baselines and targets will be agreed by Economic Development Committee, and performance against these will be monitored on an annual basis. Individual service areas will present back to Economic Development Committee on progress with actions that fall within their remit.

Nottinghamshire benefits from :

- an increasingly mixed economy, not dependant on one or two sectors
- key growing sectors – logistics, environmental technologies, food & drink, construction
- robust manufacturing performance
- relatively stable employment levels over a period of national economic disturbance
- a cautiously positive economic performance given the downturn and an improving but fragile business confidence
- a growing enterprise culture with significant small business and self-employment prospects
- business survival rates broadly comparable to national figures

With challenges arising from :

- population growth, placing demands on services and demands for employment
- significant intra-County differentials in economic performance, wealth generation and income generation
- recent business deaths over births deficit
- unemployment hot spots with, again, some very local differentials
- growing youth unemployment
- low and no skills concerns and the ability to secure sufficient numbers of high quality well-paid jobs

NOTE - The Committee will note that each of these points is drawn from the statistical analysis and conclusions as presented to the Committee on the 11th June, suitably updated where appropriate. Further, it is intended to illustrate these with “infographics”, which will offer the information in a more visually meaningful way and it is intended that this will support future reporting, being ideally shaped as a “Nottinghamshire Economic Dashboard” of key economic indicators.

Jobs, Skills and Training

Ambition 1 – To increase the number of ‘Good Employers’		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • An increased number and visibility of Nottinghamshire employers who invest in their workforce and are socially conscious • More employers in the County paying the Living Wage 	<ul style="list-style-type: none"> • Recognise and promote the importance of good employment practices including the Living Wage to employers across the County 	Economic Development
	<ul style="list-style-type: none"> • To implement the living wage for centrally employed County Council staff from April 2014 	HR
	<ul style="list-style-type: none"> • To develop a broader approach to the county's workforce with partners 	HR
Ambition 2 – To increase the number and quality of Apprenticeship opportunities		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • An increase in the number, range and take up of apprenticeship opportunities • Increased levels of employment among young people 	<ul style="list-style-type: none"> • Identify gaps in the provision of apprenticeship services for key / emerging sectors 	Economic Development
	<ul style="list-style-type: none"> • Work with partners and notably Nottingham & Nottinghamshire Futures to overcome gaps and promote new opportunities for employers / apprentices 	
	<ul style="list-style-type: none"> • Work with employers to increase the demand and retention of apprentices 	
Ambition 3 – To create more entrepreneurs in the County		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • Increased numbers of people pursuing entrepreneurship as a career path 	<ul style="list-style-type: none"> • Raise the profile and enable more people to identify with entrepreneurship 	Economic Development

<ul style="list-style-type: none"> Increased levels of aspiration and confidence, with those entering employment being seen as 'intrapreneurs' 		
Ambition 4 – To improve educational attainment and strengthen links to the world of work		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> Young people leaving education with greater employability skills, a real understanding of the workplace and of the breadth of career opportunities More employers offering work experience opportunities or traineeships to increase employability of young people and reduce inequality A reduction in the number of young people who are Not in Employment, Education or Training (NEET) 	<ul style="list-style-type: none"> Increase the number of young people who benefit from work experience before leaving education Stimulate the demand from employers to offer work experience or traineeships to young people Replicate models of best practice which demonstrate the value of an integrated approach from employers, education providers and young people To facilitate the provision of Careers Advice via IAG for young people in school 	Children & Family Services and Economic Development
Ambition 5 – To promote participation levels in community learning		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> Effective engagement and signposting enabling individuals to learn, progress and increase their quality of life Support provided locally, enabling individuals and families to progress along a continuum with local infrastructure (e.g. libraries and community centres) being multi functional and recognised access points for family learning 	<ul style="list-style-type: none"> Promote a range of community learning resources which are easily accessible and meet local needs 	Adult and Community Learning Services

Ambition 6 – To create new employment sites		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • A long term, strategic approach to employment sites linked to future need and maximising value to the County economy • A holistic approach taken to working with developers at each site to benefit the local community 	<ul style="list-style-type: none"> • Produce an integrated plan to identify future employment sites across the County 	Economic Development
Ambition 7 – To reduce the number of people who are economically inactive		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • An increased participation by young people in activities leading to sustainable economic change 	<ul style="list-style-type: none"> • Work with partners including community and voluntary organisations to identify and promote appropriate activities 	Economic Development

Enabling Business Growth

Ambition 8 – To develop sector plans to underpin investment priorities		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • National and local business support influenced and geared to the needs of existing businesses within the key sectors across the County to stimulate growth • An enhanced understanding of existing and 	<ul style="list-style-type: none"> • Maintain an overview and participation within D2N2 LEP working groups on key sector developments as they relate to the Nottinghamshire economy • Develop initial sector plans for: <ul style="list-style-type: none"> ◦ Low Carbon 	Economic Development

emerging sectors and their development needs to influence the approach to inward investment and existing business growth for the County (see later actions)	<ul style="list-style-type: none"> ○ Advanced Manufacturing ○ Food & Drink <ul style="list-style-type: none"> • Seek to influence LEP sector planning with practical projects and explore funding opportunities as may be available for Nottinghamshire businesses 	
Ambition 9 – To trial innovative financial products to increase access to finance for Nottinghamshire businesses		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • 30 supported businesses with loans through the Funding Circle resulting in more and alternative sources of business finance • Scope future activity and influence provision to ensure a diverse range of financial products are available 	<ul style="list-style-type: none"> • Evaluate the trial of the County Council's account with Funding Circle and agree next steps • Evaluate take-up and scope of financial support via national programmes, LEP-driven activity (UI4G) the Nottingham Investment Fund and the N'Tech Investment Fund and agree next steps • Seek an ongoing dialogue with businesses, banking representatives, funding and business support agencies to review the impact of schemes within the County and to recommend future activities • Review the potential to expand the availability of financial products to businesses in the County via new funding sources, including the EU Structural & Investment Funds and the Single Local Growth Fund 	Economic Development
Ambition 10 – To utilise procurement to drive business growth, new business practises and develop skills		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • The adoption of innovative procurement practice, leading to an increased number of local companies, including SMEs, who respond to and 	<ul style="list-style-type: none"> • Review and benchmark the Council's spend through its procurement activity with local companies, including a review of the potential to adopt the LM3 or similar 	Procurement, Finance and Economic

<p>secure contractual opportunities from the Council</p> <ul style="list-style-type: none"> Targeted employment and skills clauses reflected as a matter of course within procurement opportunities, alongside Living Wage expectations and new ways to secure temporary employment opportunities across the Council 	<p>multiplier approaches as part of the procurement process</p> <ul style="list-style-type: none"> Ensure a particular focus on supporting SMEs to tender for work with the local authority, reflecting on the Social Value Act's requirements. Review abilities to ensure payments are made promptly to local businesses and to ensure that efforts are made to reinforce this via the supply chain Explore the potential linkages between the "Better Business for All" and the "Buy with Confidence" schemes to encourage local business growth 	<p>Development in dialogue with business agencies</p>
---	---	---

Ambition 11 – To signpost businesses to quality business support for both advice and finance and review gaps in provision

Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> Influence over existing and the development of new approaches in tackling the gaps in business support and finance available to Nottinghamshire businesses Local businesses afforded a consistent and supportive framework for sharing opportunities, offering mutual support, with information being cascaded to the SME community Key advantages such as the roll-out of broadband exploited to develop new approaches to business support and fast-track business growth in the County 	<ul style="list-style-type: none"> Enhance the key account management approach to supporting businesses across the County Monitor good practice generally and specifically, the established sources of advice to ensure they are fit for purpose and that the intelligence derived informs new developments and addresses gaps in provision Maintain the positive relationships established with the business groups operating within and across the County via the Nottinghamshire Business Engagement Group Maintain relationships with and secure intelligence from national and sub-regional programmes and support networks including BIS Local and D2N2 / SCR LEPs 	<p>Economic Development</p>

Ambition 12 – To support existing small and new business start-ups across the County with advice, access to finance and mutual support		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • Maximised occupation and healthy spin-out levels from the Innovation Centres • A flourishing culture of entrepreneurship, business start-ups and their sustainability into established businesses • A heightened influence in business support delivery to start-ups and new businesses, particularly those with high growth potential • Opportunities for business creation in the care sector are maximised 	<ul style="list-style-type: none"> • Maximise the impact of the County's innovation centres ensuring they remain responsive to emerging issues and develop new approaches to spread good practice outside of their immediate locations • Review the impact and explore the further development of the business start-up offer delivered on the County Council's behalf by NBV Ltd • Encourage the development of micro-businesses and social enterprises in the care sector 	<p>Economic Development</p> <p>ASCH Commissioning</p>
Ambition 13 – To market Nottinghamshire as the location of choice for inward investment, business growth and the visitor economy		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • The development of a high quality, integrated support package to drive investment and growth, delivered in close collaboration with agencies and District Councils • An enhanced visitor experience and the creation of jobs, accessed by local residents • Investment proposals developed and agreed by 	<ul style="list-style-type: none"> • Review and agree the approach to the growth of the business base in the County through the attraction of foreign and UK-based investment alongside the growth of existing SMEs already located within the County • Maximise the economic impact of existing capital investment plans at Sherwood Forest and Holme Pierrepont 	<p>Economic Development, Cultural Services & Conservation</p>

the key partners	<ul style="list-style-type: none"> Identify gaps in the current visitor economy offer and work with partners to bring forward development plans with potential for external funding Explore closer working relationships between the investment and visitor economy functions to maximise the quality of life considerations 	
------------------	--	--

Infrastructure and Assets

Ambition 14 – To unlock capital investment in Nottinghamshire		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> TBC with Economic Development Committee, but likely to include: <ul style="list-style-type: none"> New private sector jobs created / safeguarded Temporary construction jobs created Apprenticeships completed Public / private sector leverage secured Hectares of land unlocked M² of workspace created / refurbished Businesses supported A long-term capital growth programme established, aligned to D2N2 and EU funds 	<ul style="list-style-type: none"> Agree the criteria for a new £1 million per year Economic Development Capital Fund (subject to Policy Committee approval) Launch the fund, develop pipeline projects and following assessment, make recommendations to Committee Evaluate the impact of the Capital Fund to inform future investment priorities and to shape future application rounds 	Economic Development
Ambition 15 – To maximise the opportunities provided by better Broadband infrastructure		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> £15 million investment programme delivered on time and on budget 	<ul style="list-style-type: none"> Sign off contract with preferred supplier and BDUK and deliver and promote improved broadband access to 	Economic Development

<ul style="list-style-type: none"> • A market stimulation programme designed and delivered to ensure Nottinghamshire maximises the benefits of the new infrastructure • The closure of the “superfast gap” for the 5% of premises not covered by the existing programme 	<p>over 6,000 Nottinghamshire businesses and 50,000 homes</p> <ul style="list-style-type: none"> • Secure clawback through the Better Broadband for Nottinghamshire programme to enable further roll-out of fibre broadband solutions • Secure additional public sector investment to ensure that the needs of the final 5% of Nottinghamshire premises are addressed • Ensure that the investment in broadband is reflected in the inward investment offer 	
Ambition 16 – To release Nottinghamshire’s investment and growth potential		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> • An agreed approach across Nottinghamshire with public sector property and land-holding partners to support asset-led investment / funding opportunities • Innovative financial instruments and approaches (i.e. TIFs, LABVs) reviewed to explore their potential for bringing forward new economic development activity • A Nottinghamshire approach agreed to ensure that S106 and developer contribution negotiations are handled consistently with a focus on enabling growth 	<ul style="list-style-type: none"> • Develop a Nottinghamshire approach to public sector property and land-holding assets which focuses on enabling growth and sustainable development • Launch the Nottinghamshire Business Investment Zones (NBIZ) initiative, showcasing the major development opportunities in the County to investors / funders • Promote the development of a Countywide approach to S106 and developer contributions which maximises growth and recognises sustainable development objectives • Secure Nottinghamshire’s fair share of resources through the D2N2 / SCR LEPs and related sources 	<p>Property, Finance, Planning and Economic Development</p>

Ambition 17 – To enhance Nottinghamshire’s reputation as a County with excellent connections		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> Nottinghamshire’s key transport priorities are supported by D2N2 and the SCR LEPs and wider Government investment Increased GVA and jobs growth stimulated by significant infrastructure investments in key road and rail schemes 	<ul style="list-style-type: none"> Continue to develop proposals and lobby for investment in Nottinghamshire’s transport networks through D2N2 and the Government Ensure key transport priorities are addressed through joint working with D2 and SCR partners Maximise the economic and employment benefits offered through investment in the A453 and Midland Mainline Deliver the major schemes as identified within the Local Transport Plan and supported as priorities for funding by the D2N2 Local Transport Body Scope a masterplan for the proposed HS2 station at Toton, to include access and employment land opportunities 	Transport and Highways and Economic Development
Ambition 18 – To improve Nottinghamshire’s towns and service centres		
Desired Outcomes	Key Actions	Lead
<ul style="list-style-type: none"> A renewed master-plan delivered for Mansfield town centre that will improve its potential for investment and sustain / enhance the potential of the retail and key services offer Joint projects and investment proposals drawn-up and collectively agreed to enhance the viability of town and service centres 	<ul style="list-style-type: none"> Develop plans for Mansfield to improve its infrastructure and the sustainability of its retail and services offer Work with District and Borough Council partners to identify further towns and service centres that would benefit from the master-planning approach Explore the potential for BID models in other key 	Economic and Transport and Highways

<ul style="list-style-type: none"> The BID models in Mansfield and Beeston reviewed with agreements reached with District Councils / stakeholders about any future BID models 	service centres	
--	-----------------	--

17th October 2013**Agenda Item: 7****REPORT OF THE CORPORATE DIRECTOR, POLICY, PLANNING AND
CORPORATE SERVICES****SUPPORTING YOUTH EMPLOYMENT****Purpose of the Report**

1. To consider proposals for partial allocation of the £500,000 budget set aside by the Council in February 2013 to support the delivery of the Youth Employment Strategy. This includes:
 - endorsing the proposals for the delivery of a County Apprenticeship Project
 - delegating the authority to enter into a contract with Nottingham and Nottinghamshire Futures to deliver the proposals set out in this report to the Corporate Director, Policy, Planning and Corporate Services in consultation with the Chair of Economic Development Committee

Information and Advice

2. In February 2013, Policy Committee approved the following objective to support young people into employment:

The establishment of a £500,000 programme of investment to support the delivery of a Nottinghamshire Youth Employment Strategy aimed at increasing young people's access to employment opportunities through the development of employability skills and more effective employer engagement.

This was subsequently approved by Full Council in the budget meeting of February 2013.

3. To further understand the Nottinghamshire Youth Employment Strategy, Economic Development Committee received a presentation on it from the Chief Executive of Nottinghamshire Futures and the Service Director, Youth, Families and Cultural Services in March 2013. This was followed by an overview of apprenticeship provision in Nottinghamshire in July 2013, and a visit by Members of this Committee to Ashfield School and Vision West Notts in September 2013. These reports, presentations and visits have helped to inform the proposals included within this report for partial allocation of the £500,000 budget.
4. In the summer of 2013 the respective Chairs of the Economic Development and Children and Young People's Committees agreed that responsibility for the design and management of the contract for delivery of this programme of work sits most appropriately with the Economic Development Committee.

5. Committee has expressed an intention to increase apprenticeship opportunities and take-up around the County as the main focus of this investment. There will be a particular focus on encouraging employers who have not historically recruited apprentices to see apprentices as valuable entrants to their workforce and potentially skilled employees of the future. It is proposed that this will be achieved by funding activities under the following 4 broad headings:
- Differentiated incentive payments to employers to encourage new apprenticeships with a particular focus on sustainable job outcomes;
 - Promotion of apprenticeships to young people in school;
 - Promotion of apprenticeships to businesses; and
 - Preparation of young people for apprenticeships.
6. These activities meet the objective set out in the Nottinghamshire Growth Plan, under the theme of Aspiration and Talent:
- *“Increase the competitiveness of Nottinghamshire by creating the conditions to grow an increasingly skilled and productive workforce.”*

Nottingham and Nottinghamshire Futures

7. Nottingham and Nottinghamshire Futures (NN Futures) is a not-for-profit company jointly owned by Nottingham City Council and Nottinghamshire County Council. The company undertakes a number of functions on behalf of the two Authorities, primarily focussed on supporting young people aged 13-19. The County Council has a Service Level Agreement (SLA) with NN Futures to deliver the Targeted Support Service within Children’s Families and Cultural Services, the focus of which is to support vulnerable young people. Core outcomes targeted by this SLA include:
- Closing the gap in educational attainment
 - Reducing the number of children and young people missing school
 - Reducing the rate of teenage pregnancies
 - Increasing the rate of participation in education, training and employment by 16-18 year olds
8. NN Futures also provides various services and support to schools, individuals and employers, all available on a commercial basis. These services range from careers advice and work experience for schools, through to acting as an Apprenticeship Training Agency (ATA) for local employers. The County Council’s successful internal apprenticeship programme is delivered in partnership with NN Futures.
9. The activity proposed within this report falls outside of the County Council’s Service Level Agreement with NN Futures and is additional to the company’s commercial offer.

Proposal

10. In discussion with County Council officers and Members, NN Futures has drafted a proposal to deliver against the objective as set out in the introduction to this report. The proposal consists of 3 main areas of work to be delivered between November 2013 and March 2016:

- Incentive payments to employers for taking on an apprentice, with incentives back-loaded to encourage completion of the apprenticeship and progression into employment
- Promotion of apprenticeships to local employers, schools and school children
- Pre-apprenticeship training to help ensure sustainable placements.

11. The table below shows how the funding is proposed to be split between the different budget headings.

Budget Heading	Summary	Amount
Employer subsidies <i>(this includes the resources required by Futures to recruit both employers and potential apprentices and to manage the recruitment process)</i>	Incentive grants made to employers to encourage greater take-up of Apprenticeships	£279,000
Pre-Apprenticeship Training	Intensive training to ensure work-readiness of candidates	£30,000
Marketing	Promotion of Apprenticeships to businesses	£30,000
Evaluation	Independent evaluation of project	£3,000
		£342,000

12. The employer incentives element of the project will be delivered in alignment with other local and national employer incentive programmes in order to ensure that best value is achieved. The focus of these incentives will be on encouraging first-time employers to take on apprentices. Nationally, employer satisfaction with apprenticeships is good, with 81% of employers stating that they would recommend the scheme. However, employer take-up for apprenticeships still sits at below 10%, suggesting that there is plenty of scope for more placements to be created. An incentive payment for employers removes some of the prohibitive cost implications associated with taking on an additional member staff and if structured correctly, promotes sustained employment beyond the lifetime of the grant.
13. Grants of up to £1,500 will be available solely to support the recruitment of County residents, aged between 16-19 years old in opportunities that would not otherwise have been offered. Payments to employers will be weighted to promote sustained employment, with £500 being released at both 26 and 52 weeks of the placement. A further payment of £500 will be made if the apprentice is taken on as permanent member of staff by the employer, progresses onto a further Apprenticeship Framework or is supported by the employer to find alternative employment. A full list of criteria for the employer incentives is listed in Appendix 1.
14. The Marketing element of the project will be focussed on engaging businesses on Apprenticeships, promoting active discussion on the subject, encouraging take-up and showcasing the enhanced offer provided through this project. This will be delivered through a range of bespoke events, links with established business networks, direct marketing and advertising.

15. The above proposals result in £158,000 remaining unallocated at this stage. Following discussion with the Chair and Vice Chair of the Committee, it is recommended that further work be undertaken to ascertain where gaps in addressing youth unemployment exist and how best these might be met through the County Council's investment. Further, it is proposed that a commissioning exercise be undertaken to ensure that the £158,000 investment aligns effectively with existing provision and offers best value for the Council. At this stage, it is envisaged that activity to support apprenticeships in specific sectors and / or with specific groups of young people may warrant further investment, alongside consideration of possible relaxation of the 16-19 age range to enable young people up to the age of 24 to be considered through the scheme. Proposals for the use of the remaining budget will be brought back to this Committee in November 2013.

Outcomes & Outputs

16. The project will deliver a range of outcomes linked directly to the objectives set out earlier in this report. These are as follows:

- New apprenticeship opportunities made available for County residents, aged 16-19.
- Sustained employment secured through the apprenticeship placements.
- Young people prepared more effectively for apprenticeships and a reduced proportion of people leaving an apprenticeship early.
- An increased awareness within the business community of the benefits of apprenticeships.

17. In order to meet these broad outcomes, NN Futures will be contracted to deliver the following outputs:

Outcome	Output		Notts Baseline (2011/2012)
Apprenticeship opportunities made available to County residents aged 16-19	No. of apprenticeship starts	150	N/A (However, there were 1,919 Apprenticeship starts for 16-18 year olds in 2011/12 across all of Nottinghamshire)
Sustained employment secured through the apprenticeship placements	Progression to employment (to include progression onto next level of apprenticeship)	85%	N/A (However, National figs suggest 73% average across all Apprenticeships)
Young people prepared more effectively for apprenticeships and a reduced proportion of	Proportion of candidates supported with apprenticeship application	100%	N/A

people leaving an apprenticeship early	Proportion of candidates progressing onto an apprenticeship to have completed the pre-apprenticeship course	100%	N/A
	Proportion of candidates completing their apprenticeship	90%	72.5%
An increased awareness within the business community of the benefits of apprenticeships	Proportion of businesses engaged that respond to an initial approach.	20%	N/A

18. The delivery of activity will be staggered over the lifetime of the project, with some elements being aligned to maximise the potential uptake (e.g. aligning apprenticeship recruitment to capitalise on 2014 school leavers). It should be noted that the outputs listed may vary slightly once the final delivery proposals have been agreed with Futures.

Performance management and evaluation

19. The project will be contract managed by the Council's Economic Development team, with an external evaluation built into the programme.

20. A progress report will be presented to this Committee in October 2014, after the first 12 months of the project will have been delivered.

Reason for Recommendations

21. The Committee is required to endorse a proposal for delivery against the objectives outlined in this report, and approve the Council entering into a contract with Nottingham and Nottinghamshire Futures for the delivery of the proposal.

Statutory and Policy Implications

22. 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

23. The project will be delivered over the 2013/14 to 2015/16 financial years and will be fully funded from the £500,000 set aside for this purpose by the Council at its budget meeting in February 2013.

24. It is also worth noting that the Council already has a separate arrangement with Futures for £300,000 for the delivery of internal Apprenticeship placements within the Council. This is

managed through HR & Customer Services and was approved by Full Council at its budget meeting on 28 February 2013.

RECOMMENDATION/S

- 25. That Committee endorses the proposals for the delivery of a County Apprenticeship Project.
- 26. That Committee approves delegated authority for the Corporate Director, Policy, Planning and Corporate Services in consultation with the Chair of Committee to enter into a contract with Nottingham and Nottinghamshire Futures to deliver the proposals set out in this report.

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

For any enquiries about this report please contact: James Mann - extn 72686

Constitutional Comments (NAB 7.10.13)

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

Financial Comments (SEM 08/10/13)

The financial implications are set out in the report.

Background Papers and Published Documents

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

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

Electoral Division(s) and Member(s) Affected

All

17 October 2013

Agenda Item: 8

REPORT OF GROUP MANAGER, CORPORATE STRATEGY

EXPERIENCE NOTTINGHAMSHIRE SERVICE LEVEL AGREEMENT PERFORMANCE 2012/13

Purpose of the Report

1. The purpose of this report is to provide Committee with an annual performance update for 2012-13 against the targets in the Service Level Agreement between the Council and Experience Nottinghamshire (EN) and to identify any emerging performance issues for 2013/14.
2. The Committee will also receive a presentation from Jennifer Spencer, Chief Executive of EN setting out:
 - the national tourism context
 - the organisation's successes and challenges over the current SLA period and
 - the strategic direction for the remaining period and beyond.

Information and Advice

3. EN is a Not For Profit Company limited by guarantee and its key responsibilities include:
 - a. Raising awareness of the city and county as a visitor destination for leisure and business visitors and thereby seeking to boost economic prosperity by increasing visitor incremental spend and creating jobs
 - b. Actively promoting and marketing the current product
 - c. Advising and guiding the development of the future offer (attractions and events)
 - d. Developing and improving the understanding of the Nottinghamshire visitor economy
 - e. Proactively developing EN's membership and further developing strategic partnerships with the private sector and
 - f. Creating and fulfilling the role of a Destination Management Organisation - by being the recognised voice of the tourism/visitor economy in Nottingham and Nottinghamshire
4. EN's key sources of funding are with the County and City Councils with each council contributing £218,000 and £250,000 per annum respectively. Newark and Sherwood District Council has recently agreed a contribution of £54,000 per annum. Each council's funding is subject to an individual Service Level Agreements (SLA's) though these broadly contain the same key performance indicators. Additional funding is provided towards a

membership subsidy scheme by Rushcliffe Borough Council of £7,000 and Newark and Sherwood of £10,000, and a marketing contribution from Gedling Borough Council of just under £2,000, together with membership fee income and external grants. Experience Nottinghamshire has access to money held by Visit England of £333,000 to deliver the national “Growing Tourism Locally” project for which the aim is to promote England, and in this case Nottinghamshire and the city, as a destination to the domestic audience with the target of growing tourism earnings 5% year on year to 2020. This latter target is also embodied in the EN SLA to determine local impact and performance. EN’s intention has been and continues to be to transition from a reliance on public funding to new private sector sources. It currently raises over £300,000 private sector monies.

5. The Committee will be aware that a 3 year Service Level Agreement (SLA) between the Council and EN was signed in December 2012. This covers the period 1st April 2012 to 31st March 2015. This report covers performance against the SLA targets for 2012/13 and also looks at emerging performance trends for 2013/14, the second year of the Agreement.

The Visitor Economy

6. By way of context, the visitor economy is “worth” £134bn per annum nationally and employs over 2m peopleⁱ – the sector generated 180,000 new jobs in 2012 – a third of all new jobs that year. It is a key economic growth sector critical to the government’s intent to “rebalance the economy”. A central focus of the government’s tourism policy is therefore to improve the sector’s productivity to enable it to become one of the top five “most efficient and competitive visitor economies in the world”. However, this hinges on achieving the quality of offer and visitor experience that is necessary to attract and sustain increased numbers of domestic and international visitors, increased incremental spend at destinations and for the appeal of the chosen destinations to broaden beyond London and the “usual suspect” tourism end points.
7. In local terms, the County’s visitor economy is valued at £954m with visitor numbers of 31m in 2011, spending £1.277bnⁱⁱ. Of these, 29.6m were day visitors with an average daily spend of £31.49. Of the top visitor attractions, Rufford Abbey and Country Park and Sherwood Forest Country Park were placed one and two respectively in the most visited Nottinghamshire attractions, with visitor numbers of 461,575 and 324,384 in 2012 – significantly ahead of the highest paid visitor attraction – Nottingham Castle - which received 192,367 visitorsⁱⁱⁱ.

Performance against the Service Level Agreement 2012-13

8. 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**. This sets out the indicators in full, a short description of performance for 2012/13, supplemented by a traffic light colour coding and information identifying if EN is on target to achieve expectations for 2013/14.
9. In broad terms, performance against the SLA indicators during 2012-13 was strong, and trends in 2013-14 suggest that targets for this financial year will also be met or exceeded. KPIs related to marketing through social media and web-based products showed

particularly strong performance, as did those relating to increased commercial members of the organisation. It is not possible for performance information related to return on investment (RoI) or the 5% growth in earnings from tourism targets to be reported at this point in time as this information has not been released. Only one KPI was not achieved, and this relates to the number of new businesses signing up to sell services through Experience Nottinghamshire.

SLA Issues

10. Baseline data was not in place for a number of the performance measures in the SLA either because EN had not previously collected this information or it was not commonplace to use marketing tools such as twitter and Facebook until recently. The baselines have now been established and in future years it will be possible to assess performance changes on these indicators year on year.
11. The Member Satisfaction Survey (Indicator 2 in Appendix 1) was open to all 377 members and to date there are responses from 44 members. This equates to a response rate of 11.67% - with further responses anticipated. The feedback received is invaluable (Appendix 1 refers), and EN is content that the questionnaire response rate, as current, is an acceptable figure from which to draw an accurate inference of performance. It is also noted that the PR Value (Indicator 8 in Appendix 1) is a global figure reflecting PR directly achieved by EN but it is not broken down by campaigns.
12. Much of the data provided by EN relates to both City and County performance whilst this is unavoidable we have looked at EN's contribution to key events that have been held in the county including the Ashes and Robin Hood Festival. Evaluations on these are currently draft or relate to 2013/14 activity however it is noted that these events have outperformed expectations and that EN has played a key role marketing the events and working with businesses with a view to giving the visitor the best experience and maximising their stay and spend.
13. Members will note that in Appendix 1 performance information for Output Measures 5 and 16 is not yet available nationally. This relates to the overview of VE activity by BIS and awaits nationally released performance against aggregated national campaign activity.
14. However, what has emerged from national feedback to date is a potential opportunity to adjust these output measurements to make them more valid and in line with other economic measurements nationally and locally. This would thereby impact the SLA measurements for 2013/14 and 2014/15. The preference of BIS would be to measure DMO performance through:
 - (1) Incremental spend and
 - (2) jobs created
15. This would replace both the ROI figure and the growth in tourism earnings year on year. This appears a more valid performance measurement and would be more effective in informing all partners on the impact of activity on the visitor economy and enable more effective comparison with other sectors.

Update on the wider objectives/requirements in the SLA

16. EN's wider performance is also monitored by Member and officer participation in EN's quarterly Strategic Board and its associated Finance and General Purposes Committee. The Board allows a strategic overview of activity whilst the latter provides the opportunity to ensure statutory compliances as set out in the SLA under Partnership Requirements.
17. Furthermore, officers work with colleagues from EN through the D2N2 Visitor Economy Advisory Group and through specific projects and events. This includes EN's organisation and attendance at quarterly catch up sessions with those Districts with dedicated Tourism Officers or which organise major events. This currently includes: Gedling, Ashfield, Bassetlaw, Broxtowe, Mansfield and the County Council. This enables EN, as the DMO, to promote District level activity to a wider tourism audience.
18. In terms of County wide activity as previously mentioned EN has worked with the County Council on events such as the Robin Hood Festival, the Ashes and Armed Forces Day (the latter being led by the City Council). In addition EN works with all its commercial members in the county including Clumber Park, Harley Gallery, Welbeck and Cresswell Crags.
19. Within the wider requirements of the SLA, EN is charged with supplying the County Council with strategic advice and guidance to help develop the tourism offer in the county in terms of diversity and quality covering both attractions and events and festivals. This is afforded by the nominal allocation of 10 days consultancy advice per annum. This work to date has included the development of a Destination Management Plan (DMP) for the County and City (to be published in Spring 2014); participation in the D2N2 Visitor Economy Group, Sherwood Regional Park Board and the Newark Civil War Museum working group, as well as engagement in research work to better understand the sectors trends, performance and opportunities.
20. This latter area of activity covers the D2N2 area and is funded by D2N2-. This work will inform the DMP and will be used to lobby the D2N2 LEP for funding support to the sector by raising understanding of its economic importance and potential contribution to regional economic performance and growth.
21. EN is also required within the SLA to deliver an annual Awards "celebration for the sector" – to reward and recognise excellence and raise the profile and quality of businesses within the visitor economy. A Nottinghamshire Star award ceremony was held in June 2012, facilitated by EN with accreditation from VE and the 2013 Star event is to held later this month.
22. As part of the SLA, EN is also required to have an Operational Business plan and balanced budget. The September meeting of the EN Strategic Board received the Audited Accounts for 2012/13 and signed them off accordingly. Further the EN Business Plan 2013-16 was also received in draft and work to finalise this continues.

Reason for Recommendation

23. 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

24. 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

25. None.

RECOMMENDATION/S

It is recommended that Committee:

- a. Note Experience Nottinghamshire's performance against the SLA for 2012/13 and progress during 2013/14
- b. Approve the amendment to the KPIs for VE validated aspects of performance 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

(The targets and criteria for these to be agreed with the Department of Business, Innovation and Skills)

- c. For the Committee to receive a further report on 2013/14 annual performance in April 2014.

Report of the Group Manager, Corporate Strategy – Celia Morris

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

Constitutional Comments (NAB 04.10.13)

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

Financial Comments (SEM 04/10/13)

There are no specific financial implications arising directly from this 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

ⁱ Visit England <http://www.visitengland.com/ee/>

ⁱⁱ STEAM 2011

ⁱⁱⁱ EN VE Attractions Survey. Note not all attractions submitted data.

APPENDIX 1

Full details - SLA Performance 2012/13 and Trend Indication 2013/14:

Type of measure	Indicator	Performance 2012/13 and Headline
Quality	1. Presentation twice yearly of progress / performance report to relevant Committee	On Target
	2. To run a yearly membership satisfaction survey and implement changes where appropriate.	<p>Target Completed</p> <p>Multiple Choice Online Survey open to 377 members, 44 have completed it. Response rate 11.67%</p> <ul style="list-style-type: none"> 86% of members satisfied with ENs marketing activity Transport works a key challenge to sector (10%) Christmas key opportunity for sector in next 6 months (13.3%), Conference and events – key opportunity in the next 12 months (6.7%) and Castle redevelopment the key opportunity in the next 24 months (6.7%) Public Sector spending concerned 6.7% of respondents 20% of businesses have taken on 10+ staff since 1st April 12 33% of respondents have noted an increased in overseas visitors
Objective outputs measures:	3. Record all new projects scoped and delivered via intervention from EN	<p>Evidence Provided</p> <p>12/13 - 10 projects supported (events/marketing/other) – 8 new, 2 existing</p> <p>12/13 NEW: Elemental Force, Armed Forces Day, Olympic Torch Relay, Visit England RGF, Visit England Thematics, Festival of Words, Royal Visit/Diamond Jubilee and World Event young Artists</p> <p>12/13 EXISTING: English Tourism Week, STAR Awards</p> <p>13/14 projects supported (events/marketing/other) – 11 new, 5 existing</p> <p>13/14 NEW: Trent to Trenches, Ashes, Outdoor Cinema at Wollaton Hall, Powerboat World Championships, Richard Whitehead Reception,</p>
	4. Identify existing projects developed via intervention from EN	

		<p>Wallace and Gromit “Great Adventure” Campaign, Visit England “Fan in a Van” Campaign, together with the following conferences (EN support given to Event Bidding unit) - British Association of Lung Research, Regen:Fest, Nspine, and National Sheriffs</p> <p>13/14 EXISTING: Sports Events partnership, Visit England RGF, Visit England Thematics, Nottinghamshire County Show and Cycle Live.</p> <p>Furthermore, EN is represented on various national, regional and local bodies totalling: 19 of which 9 are new.</p>
	<p>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>	<p>VE data not yet available</p>
	<p>6. To increase private sector membership by 5% year on year with effect from 2013/14</p>	<p>Targets Achieved and on track to achieve/exceed 2013/14 performance.</p> <p>Baseline -2011/12 Membership Income £98,120, Membership numbers 197</p> <p>2012-13 – Membership Income £116,962 - up 26% on the previous year. Member numbers 328 an increase of 66.5%</p> <p>2013/14 – Membership income £30,782 YTD – an increase of 34%. YTD there are 394 members - an increase of 20%</p>
	<p>7. To maintain commercial income of at least £150k.p.a.</p>	<p>Over achieved target</p> <p>2012/13 - £178,225</p> <p>Notes</p> <ul style="list-style-type: none"> • Baseline income of £173,725 achieved in 2011/12 • Commercial income comprises membership fees, subscription fees, commissions and affiliate scheme charges. It excludes TIC income.

	<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>Over Achieved:</p> <p>2012/13 - £722, 125</p> <p>On schedule to achieve 5% increase for 2013/14.</p> <p>Note</p> <ul style="list-style-type: none"> Assessment methodology based on Advertising Value Equivalent (AVE).
	<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>Exceeded Target</p> <p>2012/13 – 61,998 unique web visits (+86%)</p> <p>2013/14 trends currently indicate a 39% increase in unique web visits.</p> <p>NOTES:</p> <ul style="list-style-type: none"> 2011/12 Baseline – 33,419. Data provided from Google Analytics All figures are monthly averages of unique visitors
	<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>No Baseline available from 2011/12. 2012/13 to be the baseline.</p> <p>2012/13 - 8,140 (this number has already been exceeded for the succeeding period up to September 13)</p> <p>Note:</p> <ul style="list-style-type: none"> This number comprises Twitter Followers and Facebook Likes.
	<p>11. To capture 10k new consumer records from downloads, brochure requests, competitions and bookings year on year</p>	<p>Target Exceeded</p> <p>16,709 records achieved 2012/13</p> <p>In 2013/14 year to date 4,095 achieved</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>Target Exceeded</p> <p>2,136 downloads achieved</p> <p>2013/14 performance – 30.1% increase achieved year to date on 12/13 result</p>

	13. To gain signup of 20 new business to sell tickets/services for events through EN distribution channels	<p>Target 2012/13 not met:</p> <p>13 achieved 2012/13, of which:</p> <ul style="list-style-type: none"> • 6 on-going services • 6 annual events and • 1 ad hoc
		<p>To date in 2013/14 14 achieved of which:</p> <ul style="list-style-type: none"> • 6 on-going services • 3 Annual events • 2 Ad hoc and • 3 are one off events.
	14. To manage projects to achieve all the outcomes set out in the project proposal and within budget	<p>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 £22,830 in 2011/12 and £16,311 in 2012/13 were achieved. Both surplus amounts were clearly above budget and this was used to reduce an inherited Balance Sheet Deficit which occurred prior to the SLA.</p> <p>It is forecast that this deficit will be below £100k by 31st March 2014.</p>
	15. Maximise external funding potential to develop the Nottinghamshire tourism offer	<p>On Target</p> <p>£1,935,750 secured - with other funding awaiting decision.</p>
	16. On track to achieve 5% growth in tourism earnings (Visit England's projections in the County from 2010 and 2020)	<p>VE data currently unavailable.</p> <p>Further, purchase of STEAM data by EN for the County is the subject of a funding bid to D2N2 LEP – decision awaited</p>

17 October 2013**Agenda Item: 9****REPORT OF THE CHAIR OF THE ECONOMIC DEVELOPMENT COMMITTEE****ATTENDANCE AT NETWORKING EVENT WITH THE GOVERNOR OF THE
BANK OF ENGLAND****Purpose of the Report**

1. To inform Members of attendance at a recent event with the Governor of the Bank of England and to give an overview of the Bank of England's current position on Monetary Policy.

Information and AdviceBackground

2. Derbyshire and Nottinghamshire Chamber of Commerce secured Governor Carney's first major speaking engagement outside London at a lunchtime event at the East Midlands Conference Centre on August 28th 2013. The event received widespread media coverage and was attended by a large number of local businesses.

Feedback from the Governor's speech

3. Governor Carney stated that there is a 'rising tide' of optimism surrounding the financial recovery. This follows the virtual collapse of the financial system, job losses, the crisis in Europe and falling incomes.
4. The availability of credit and slow growth has dampened spending. There are one million more people unemployed today, idle capacity and opportunities wanting from a lack of finance.
5. The Bank of England are working to secure the fledgling recovery and to reduce the uncertainty which is holding back growth.

Interest Rates

6. An increase in interest rates will only be considered when unemployment falls from 7.8% to at least 7%. This figure is a staging post for re-assessment. It does not necessarily mean that interest rates will go up when the 7% figure is reached.
7. Banks are encouraged to release credit and capital ratios in banks are to reach 7% by the turn of the year. Governor Carney stated that this level is needed to withstand the 'bumps' on the road to recovery and to prevent new vulnerabilities e.g. housing.

8. Governor Carney referenced a suggestion of lending to specific sectors; however the importance of keeping interest rates low without creating risk was the overriding message.
9. Governor Carney recognised that low interest rates are a negative for savers, however a stronger economy is better for everyone in the long term.

Unemployment

10. Governor. Carney said that he thought it would be some time before unemployment falls from 7.8% to 7%. This is for the following reasons:
 - Growth prospects are solid not stellar
 - Due to shrinkage in the public sector, 750,000 jobs will need to be created to keep unemployment at the current level
 - Half of the increase in jobs is due to part time roles
 - Productivity growth has been anaemic, the same statistics as 2005
 - Productivity is expected to grow more slowly than in the pre-crisis period e.g. productivity is expected to reach the 2008 level by 2015.

Housing

11. In terms of the housing market, Governor Carney reflected that new mortgages are up 20% but appraisals are still half of the pre crisis level. Housing costs relative to earnings are the same as 2003, and the Bank of England is closely monitoring recent uplifts in the housing market to guard against excessive inflation. .

Event Attendance

12. The Committee Chair attended the lunch and presentation. Tickets were £45 each. Two tickets were purchased (£90 total) and one officer from Economic Development attended with the Committee Chair.

Statutory and Policy Implications

13. 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

14. The total cost of £90 was met from the Committee's budget allocation to business engagement.

RECOMMENDATION/S

15. That Committee note the report.

Report of the Chair, Economic Development Committee

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

Constitutional Comments (NAB 04.10.13)

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

Financial Comments (SEM 03/10/13)

The financial implications are set out in the report.

Background Papers and Published Documents

None

Electoral Division(s) and Member(s) Affected

All

17 October 2013**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>
19 November 2013				
D2N2 EU funding strategy 2014-2020	To receive information on progress towards establishing an EU funding strategy for the D2N2 LEP	Information	Matt Lockley	Kay Massingham
Economic Development Capital Fund	[<i>subject to Policy Committee approval in October 2013</i>] To consider and agree the criteria and process for managing the new Economic Development Capital Fund	Decision	Matt Lockley	Mandy Ramm
Inward Investment Review	To consider the current arrangements for delivering inward investment activity in Nottinghamshire and proposals for future contributions by the County Council	Decision	Celia Morris	James Mann / Geoff George
Nottinghamshire's key sectors – low carbon	To receive an overview of the Council's approach to sector growth in Nottinghamshire, and to consider / endorse a worked example in the form of the Low Carbon Action Plan	Information / decision	Geoff George	Ben Fowler
12 December 2013				
Economic Development Strategy – delivery plan	To agree a delivery and resourcing plan for the Council's Economic Development Strategy	Decision	Celia Morris	Celia Morris
Nottinghamshire Work Clubs update	To update Committee on progress of the Nottinghamshire Work Clubs programme over the previous 12 months	Information	Matt Lockley	Trish Adams
Youth Employment Strategy	To agree proposals for the commissioning of activity with the remaining funds allocated for youth employment	Decision	Matt Lockley	James Mann
Innovation Centres update – performance at the Worksop Turbine	To consider an update on performance at the Worksop Turbine Innovation Centre, as requested by Committee in June 2013	Information	Matt Lockley	Kay Massingham
14 January 2014				
2014-15 budget	To consider and agree financial allocations for projects and activities in the 2014-15 financial year.	Decision		
11 February 2014				
11 March 2014				
Experience Nottinghamshire performance update				

<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 April 2014				
6 May 2014				
3 June 2014				
Innovation Centres – annual performance review	To receive the annual performance review of the Nottinghamshire Innovation Centres contract	Information	Matt Lockley	Kay Massingham
1 July 2014				

Last updated 02 October 2013