

Economic Development Committee

Tuesday, 01 April 2014 at 14:00

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

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(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.

Members or Officers requiring clarification on whether to make a declaration of interest are invited to contact Ruth Rimmington (Tel. 0115 9773825) or a colleague in Democratic Services prior to the meeting.

(4) Members 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	11 March 2014 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

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

Bruce Laughton
Ian Campbell
Jim Creamer
John Knight
Bruce Laughton

John Ogle
Keith Walker
Jason Zadrozny **A**

Alan Rhodes (Ex-Officio) **A**

CO-OPTED MEMBERS

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

OFFICERS IN ATTENDANCE

Fiona Anderson	-	Policy Planning and Corporate Services
Martin Gately	-	“ “
Geoff George	-	“ “
Celia Morris	-	“ “
Nicola McCoy-Brown	-	“ “
Mandy Ramm	-	“ “

MINUTES

RESOLVED 2014/009

The minutes of the last meeting held on 11 February 2014 were confirmed and signed by the Chairman.

APOLOGIES FOR ABSENCE

Councillor Zadrozny (other)

The following changes of membership for this meeting were noted: Councillor Creamer in place of Councillor Payne and Councillor Laughton in place of Councillor Wheeler.

DECLARATIONS OF INTEREST

None.

ECONOMIC DEVELOPMENT STRATEGY

RESOLVED 2014/010

- (a) That the 2014-15 economic development plan and associated budget proposal be approved.
- (b) That further detailed reports on specific project proposals as referenced in the report be received.
- (c) That a six month update on the budget be received as part of the Committee cycle

SUPPORTING YOUTH EMPLOYMENT

RESOLVED 2014/011

That the additional information be noted.

BETTER BROADBAND FOR NOTTINGHAMSHIRE – SUPERFAST EXTENSION PROGRAMME

RESOLVED 2014/012

- (a) That the submission of an Expression of Interest to the Superfast Extension Programme for Nottinghamshire be approved.
- (b) That Policy Committee receives a further report on the Superfast Extension Programme in advance of the deadline for submission of full applications of 30th June 2014

LETTER OF SUPPORT – UNIVERSITY OF NOTTINGHAM ENTERPRISE ZONE APPLICATION (URGENT ITEM)

RESOLVED 2014/013

That the submission of a letter of support for the University of Nottingham's 'University Enterprise Zone' application be approved.

LEADER RURAL DEVELOPMENT PROGRAMME – OPPORTUNITY TO SUBMIT APPLICATION

RESOLVED 2014/14

- a) That the delegation of authority to the Corporate Director, Policy, Planning and Corporate Services in consultation with the Chair of Economic Development Committee to submit an application(s) to Defra to support local strategies for submission to the LEADER programme by the deadline of Friday 14th March 2014 be approved.
- b) That subject to submission of an application(s), it be approved that a further report outlining the detail be brought to this Committee

WORK PROGRAMME

The Chair mentioned the event promoting export which is being held at East Midlands Airport on 7th April, commencing at 7:30 am.

RESOLVED 2014/15

That the work programme be noted.

The meeting closed at 2:50 pm.

CHAIR



1st April 2014

Agenda Item:4

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

NBV BUSINESS START-UP SUPPORT CONTRACT

Purpose of the Report

1. To provide Committee with an update on the progress of the Business Start-Up Support programme, delivered by NBV Enterprise Solutions Ltd.

Background

2. Through resources agreed within the 2012-13 and 2013-14 Economic Development Budget, this Committee approved the commissioning of a business start-up programme, designed to offer free and impartial advice and support to Nottinghamshire residents seeking to develop their business ideas.
3. A comprehensive specification was developed for this programme, reflecting on the existing national and local provision, gaps within the market and particular issues of relevance to the local Nottinghamshire economy. In addition, a detailed description of the type of services required was developed, alongside expected minimum outputs, but which offered the opportunity to potential tenderers to offer insight and to influence the nature of the provision based on their expertise and understanding of delivery.
4. Since 2010, national changes to the way business support has been delivered has led to variable and often chargeable services being offered. Having assessed Nottinghamshire's position in relation to available free and impartial business start-up advice and support, the Council resolved to invite tenders for a business start-up scheme for the County in January 2013. The Invitation To Tender (ITT) generated 7 proposals, of which the submission from NBV Enterprise Solutions Ltd (NBV) was successful.
5. An initial £40,000 was made available to cover Phase 1 of the project, running from March 2013 to July 2013, with a further £45,000 available to cover the costs of Phase 2 of the project over the remainder of the 2013-14 financial year. The funding for Phase 2 was subject to an interim review, which was completed successfully in July 2013.
6. NBV delivers free business support in Nottinghamshire to clients under a number of schemes, funded by a range of agencies. Along with the Nottinghamshire County Council contract, NBV delivers:
 - New Enterprise Allowance (Department of Work & Pensions – DWP)
 - Pre-start and established business advice (European Regional Development Fund –

ERDF)

- Ready for business programme (Regional Growth Fund – RGF)
 - Getting started workshops (Barclays Bank)
7. Not all of these are available across the whole of Nottinghamshire (e.g. ERDF) or to all client groups (e.g. DWP) and the County Council contract is designed principally to plug the gaps in provision, thereby creating blanket coverage of free business advice and support for those wishing to start a business across Nottinghamshire.
8. These four contracts together with the Council's support provide a core infrastructure for the delivery of business start-up support, providing economies of scale and a greater value for money for the County Council.

Review To Date

9. It will be noted that Joanna Clarke, the Deputy Chief Executive of NBV Enterprise Solutions Ltd will be attending this Committee meeting, presenting their perspective on the progress with the contract. The project will be subject to a full evaluation in the summer, once the full reporting timescales have been served and the project formally completed. However, given this Committee's approval of the overall Economic Development budget for 2014/15 at its March meeting and the inclusion of indicative resources for further business support activity, it is considered appropriate to offer this review as it should help support the framing of the new activity. Progress is tracked through monthly reporting from NBV, complemented by contract management meetings with officers from the Council's Economic Development team.
10. The package of support offered to clients on the business start-up progression pathway is broken down into four key stages:
- **Stage 1 – Awareness Raising**
Includes marketing activity with a range of partners and the business community to raise the profile of the service and encourage engagement.
 - **Stage 2 – Engagement and Planning to Start**
Involves an individual needs analysis of each client, leading to a bespoke support package. Mainly focussed on an introduction to what starting a business actually entails.
 - **Stage 3 – Business Planning**
Intensive client support and coaching from a range of sources, including business advisers, trainers and the private sector (banks, accountants etc), culminating in the production of a business plan.
 - **Stage 4 - Launch and Post Launch**
Support in starting up the business and on-going support throughout the early stages – including mentoring.
11. The contract with NBV requires a range of outputs to be met and these are detailed in Appendix 1. As the project has progressed the timescales for reporting these outputs have been extended to run until June 2014. This is because of the lead-in times required for support activity to translate into start-ups (i.e. an individual starting to receive support or advice in, say, February generally would not actually start in business until April or May).

12. Appendix 1 also shows the breakdown by business type of the start-ups delivered by the programme to date. As can be seen from the data, the bulk of the start-ups so far have been shared between Business Services, Creative Industries, Health and the Service sectors.
13. NBV collects satisfaction rates from clients during the process of delivering support. Overwhelmingly the response has been positive from delegates, with no negative comments received at all.

Event satisfaction	Percentage	
Very Satisfied	66.4%	90.3%
Satisfied	21.0%	
Fairly Satisfied	2.9%	
Fairly Dissatisfied	0.0%	
Dissatisfied	0.0%	
Very Dissatisfied	0.0%	
No response	9.7%	

Conclusions

14. When analysing the outputs data for this programme, it is clear that NBV is now achieving a higher than profiled level of engagement. The rate of engagement was slow to begin with, which was mainly due to three key issues:
- A natural lag in the time taken for people to become aware of the scheme in areas where there had been no free business support provision since the demise of Business Link in November 2011. Once awareness was raised of the offer, the number of engagements has steadily increased and the project is now performing ahead of profile;
 - Generally difficult economic / trading conditions, reflecting a reluctance and lack of confidence from individuals and a lack of market opportunities for business start-ups. This position is confirmed from an assessment of the other referenced programmes operated by NBV and from externally sourced research on this period. Economic conditions have begun to improve since;
 - This general caution led to a longer time-period being experienced between the translation into businesses from the initial contact (as referenced in paragraph 11 above) which again was consistent with other programmes.
15. The slow start to engagement has translated through to the other outputs as well, with the rate of business starts and jobs created both being lower than originally profiled. A review of the performance against the contracted outputs took place in December 2013 and it was agreed to re-profile at this point; this is reflected in the figures shown in Appendix 1, although it should be noted that the overall target numbers have remained the same.
16. It will be noted from the detail in Appendix 1 that while the engagements with individuals seeking to start a business are in excess of targets, the conversion rates have proved more difficult to achieve for the reasons referenced above. However, NBV is confident that they can look to achieve against the revised profile and this may be the subject of further discussion with them as they attend this Committee meeting.

17. Evidence provided by NBV to date shows that the County Council funding is generating a conversion ratio of approximately 1:4 (i.e. 1 start-up per every 4 clients accessing adviser support). Although this is clearly below the initial target of 1:2, it is significantly better than the performance of other current NBV contracts (which range between a ratio of 1:7 and 1:25).
18. Based on the 86 business starts supported and the amount spent on the programme to date, the unit cost per start-up is £674. This is expected to fall as more starts are created through the final months of the contract but regardless, when this is compared to other current NBV contracts, the £674 unit cost remains good value for money, as unit costs for these schemes generally range from £560 – £2,000.
19. Overall, it is felt that this project represents good value for money and provides an invaluable service for those looking to start-up in business. It is widely recognised that for a considered decision to be made by those looking to make the significant life-choice of starting a business, it is necessary to have an element of impartial, face-to-face advice on hand. This support cannot be replicated through online resources and is less impartial when coming from organisations that might benefit commercially from any decision to start-up. Without the Council's contract, large parts of the County would be excluded from the offer of free support, which affects the potential for successful new and emerging businesses being created in these areas. The wider impact is that via the Council support, NBV is enabled to resource hot-spots, facilitate events and engage in a genuinely cross-County approach supporting anyone with start-up support.
20. It is also worth highlighting that by delivering this project, the Council has placed Nottinghamshire in a unique position of being able to offer the blanket provision of free and impartial business start-up support, regardless of location within the County, which is not something that is replicated across the country.

Reason for Recommendation

21. To help inform the Committee in developing the next phase of its business support activities as approved indicatively at its March 2014 meeting.

Statutory and Policy Implications

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

Financial Implications

23. None at this stage.

RECOMMENDATION/S

24. It is recommended that the Economic Development Committee notes the report.

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact: James Mann – 0115 977 2686

Constitutional Comments [SLB 19/03/2014]

This report is for noting only.

Financial Comments [SEM 21.03.2014]

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

Background Papers and Published Documents

Electoral Division(s) and Member(s) Affected

All

Performance against Contracted Outputs
(Phases 1 and 2 combined)

Outputs 2013/14	Total to 31 Dec 2013	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Totals
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Engagements NB – engagement figures based on a minimum of either attendance at a workshop or adviser meeting								
Target and profile	-	27	0	0	0	0	0	307
Performance	280	32	34					346
Cumulative Variance	-	+5	+39					+39

New Business starts								
Target and profile	-	15	15	18	23	23	23	178
Performance	61	18	7					86
Cumulative Variance	-	3	-5					-92

Clients Offered Mentoring								
Target and profile	-	15	15	18	23	23	23	178
Performance	61	18	7					86
Cumulative Variance	-	3	-5					-92

Jobs created								
Target and profile	-	20	20	24	25	25	25	200
Performance	61	18	8					86
Cumulative Variance	-	-2	-14					-114

Please note that outputs were re-profiled in agreement with NBV in Dec 2013 for the reasons articulated in the report.

Business Starts by type

Sector	No. of Starts	Examples
Business services	11	Team Building Activities, Marketing Consultancy
Creative	12	Film Production, Designer
Education	3	Private Tuition, Music Instructor
Financial Services	2	Book-keeping
Food related	8	Cake Maker, Caterer
Health activities	13	Physical Therapy, Day Care
Leisure	7	Personal Trainer, Golf Tours
Print	1	Publisher
Retail	6	Flower Shop, eBay Trader
Service activities	20	Hairdresser, Gardener
Transport	3	Courier
	86	

1st April 2014

Agenda Item: 5

**REPORT OF THE CORPORATE DIRECTOR, POLICY, PLANNING AND
CORPORATE SERVICES****BETTER BROADBAND FOR NOTTINGHAMSHIRE – PHASE ONE****Purpose of the Report**

1. To inform Economic Development Committee of Phase One BT exchange area locations for the Better Broadband for Nottinghamshire (BBfN) programme.

Information and advice

2. The BBfN programme (which has been the subject of numerous reports and more recently a dedicated broadband Economic Development Committee meeting held on 14 January 2014) is set to bring a bonus to thousands of people living and working in the county, as around twenty four BT Exchange locations are due to get faster broadband in Phase One of project delivery.
3. The BBfN programme involves a very large and technically complex rollout, involving laying over 1 million metres of fibre optic cable, installing over 2,500 fibre distribution points and more than 92,000 hours of construction time. An intensive programme of capital works is about to commence which will run until 2016.
4. This report specifically concentrates on the first exchange area locations to benefit from the co-investment partnership which will be able to connect to fibre-based broadband by the summer of 2014 (or even earlier if the rollout can be expedited).
5. One of the biggest pieces of work for the BBfN programme is the installation of 318 new fibre roadside cabinets. The engineering plans and delivery timecales depend on factors such as the availability of electricity connections for these new roadside cabinets. Before the build can begin, the assumptions that underpin the indicative implementation plan need to be tested by undertaking physical surveys e.g. inspecting ducting to ensure it is suitable to carry fibre optic cables. If problems are identified an impact assessment will take place to see if the intended implementation can still be technically achieved/is financially viable. The impact assessment will also confirm whether the original timing is still achievable.

Phase 1

6. The table overleaf provides the exchange area locations where BT Openreach (the infrastructure division of BT Group) will start work. More detailed

announcements on locations will be made typically every two months once survey work has been completed.

7. Member's attention is drawn to the fact that most exchanges will be listed several times as the rollout plan develops. This means that fibre-based broadband will be available to batches of premises over different periods. Unfortunately, it is not possible to provide rollout information down to postcode level. Further, the County Council is unable to confirm exactly when a cabinet will be fibre-enabled or when a premise will be able to access a fibre-based broadband service for a number of reasons (some of which are detailed above – see *Appendix B* for an additional explanation as to why the rollout is not always straightforward).
8. The deployment plan takes into consideration best value for money and where the Council can get the most coverage for the funding available. Due consideration is also made to the existing BT Openreach infrastructure and accounts for any planned commercial rollouts taking place before 2015.
9. The illustrative exchange area locations in the table overleaf may be subject to change during the network design and build phases. This is because technical problems may be encountered which means that the planned implementation is either not technically or financially viable, or will take longer than anticipated. These include issues arising from survey where practical problems are identified which require more work than originally anticipated.
10. The table indicates the month the work is scheduled to commence and should NOT be read as reflecting the date that fibre-based broadband will be made available.

	BT Exchange Name	Councillor	Month Work Commences
1	Arnold	Allan, Pauline Allan, Roy Payne, Michael Weiz, Muriel	April 2014
2	Misterton	Yates, Liz	
3	Bilsthorpe	Laughton, Bruce	May 2014
4	Farnsfield	Jackson, Roger	
5	Trentside	Calvert, Steve Plant, Liz Wheeler, Gordon	
6	Collingham	Dobson, Maureen	
7	Sutton on Trent	Laughton, Bruce	
8	Newark	Roberts, Tony Wallace, Stuart	
9	Southwell	Laughton, Bruce	
10	Kirkby in Ashfield	Knight, John Madden, Rachel	
11	Sutton in Ashfield	Carroll, Steve Hollis, Tom Kirkham, David Zadrozny, Jason	

	BT Exchange Name	Councillor	Month work commences
12	Mansfield	Bell, Alan Bosnjak, Joyce Garner, Stephen Harwood, Colleen Langton, Darren Meale, Diana Sissons, Andy Tsimbiridis, Parry	June 2014
13	Woodborough	Elliot, Boyd	
14	Bingham	Suthers, Martin	
15	Burton Joyce	Brooks, Nikki Clarke, John	
16	Cotgrave	Butler, Richard	
17	Radcliffe on Trent	Cutts, Kay	
18	Ruddington	Adair, Reg	
19	Saundby	Yates, Liz	
20	East Leake	Brown, Andrew	
21	Lowdham	Jackson, Roger	
22	Blyth	Fielding, Sybil	
23	Sandiacre	Cross-border – Derbyshire	
24	Worksop	Fielding, Sybil Gilfoyle, Glynn Greaves, Kevin Rhodes, Alan	

11. BT's local network business, Openreach, will install the fibre network which will be open to all companies offering broadband services on an equal basis. Households and businesses in Nottinghamshire will therefore benefit from a highly competitive market, bringing greater choice and affordable prices from the service provider of their choice.
12. Although we are unable to confirm the exact locations to benefit from Phase 1 at this stage, BT is committed to providing access to fibre broadband for at least 10,959 homes and businesses during this phase. To both speed up implementation and derive efficiencies, engineers have identified areas where BT's existing fibre-based infrastructure could be quickly extended (see *Appendix A* - what happens during the rollout). The roadside fibre-based broadband cabinets that are being connected to the new network serve very localised areas, so in each location only certain parts of towns and villages will be able to receive faster broadband speeds.
13. Two specific points are worthy of mention. Firstly, not everyone will receive superfast broadband speeds (of at least 24Mbps) as it depends on the length of the phone line to the cabinet which is providing the broadband service. Secondly, even when fibre-based broadband is available in a given area, individuals/businesses will need to contact their/an Internet Service Provider (ISP) should they wish to sign up for fibre-based broadband. This will NOT happen automatically.

14. The County Council recognises that the sooner broadband access in Nottinghamshire starts, the sooner the county, its residents and its businesses can reap the benefits. BT and the BBfN team continue to look for opportunities to bring forward these locations. Phase Two of the roll-out (which will see the fibre-based broadband infrastructure pass 14,151 premises) is on track for later this year too. By winter 2014 our fibre-based broadband landscape will be starting to look very different. Work will continue into 2015 and conclude in 2016 for our more rural areas which present a bigger challenge.

15. More detailed information on the roll-out will be made available as the rollout plans develops on the broadband dedicated website www.nottinghamshire.gov.uk/broadband

Statutory and Policy Implications

16. 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

17. The overall cost of the capital programme is £15.2 million.

18. The County Council approved its capital contribution of £2.15 million at Full Council on 15th December 2011. This forms part of the current capital programme to 2015-16. In addition to this, revenue funds of up to £450,000 were also approved to support the project management process. The funding breakdown is as follows:

Contributor	Amount
Nottinghamshire County Council	£2.15 million
BDUK	£4.5 million
European Regional Development Fund	£2.7 million
Ashfield District Council	£70,000
Bassetlaw District Council	£150,000
Broxtowe Borough Council	£33,754
Gedling Borough Council	£89,777
Mansfield District Council	£157,464
Newark and Sherwood District Council	£250,000
Nottingham City Council	£150,000
Rushcliffe Borough Council	£245,000
BT	£4.7m (£4.6m Opex)
Total	£15.2m (£19.8m incl. opex)

RECOMMENDATIONS

19. That Economic Development Committee note the report.

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

For any enquiries about this report please contact: Nicola M^cCoy Brown, 72580

Constitutional Comments [SLB 19/03/2014]

This report is for noting only.

Financial Comments [SEM 21.03.2014]

The financial implications are set out in the report.

Background Papers

Electoral Division(s) and Member(s) Affected

All

Appendix A: What happens during the rollout

The rollout of fibre-based broadband is a large and complex programme. To try to make things easier, the 'big build' and rollout have been down into five phases:



Pre-planning: A full assessment of the existing network to provide accurate information for BT's engineers.

Exchange preparation: Agree and plan when and where the new equipment will be placed inside the exchange, as every exchange is different. BT's exchange buildings house the equipment that enables the UK's telephone and broadband network to operate. Some will require additional space to be created for new broadband equipment, increased power supply or greater ventilation. BT has more than 5, 500 telephone exchanges in the UK.

Surveying: Planning the network, surveying underground ducts and planning where the new fibre, street cabinets and over-ground equipment will go. This work will be co-ordinated between BT, power companies and several teams within the local authority. We will work closely with our planning and highways teams and BT to ensure the locations of all the new cabinets meet all the necessary requirements.

Installation: Building the new network from the exchange to the new street cabinets and getting it ready for service. This is when you are most likely to see BT Openreach carrying out construction work in your area. The work will include; installing a new cabinet close to the existing one, digging a trench between both cabinets and the nearest suitable power supply and installing a fibre connection and a power supply. A more detailed explanation of what happens is available on the Openreach website.

Ready for service: Once the new network and cabinets have been installed, the fibre broadband services will be available to order. Residents and businesses will need to contact their Internet Service Provider (ISP) to check when they will be offering the upgraded service in the area.

Appendix B: It's not always straightforward

The County Council is able to give individuals/businesses a broad indication of when they will be able to access a fibre-based broadband network but cannot always be precise for a number of reasons:

- Some underground ducts will have been buried for years, so it is no surprise that surveys can sometimes unearth a few unanticipated challenges. Often ducts have collapsed or been damaged over the years; or the duct routes themselves may be full of existing cables or new ducts need to be built where they do not already exist. Obviously any problems have to be sorted out before any fibre can be laid to these ducts.
- The majority of mains and back-up power supplies in exchanges will need to be upgraded, as the new equipment will place significant demands on them. Sometimes this means working with a local power company and co-ordinating what is needed.
- The same can be said for each individual roadside cabinet as an additional unit (known as a DSLAM) also has power requirements.
- Highway and way-leave applications also need to be considered, and can sometime delay work relating to a specific cabinet.
- Ofcom rules specify that cabinet level information cannot be made available until two weeks after a cabinet has been made live and other Internet Service Providers (ISPs) have been notified by BT that they are able to supply broadband services to prospective customers from it.
- And finally, the British weather has to be contended with. If it gets too cold below 3°C) it can create problems laying the concrete plinth for the cabinet to stand on.



1st April 2014

Agenda Item: 6

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

BUSINESS ENGAGEMENT IN NOTTINGHAMSHIRE

Purpose of the Report

1. To inform members of the progress and development of the Nottinghamshire Business Engagement Group (NBEG) and to outline to Committee the business engagement activities currently being undertaken for the Council by its economic development team including the pilot initiative to develop a Key Account Management (KAM) approach with businesses within the county.

Nottinghamshire Business Engagement Group

2. The Nottinghamshire Business Engagement Group (NBEG) was established on 12th July 2010. The group was set up in response to an agreed need for a more cohesive mechanism for engaging with businesses around the county. The primary target group for NBEG was the micro and small to medium businesses around the county which account for over 95% of businesses. The initial role of the group was primarily that of an information and consultation mechanism for the County Council and other partner organisations such as the Derbyshire and Nottinghamshire Chamber of Commerce and the Federation of Small Businesses.
3. Since 2010 this role has evolved in response to emerging local business needs and the fruition of the D2N2 Local Enterprise Partnership. In May 2013 Mr Trevor Fletcher, a leading local business man and D2N2 Board Member was elected chair of NBEG, forming an effective link between smaller business concerns and the D2N2 Local Enterprise Partnership. NBEG membership has also flourished to include;
 - Bingham Business Club
 - British Indian Business Forum
 - Collingham Business Club
 - East Leake Business Club
 - Gedling Business Partnership
 - Newark Business Club
 - No Nonsense Just Networking (Mansfield and Ashfield)
 - Nottingham City Business Club
 - North Notts Business Connections:
 - Mansfield 2020 Business Club
 - Retford B4B Business Club
 - Ruddington Business Club

- Rushcliffe Business Partnership
 - Southwell Business Club
 - Worksop Business Club
4. Agencies and organisations that attend NBEG include the; Confederation Of British Industry, Federation of Small Businesses, Derbyshire and Nottinghamshire Chamber of Commerce, Institute Of Directors, United Kingdom Trade and Investment, Invest Nottingham, First Enterprise, Nottinghamshire Police and Crime Commissioner, D2N2 Local Enterprise Partnership, Nottinghamshire County Council and Nottingham City Council.
5. In response to a survey in May 2013 regarding the future role and structure of NBEG, its members requested a more proactive role for the group. Whilst happy to retain their role as a consultation and information conduit for the council and other agencies, they expressed a wish to undertake some practical solutions and tangible steps toward tackling the issues being raised by businesses around the county. A revised 'role of NBEG' paper was taken to the NBEG meeting on 20th February 2014. It describes the role as follows:
- To undertake projects and events that address issues and needs raised by NBEG on behalf of their clubs, forums and networks
 - To cascade information provided by the Council/D2N2 and other NBEG members to their wider membership clubs and networks.
 - To provide strategic advice to Nottinghamshire County Council and other partner organisations on issues that affect the business community and to assist in developing solutions to those issues.
 - To provide an effective means of communication and enhanced working relationships between the Nottinghamshire business community, the Council and partner organisations
 - To inform, consult and work together to, innovate, share and replicate opportunities and good practice and grow business confidence.
 - To provide an advocacy role in association with the Council and other partner organisations and enable effective lobbying of Government on matters affecting the sustainable economic prosperity of Nottinghamshire and its businesses.
6. In response to local business needs a number of business engagement projects are being undertaken by partners from NBEG and facilitated by the County Council. These include:

Routes to Growth

Subsequent to the growing interest in export generally and to our business community representatives at the Nottinghamshire Business Engagement Group specifically, we have joined forces with other NBEG partners (Derbyshire and Nottinghamshire Chamber of Commerce and UKTI) and East Midlands Airport to design and implement an export

event. Aimed at small business on the brink of export, the event will take place at 7.30 am on the 7th April at the Radisson Blu Hotel at East Midlands Airport.

Business Development and Skills Mapping Project

In response to a request from NBEG members, a business development and skills mapping project has been undertaken across Nottinghamshire. This mapping will obtain a clearer picture of what provision exists currently and the whereabouts of any duplication and gaps in provision. This information will be used to inform future strategy development and funding decisions.

Promotion of Social Enterprise Funding

Following a presentation from Social Enterprise East Midlands, NBEG emphasised that businesses in Nottinghamshire should not forego the opportunity of £2.6 billion of funding available for social and environmental enterprises and businesses. To this end NBEG has agreed to raise awareness of the funding streams, help find accommodation for social enterprise and social business advisors and to promote social enterprise events taking place locally.

D2N2 Local Enterprise Partnership Growth Plan and Infrastructure Projects

Following a presentation at the February 2014 NBEG meeting, it was felt that NBEG members have both an interest and role to play in disseminating information and supporting and lobbying for the D2N2 Growth Plan which include proposals for:

- Harworth and Bircotes Employment/Housing Growth Zone
- Newark Growth Point
- Gedling Access Road
- Mansfield and Ashfield Regeneration
- Hucknall Rolls Royce site

Key Account Management

7. When reviewing the options to engage individual businesses within the local economy, it was identified that current best practice is to adopt a 'key account' (KAM) approach. To this end, a pilot was launched in October 2013 with 86 companies being allocated to officers across the economic development team.
8. The companies have been selected from known contacts, business award winners, growth enquiries etc. in order to give the best representation in key sectors, growth and innovation businesses and to capture new/emerging businesses across the County. Some companies have opted to join the key account model after approaching the County for specific support or have been engaged through networking events and groups such as NBEG.
9. Of the 86 companies, one to one visits to 23 of the companies have taken place, thereby seeing the KAMs "activated". These have all taken place within the first 12 weeks of the pilot commencing and the focus has been on how the County Council can assist or facilitate on-going or emerging business needs through direct or co-ordinated action or advice and/or policy influence or consideration. By the end of Quarter 2 2014/15, the target is to have built a formal, productive relationship with each company. Where a

company declines the opportunity, reserves have been identified to replace the allocation.

10. The benefits of developing a KAM approach include:

- Awareness-raising for the Council's services that can assist the company in day to day operations as well as in taking strategic decisions and to inform their knowledge of the wider economy and operating context in the County (this could drill down to procurement/supply chain opportunities etc.)
- Providing a named manager for the relationship and presenting themselves as the "go to person" within the Council to streamline access to information, support or to lead approaches to partners and providers on behalf of the company
- Opportunity to learn more about individual business drivers and sector needs and gather emerging economic intelligence
- Opportunity to help focus, inform and improve the delivery of the Notts Growth Plan and other strategic activity and
- Opportunities to build partnerships and to deliver customer focused services

11. Although the KAM approach is in its infancy, there have potentially been significant benefits in some of the interactions with the key focuses being to date:

- Efforts to streamline resolutions to outstanding statutory issues
- Generation of pipeline interest to NCC Capital Fund
- Referrals to grant funding sources
- Contributions to inform future Inward Investment protocol for joint County/City enquiries
- Liaising with District colleagues on key accounts to ensure a joined-up approach
- Close joint working with District colleagues to further funding/planning matters
- Political/Senior Leadership business engagement with key businesses
- Access to business plans and aspirations for growth
- Increased understanding of HS2 commercial impacts
- Shared understanding and support to the Corporate social responsibility (CSR) aspirations of businesses and
- Intelligence to support policy making e.g. Assisted Areas

12. As part of the pilot, monitoring will continue with on-going shaping of the work/process to ensure that we can establish the best approach possible to meet the emerging needs of businesses balanced with available skills/resources/roles etc.

Other Options Considered

13. None. The report is for noting.

Reason for Recommendation/s

14. To ensure that Committee Members are aware of the ongoing development of Business Engagement projects and processes being delivered through the Council's Economic Development team.

Statutory and Policy Implications

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

Financial Implications

16. Economic Development Committee has previously approved budget allocation of £10,000 to support business engagement activity, including the hosting of the Nottinghamshire Business Engagement Group and sponsoring a number of business awards. Staff time is also incurred outside of this £10,000 financial allocation.

RECOMMENDATION/S

It is recommended that:

- (a) Members note the content of this report;
- (b) Committee receives a further report on progress with key account relationships in the autumn

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact: Fiona Anderson, Economic Development, 72688

Constitutional Comments [SLB 19/03/2014]

Economic Development Committee is the appropriate body to consider the matters set out in this report.

Financial Comments [SEM 21.03.2014]

The financial implications are set out in the report.

Background Papers

NA

Electoral Division(s) and Member(s) Affected

All

1st April 2014**Agenda Item: 7****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****LEADER RURAL DEVELOPMENT PROGRAMME – OPPORTUNITY TO
SUBMIT APPLICATION****Purpose of the Report**

1. To advise members of the status of the LEADER Preparatory Bids submitted to the Department of the Environment, Food and Rural Affairs (Defra) to meet the national deadline of the 14th March 2014.

Information and advice

2. At the 11th March 2014 Economic Development Committee meeting, Members approved, under Option A, Part C of the Constitution, delegated authority for the Corporate Director, Policy, Planning and Corporate Services, in consultation with the Chair of this Committee, to submit applications to Defra for Preparatory Funding to support and develop bids to the new LEADER Programme. (Item 7 refers).
3. The aim of the funding is to engage and support potential new Local Action Groups¹ (LAGs) representing rural, contiguous wards with a “functional geography”. The funds should enable LAGS to be in a position to submit in depth Local Development Strategies (LDS) to Defra later this year as part of a bid for full LEADER Programme funding 2014-2020.
4. Any new LAGs would sit alongside the North Nottinghamshire LAG (covering rural wards in Bassetlaw and Newark and Sherwood) that received funding under the previous LEADER Programme and has already received Transitional Funding from Defra to help develop its LDS.
5. Following liaison with colleagues in the Districts and at Defra, there was interest in submitting 4 bids that were potentially viable – Defra requested that each “local area” had its own bid. The submitted bids therefore included:
 - I. **Ashfield** - providing population coverage of 19,973 over 4 wards
 - II. **Gedling** – providing population coverage of 16,974 over 4 wards
 - III. **Mansfield** – providing population coverage of 11,999 over 4 wards
 - IV. **Rushcliffe** – providing population coverage of 75,036 over 20 wards

6. The bids were submitted with local “leads” as indicated by the respective district officer advice and the County Council was identified as the Accountable Body for all.
7. Each bid, under Defra advice, was for £5,000 and given time constraints, followed the same framework of activity. There is potential for District cash contributions and in kind support however this is subject to further approval and engagement at District level.
8. All bids were submitted electronically and in hard copy on the 14th March 2014. Decision will be taken by a national panel against a funding pot of £1m and decisions will be conveyed to applicants on or around the 31st March 2014.
9. Further LEADER deadlines remain to be advised – the formal issuing of the National Delivery Framework by the Minister has been delayed.
10. A copy of the Ashfield application is attached for information – Appendices 1-3 refer.

Reason(s) for Recommendations

11. The Committee requested further detail of any bids submitted under the LEADER Preparatory funding.

Statutory and Policy Implications

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

RECOMMENDATIONS

13. It is recommended that Committee notes this report

Report of the Group Manager, Corporate Strategy, Celia Morris

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

Constitutional Comments [SLB 19/03/2014]

This report is for noting only.

Financial Comments [SEM 21.03.2014]

The financial implications are set out in the report.

Background Papers

<http://rdpenetwork.defra.gov.uk/funding-sources/leader-resources>

Electoral Division(s) and Member(s) Affected
All

ⁱ Or existing groups to amend their geographical coverage.

This matter is being dealt with by:

Mandy Ramm

Reference:

T 0115 977 2685

E mandy.ramm@nottscc.gov.uk

W nottinghamshire.gov.uk



Alex Bowness
Operations Manager
East Midlands Defra RDPE Delivery Team
Apex Court, City Link
Nottingham
NG2 4LA

13 March 2014

Dear Alex,

LEADER Preparatory Funding Applications - Nottinghamshire

Please find enclosed 4 separate applications for funding to support new LAG development in:

- 1) Ashfield
- 2) Gedling
- 3) Mansfield and
- 4) Rushcliffe

Following the meeting held at Defra offices on Friday 7th March 2014, the bids have been developed to access realistic funding allocations and we have sought to link back to the work of the North Nottinghamshire LAG under its Transitional Funding award to scope out opportunities for shared back office functions. To this end, an email offering a financial commitment to each bid is appended from the Chair of the North Nottinghamshire LAG

The Bids are effectively the same, other than the sponsors and the ward coverage identified. This reflects the reality of promoting increased LEADER coverage from a relatively low baseline in a short timeframe.

However, what opportunity this process has identified is to start to crystallise thoughts on how to achieve the best fit of emerging rural resources across the County and wider D2N2 area, a greater engagement and understanding of the needs at the District level and an unexpected but very welcome level of support and enthusiasm from business and community groups in the areas identified. To this end we have a growing list of local interested parties wishing to be involved – some have even insisted in signing the bids in addition to the nominated lead.

In turn, the County Council has received formal approval under its Urgency Procedures to act as the Accountable Body for the 4 bids – with unanimous support from members of the Economic Development Committee to try and progress this funding opportunity as a foundation for future work to support rural growth in Nottinghamshire.

I trust that the Applications are considered to be in order and would ask that Mandy Ramm, Economic Development Officer, is copied into any communication to the Lead signatory on each bid in order that the Accountable Body can help with any technical queries.

Yours sincerely,

Jayne Francis-Ward
Corporate Director and Monitoring Officer



Application for LEADER Funding:

Prospective LEADER Local Action Groups

Please return your completed form to your local Defra RDPE Delivery Team before close of business on 14th March 2014. You must also consult with your local Defra RDPE Delivery Team in preparation of this application. Contact details are provided in the guidance that supports this form.

Section 1

1.1 Contact details

Name of potential LAG:

Lead contact details:

This named lead contact will be the individual that your local Defra RDPE Delivery Team will contact for any discussion regarding the application.

Address:

Telephone:

Email:

1.2 Funding request

Start date of funding to commence:

Requested RDPE funds £:

Please note all RDPE funded work must be completed and paid for by 31st December 2014 with a final claim date no later than 15th January 2015.

Section 2

2. Supporting financial arrangements and contractual responsibility

Accountable Body

The Accountable Body agrees to bank roll the expenditure and to provide the required supporting evidence with the claim on agreed dates. The supporting evidence that will be required with claims is invoices and evidence of payment of those invoices. Evidence of payment should take the form of certified bank statements, or for Local Authority Accountable Bodies only, printouts or screenshots verifying expenditure from accounts payable from a recognised finance system demonstrating that the expenditure has been legitimately incurred.

Name:

Contact details:

Telephone:

Email:

2.1 Additional contributions

If you have any additional funding or support, please let us know. This funding could be from the Accountable Body, local business, local community etc. The funding or support could be in cash or kind. Please include any letters of support in your application.

1. It is intended that a contribution from the North Notts LAG Transitional award will be made available to help develop shared back office functions that support a) wider LEADER coverage in the county of Nottinghamshire b) fit for purpose administration and project animation with adequate resources and expertise and c) enhanced but VFM capacity to meet quality, audit and claim requirements. See attached email from Rob Crowder, Chair of the North Notts LEADER LAG which makes a commitment of **£500/new Nottinghamshire LAG** to a maximum of £2000 (based on 4 new LAGs) from their £40k Transitional award. As this is RDPE funding it cannot be used as match but the commitment is noted.
 2. **NCC Contribution in kind** – Officer Time based on 1x Economic Development Officer SCP 41 (2 days a week commencing 1st April 14 for 15 weeks to cover up to 4 new LAGS total cost £5150.25 plus up to 1% pay award uplift) pro rata est. £1287.56. Further Finance Officer/support time has not been calculated in the timeframe
 3. ADC - £1,000 **Cash under consideration** – ADC is extremely supportive of the bid but in the timeframe could not reasonably get formal approval. Further it is likely that a similar Contribution in Kind to NCC (eg 0.25 days/week over circa 15 weeks to this LAG) will be available from District Officer input – this has yet to be confirmed
 4. Other in kind input through LAG and expertise – to be considered
- TOTAL **POTENTIAL** CONTRIBUTIONS(cash and in kind) - £4,075.12

Total amount £:

Section 3

3. Description and detail of proposed new LEADER area (limit of one side of A4 Arial 11 point font).

[Please find the response attached as Appendix 1](#)

Please provide details about the planned geographical coverage of your area, referring to the guidance notes. Also, please detail whether you are aware if your proposed area overlaps with any existing LEADER groups and please provide details about what discussions you have had or plan to have with all interested parties in those overlapping areas, including the relevant LEPs and Local Authorities, in order to avoid conflicting LDS bids being submitted in late summer 2014. If you feel that there is an issue here you should speak to your local RDPE Delivery Team in the first instance. PLEASE NOTE: The National Panel cannot select geographically overlapping Local Action Groups in autumn 2014.

Section 4

4. Proposal description

Please refer to the guidance notes.

4.1 Detail any work that has already been undertaken to develop the proposed LEADER Local Action Group (limit of one side of A4 Arial 11 point font).

[Please find the response attached as Appendix 2](#)

4.2 Detail proposed activity and expected outcomes (limit of two sides of A4 Arial 11 point font).

[Please find the response attached as Appendix 3](#)

Section 5

5. Project Costing

Please provide a breakdown of the costs and timescales associated with your activities.

Note – the cash contribution

Item/activity	Rationale for this expenditure	RDPE funds allocated to task (£)	Target date for completion of all tasks
Consultancy	To provide statistical analysis of economic needs, priorities and opportunities to support LDS development and to test and inform the proposed geography/functional economic area of the proposed LAG	£1,000 est	15 th May 14
Consultancy	To support the development and engagement of the core LAG	£2,500 est ↓	15 th May 14 (initial work and thereafter on going)
Consultancy	To engage and expand LAG membership to deliver a sustainable partnership that brings together appropriate expertise and commitment to inform the LDS and place the LAG in the optimum position to deliver its LDS – includes workshops and facilitation with existing and		31st May 14

	potential stakeholders			
Consultancy	Training – baseline skills assessment and gap analysis – after which commence the development of the LAG member skills and understanding to enable contributions, leadership and ownership of LDS development, budgeting, Project evaluation/selection and monitoring requirements, performance management and governance.			30 th June 14 (and ongoing through self-generated LAG activity)
Consultancy	Consultation – to gather business and community input through workshop and other events to help add local weight, interest and ownership to research and delivery priorities			15 th June 14
Consultancy	Development of pipeline project interest to ensure “delivery ready” from 1 st Jan 15		↓	July 14 – and if LDS successful up to 31 st Dec 14
Publicity	To underpin the development of the LAG and LDS by engaging the wider community and seeking to develop	£500		15 th June 14

	pipeline activity should the activity progress to LDS submission and thereafter it is successful.			
Recruitment	Of key personnel to deliver the LDS 2015 onwards – enabling the LAG to hit the ground running after the LDS is approved			31 st Dec 14 (or appropriate date within funding deadlines to respond to a LEADER award and enable commencement 1 st Jan 15 onwards
Venue hire/refreshments	For various engagement activities (as identified above)			As above – to allow for on-going LAG activity between LDS submission and funding decision.
Initial website presence	Awareness raising – to be built up as LAG progresses and to provide an appropriate brand/platform from which to build should a LEADER bid be successful		↓	31 st May 14
Consultancy	Drafting of LDS based on culmination of activities above	£1,000 (plus cash and in kind contributions – values as yet to be determined)		31 st July 14 (or date TBD when the LDS submission is required)
Consultancy	To support the development of shared back office functions across all LAGs (existing and developing) in Nottinghamshire and to build an appropriate	Funded From Transitional Monies awarded to North Notts and Contris in Kind/cash (County/District etc)		31 st July 14 (or date TBD when the LDS submission is required)

	framework with the required project animation/delivery/financial administrative capacity	This amount is not included in the total below as it has not yet been confirmed/approved	
	TOTAL	£5000 le the LEADER Preparatory Funding Request - with uplifts anticipated if cash contributions are confirmed	

If non-recoverable VAT is being included in the costs, please complete a VAT declaration form, available from your local Defra RDPE Delivery Team.

Section 6

6. Project Team

State who will deliver and manage the project, their skills and experience. Please provide justification where a specialist/external consultant role is required.

It is intended that the LAG will assume an active role from the outset but from a standing start this will realistically grow as the project is developed and engagement increases and membership expands. In acknowledgement of the need for the LAG to focus on building capacity and local needs and opportunities the bulk of the project management activity to drive delivery and progress will be taken up by Nottinghamshire County Council with support from Ashfield District Council

Nottinghamshire County Council will directly Project Manage the Defra funding on behalf of the LAG Group in terms of application/claim and performance management – including ensuring appropriate procurement processes etc. This will be undertaken by an Economic Development Officer within the Economic Development Team (Mandy Ramm – contribution in kind costs have been identified) with support from the Finance Team. Said Officer has appropriate Project Management and external funding expertise (revenue and capital across

all main European and domestic funds delivered in various areas including North Yorkshire, City of Lincoln, North East Lincolnshire etc) and will be tasked with the objective of facilitating the emergent LAG in association with district colleagues to deliver an eligible project that will (i) determine and develop the group's ability, sustainability and skills as a LAG (ii) determine the relevance and coherence and priority needs of the LAG area identified and (iii) will, if appropriate, subject to the outcomes of (i) and (ii), help support the development and submission of an LDS for consideration of Defra under the LEADER 2014-20 Programme.

It would be the intention that both District and County Officers will also provide strategic guidance on this work –ensuring that the work of the LEP (in terms of its EAFRD Growth Plan allocation and CLLD work) joins up and enhances (and vice versa) any existing or new LEADER activity in Nottinghamshire to maximise the value of the combined investments for the benefit of the rural economy of the County.

In terms of external consultancy this will be appropriately procured within Nottinghamshire County Council's Financial Regs and in line with the Public Contract Regs.

Consultancy support will be sought which harnesses appropriate knowledge of LEADER and community capacity building, and if necessary, may be split across several providers in order to build an appropriate package of support specifically tailored to the Ashfield LAG. The emphasis on consultancy is an absolute imperative given that the LEADER LAG in Ashfield is currently at a standing start and will need expert input and guidance over the next 4-5 months to grow, engage, understand, inform and own any future strategy for its area going forward into a potential LDS submission in the summer of 2014.

Section 7

7. Declaration and Signature

I confirm that to the best of my knowledge and belief, the information in this application is true and correct. I will not be seeking other EU or Defra support for the actions contained in this application.

I understand that acceptance of this application does not in any way signify that the proposal is eligible for support or that funding has been approved towards it.

I have read and understood the guidance note for Funding for prospective LEADER groups in England.

I confirm that our local Defra RDPE Delivery Team has been consulted in the preparation of this application.

I declare that all the relevant legal standards are met on the establishment, and linked establishment(s), including the possession of consents, licences, certificates and approvals.

I confirm I understand the purpose of this form and the reasons for the collection of my personal data (to the extent that this form contains information which is personal data for the purposes of the Data Protection Act 1998) and I agree to personal data being used as stated.

I am aware that checks can be made to the relevant authorities to verify this declaration and any person who knowingly or recklessly makes any false statement for the purposes of obtaining grant or for the purpose of assisting any person to obtain grant is liable to be prosecuted. A false or misleading statement will also mean that approval may be revoked and any grant may be withheld or recovered with interest.

WARNING: You should not enter into any legal contracts, including the ordering or purchasing of any equipment or services before the formal approval of your project.

Accountable Body (responsible for ensuring the delivery of the proposed plan and will have contractual/funding responsibility)

Signed:

Print Name:

Position:

Date:

PROPOSED GEOGRAPHIC AREA

To include the following Wards and populations (2011 Census)

ASHFIELD LAG		
Ref	WARD	POPULATION (2011 Census)
1	SELSTON	6,753
2	JACKSDALE	3,158
3	UNDERWOOD	2,953
4	WOODHOUSE	7,109
	TOTAL	19,973

SYNERGY WITH OTHER LEADER/EAFRD ACTIVITY

To date, in Nottinghamshire there has only been one successful LEADER Bid in the form of North Nottinghamshire – covering the Districts of Bassetlaw and Newark and Sherwood.

The North Notts LEADER LAG was awarded £40k in transitional funding to support the development of an LDS for consideration under the new LEADER Programme period (2014-2020).

Consultants have been appointed in North Notts to undertake an assessment of what went well, what could be improved and to undertake a data refresh. This work has involved consultations with stakeholders/partners/applicants and a Workshop was held on the 7th January 2014. Various matters were discussed including priority activities moving forward however key was a consensus to help take forward LEADER coverage by working with other partners to help support new LAGS by sharing lessons and knowledge etc.

At a D2N2 LEP led Rural Workshop on the 17th January 2014 – further consensus of partners was achieved to increase LEADER coverage in Nottinghamshire with scope for joint working arrangements. This meeting also discussed the need to link up all rural activity with:

- the D2N2 LEP's £6.1m EAFRD allocation within the Growth Plan and
- any emerging CLLD activity in rural areas.

There is an acute awareness of the need to avoid geographic duplication of areas/activity and to create complementarity and synergies. How this will be achieved will be determined in due course through on going engagement with the D2N2 LEP and partners - including engagement with the CLLD Prospectus when published by the LEP. Although it is fully understood that a LEADER area and CLLD area cannot overlap, it is noted that CLLD can operate around a LEADER area to help unlock the potential for delivery and growth. This will need to be taken into account in due course in order to achieve appropriate local delivery opportunities.

At the aforementioned Workshop, the LEP committed to being actively engaged in the LEADER process through Defra and for partners, led by the LEP to “support and facilitate LEADER LAGs to develop and gather information, statistics and evidence to build their business case” Further, Defra will be engaging with D2N2 at a strategic level to ensure activity coherence.

PROPOSAL DESCRIPTION

Section 4.1

Work to date has been at the strategic level, in association with key partnersⁱ to identify the opportunity to extend LEADER coverage in the County in recognition of the need to support sustainable rural growth activity informed, driven and delivered at the local level.

Arguably, the rural economy has, during the recession, been partly overlooked nationally and regionally in terms of the focus of limited resources being on employment concentrations and urban areas – ostensibly in order to have the greatest impact and to reactively address priority economic needs.

However, the government's current agenda to encourage growth in rural areas (as a key contributor to GVA and the national economic recovery) has strong resonance in Nottinghamshire and in key local areas.

Further, with the new European and Growth Plan Programmes approaching, partners are now in the best possible position to support the rural economy.

Any new LAG in Nottinghamshire will effectively be developing from a standing start but with the advantage of a large body of diverse and committed partners available to support its development and a willingness to take on board lessons learned from other LAGs and LEADER activity.

The rural economy of Nottinghamshire holds the potential to contribute significantly to the wider economic performance of the County and is essential to realising the ambitions of the D2N2 LEP – including key sector development in Food and Drink and Tourism as well as cross cutting themes such as innovation and micro and SME start-up support. Rural activity will also be critical to delivering environmental improvements that at the local level fit with the wider Natural Environment White Paper and the work of the Local Nature Partnerships.

In terms of activity in Ashfield, the District Council is aware of the need to support its rural economy and is keen to do this in a logical, planned manner with activity driven by the community.

On this basis, the opportunity to bid for LEADER Preparatory funds has been a timely catalyst to help galvanise activity and is critical if rural ambitions and opportunities are to be realised – particularly at a time where public funding pressures remain acute.

ⁱ D2N2 LEP, Defra, Mansfield and Ashfield District Councils, Rushcliffe Borough Council, Bassetlaw District Council, Newark and Sherwood District Council, Gedling Borough Council and Broxtowe Borough Council, RCAN, NFU, CLA, Nottinghamshire Wildlife Trust, Nottinghamshire and Derbyshire lowlands LNP, One-em etc. North Notts LEADER LAG, Nottinghamshire County Council.

Proposal Description

Section 4.2

As stated, the LAG will be developing from a standing start and the Preparatory Funding will be essential for expert external advice and resourcing to be bought in to assist the development of an LDS. District and County Officers will seek to support and add value to the process in terms of the on the ground development and to ensure strategic fit with other emerging activity - thereby demonstrating the commitment of both Ashfield District Council and Nottinghamshire County Council to achieve the best position for local rural growth activity – including time commitments to help facilitate the best outcomes.

The list of activity included in the main body of the application is hopefully self-explanatory. The activity is designed to set out a broad path from 1st April 14 to LDS submission (date TBC) recognising the current LAG status and the need for intensive external support. The activity also identifies scope for the LAG to maintain momentum, should the LDS be successful, by supporting further engagement and staff recruitment activities to enable delivery from 1st January 2015.

It is intended that this common approach would be applied individually with each of the 4 emerging LEADER areas in terms of getting the emergent LAGs to a position of sustainability and self-governance with a view to then placing each in the best position to own and deliver its own “bespoke” LDS.

Naturally, the output of each LAG will be different, as different priorities will be identified and tackled locally – this is about a common development framework and facilitation being made available for local use to help extend LEADER coverage in the County and to help compliment other D2N2 and Defra led rural activity.

It is also an opportunity to streamline and improve the capacity and functionality of back office services and on the ground project animation - by also seeking to support any Nottinghamshire LAGs with common delivery frameworks

Clearly, there is a critical mass necessary for shared services to apply- and an understanding of this will only emerge when more is known about what LAGs are successful with Preparatory Funding Support and later if all/any are successful with their LDS submissions and subsequent LEADER support to 2020.

The intention remains for the North Notts LAG to benefit and strengthen its delivery capacity through shared functions – although should insufficient critical mass be achieved (based on number of new LAGs proceeding, breadth of activity, value of programmes) it is likely that the existing LAG will submit its LDS as initially intended with the current Accountable Body.

In specific response to the Questions posed in the Guidance:

1. Who you will be consulting with to identify priorities:

Local business groups; individual businesses; farming groups and land owners/NFU; social enterprises; community groups; Parish Councils; District Council; RCAN and other rural service deliverers etc. This list is not exhaustive and others will emerge through planned stakeholder engagement – this will all be facilitated by external consultants.

2. The rationale behind the LAG area chosen:

This has been a theoretical exercise to include the key rural wards within the County that are both contiguous and have a meaningful geography and common economic area. The intention is to test this in reality and amend if necessary based on further statistical analysis and local input – again facilitated by external consultancy

3. How you will encourage and recruit local representatives to develop the LAG

It is hoped to leverage existing local activity and skills as a core LAG nucleus and, through awareness raising and facilitated engagement activity, (workshops, publicity, web engagement, networking etc.) build upon this and through skills analysis target and build up the skills necessary for the LAG to be self-sustaining.

4. Initial thoughts on the priorities and needs LEADER would seek to address

It is anticipated, through anecdotal knowledge of the rural economy, that there will be a focus on SME and micro start up support, rural tourism development, business access to broadband (not-spots), environmental projects (with clear economic focus), business accommodation and farm diversification projects – it would also be likely that there will be a focus on developing social enterprise led activity and improving access to rural services through innovative delivery solutions and growing sustainable entrepreneurial activity. Clearly this list is not exhaustive and it is intended to “test” this through local consultation and engagement and research – again facilitated through external consultancy

5. How you will liaise with the LEPs and any other stakeholders

As stated – the involvement of the District and County Councils and RCAN (RCAN's Chief Executive is the D2N2 Rural Champion and LEP Board Member) will help facilitate and raise opportunities for strategic fit as all rural activity develops over the coming months.

6. Milestones

Please refer to Main Application Section 5 response.

RISKS

- There are various go/no go points throughout this activity given the start-up nature of the LAG. The engagement, support and commitment of the District and County Councils will help to mitigate any lack of engagement through the knowledge of the area/contacts and the appointment of appropriate consultancy support
- There is also the risk that the LAG forms but chooses/is unable to develop an LDS – every effort will be made to support the LAG to complete an LDS but if this is not possible, data/research and increased understanding of the rural economy and valuable community will have been achieved that could later result in other forms of economic activity
- The risk remains that the LDS may be unsuccessful – every effort will be made to support the LAG to develop the best LDS possible through advice and expert guidance
- Ineligible activity – the County Council will act as Accountable Body to ensure that all activity is eligible and compliant with the funding offer

SUPPLEMENTARY SUPPORT IN PRINCIPLE – Rob Crowder, Chair North Notts LEADER LAG – referencing £500/new LAG Transitional award contribution to support the joint development of shared back office functions should sufficient critical mass of activity in Nottinghamshire be approved under the LEADER Programme 14-20.

From: Rob Crowder [mailto:RCrowder@rcan.org.uk]

Sent: 12 March 2014 10:56

To: Mandy Ramm

Cc: Robert Wilkinson; Jim Burley

Subject: RE: New Leader Areas and transitional Award - URGENT ACTION REQUIRED

Mandy,

I think that this will strengthen our bids and still think that at £2k it would be good value. I am happy to proceed.

Rob Crowder

Chief Executive

Rural Community Action Nottinghamshire

Supporting people and communities in Nottinghamshire

Newstead Centre, Tilford Road, Newstead Village, Notts, NG15 0BS

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1st April 2014

Agenda Item: 8

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

CONSULTATION RESPONSE SUBMITTED UNDER URGENCY PROCEDURE: COUNTY ALL PARTY PARLIAMENTARY GROUP INQUIRY

Purpose of the Report

1. To advise members of a response submitted under the urgency procedure to the County All Party Parliamentary Group (APPG) inquiry into the role of counties in economic growth.

Information and advice

2. On 28th February, the County Council Network (CCN) alerted its members to the launch of a call for views by the County All Party Parliamentary Group (APPG) into the contribution of counties to delivering economic growth. The deadline for responses to the APPG was 28th March 2014
3. A copy of the launch note for the inquiry is attached to this report (appendix A). It outlines the key lines of inquiry that the APPG will consider in developing more detailed proposals for growth deals for counties. The inquiry is expected to conclude in June, with the launch of a formal report.
4. A response has been prepared and submitted by the APPG deadline. A copy of the response is attached (appendix B). It was signed off through the provisions for urgent decisions by the Chief Executive (Option C, Part C of the Constitution – decision by the Chief Executive) due to the submission deadlines being outside of the Committee cycle.

Reason(s) for Recommendations

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

Statutory and Policy Implications

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

RECOMMENDATIONS

7. It is recommended that Committee notes this report

Report of the Group Manager, Corporate Strategy, Celia Morris

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

Constitutional Comments [SLB 21.03.2014]

This report is for noting only.

Financial Comments [SEM 21.03.2014]

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

Background Papers

County All Party Parliamentary Group Inquiry

(www.countycouncilsnetwork.org.uk/CountyAPPG)

Electoral Division(s) and Member(s) Affected

All

County All Party Parliamentary Group Inquiry – March 2014

What should ambitious growth deals for counties look like?

Contribution from Nottinghamshire County Council

Nottinghamshire County Council is supportive of the County APPG's first independent inquiry into the role of county economies in driving economic growth. We agree that counties are uniquely positioned to deliver sustainable growth alongside the more obvious growth hubs in city areas. Counties generally have a complementary offer to those of the cities, and one that is characterised by:

- availability of land for development and housing;
- better transport connectivity;
- a more diverse employment and skills base;
- better quality of life factors

In addition, counties often reflect natural economic areas that have developed over time and that recognise sectoral and locational advantages. Supply chains are particularly important in this regard and can form the backbone of county economies, particularly where there are very large firms or original equipment manufacturers.

Counties often boast highly developed infrastructure in terms of the economic growth agenda. There are, for example, established partnerships around skills and employment and inward investment that reflect the needs and demands of the local area, and destination management partnerships that bring together public and private sector partners. Counties give a critical mass to this collective approach towards economic development infrastructure.

What is the contribution of county areas to economic growth for local communities and the national economy?

County areas play a significant role in terms of economic growth. In Nottinghamshire, the County area contributes 64% of the total jobs and 74% of the total population. There are approximately 27,000 businesses in the County area, over three times more than in Nottingham City. Some of our larger towns form conurbations in their own right, with Kirkby-Sutton-Mansfield rivalling cities such as Lincoln in terms of population, job and company density. County areas also host market towns and sub-regional service centres, which are often thriving economic hubs in their own right. Finally, county areas offer the space for larger scale industrial and economic activity which simply cannot be housed in cities and dense urban areas. The investment location choices of companies such as Toyota (Burnaston), Honda (Swindon) and Hitachi (County Durham) underline this.

What is the strategic role of counties in promoting economic growth?

As noted above, counties offer opportunities for large scale capital development which is often not present in more urban areas and are able to deliver major housing developments and mixed use sites which will deliver significant economic impact. County Councils' strategic role in highways and planning is an important enabling factor in this regard. Close working across upper tier and district councils can deliver activity and interventions of real

economic impact and the joining up of investment on a bigger scale can reduce inefficiencies and duplication. The BDUK broadband initiative is a good example of this – the Government recognising, in this instance, that a project of such strategic importance requires a lead agency that can offer both the capacity to deliver (i.e. legal / financial / procurement expertise) and the strategic understanding of the local area.

What are the barriers and challenges facing counties and local partners in delivering more ambitious plans to drive economic growth?

Governance around economic development and growth continues to be a complex and sensitive area, and successive Governments' changes to the economic development landscape do not help. A further significant factor in this regard is the confused picture that devolution of fiscal powers and funding creates for the business community, particularly where growth incentives are concerned. Nottinghamshire offers a good example of this. Nottingham City Council negotiated a Wave One City Deal, elements of which are available to businesses at different spatial levels (some restricted to the unitary city; others available for the wider conurbation; and some available across the City and County area). Whilst the City and County Councils, other public sector partners and the D2N2 LEP share common objectives with regards to growth, the tools to deliver said growth are not common across the area. There is a risk that maintaining private sector commitment and energy around our shared growth agenda will be undermined by perceived anomalies in terms of incentivising growth and excessive Government bureaucracy.

Considerable progress has been made in Nottinghamshire towards the creation of effective public sector governance around economic growth. An Economic Prosperity Committee has been established and will oversee investment and growth plans for Nottingham and Nottinghamshire that will deliver against priorities agreed in the D2N2 Strategic Economic Plan. This new arrangement will form the foundation for any future discussions with the D2N2 LEP and government in terms of the devolution of growth incentives, fiscal powers and freedoms and flexibilities.

Another key challenge that we are facing currently is the way in which section 106 agreements are managed through planning applications for major new developments. Whilst all parties wish to support investment in economic and housing infrastructure that will benefit the wider community, considerations relating to section 106 agreements and the financial implications thereof can present a real barrier to growth and result in political disagreement. We are supportive of proposals through the D2N2 Local Enterprise Partnership to explore ways in which the section 106 issue can be better addressed, including looking at risk-sharing arrangements which would potentially free up significant private sector investment.

What can Central Government do to remove barriers and free counties and local partners to deliver further economic growth?

Central Government often downplays or underestimates the complexities of delivering growth in two-tier areas. Central decisions relating to the disbursement of local funds (i.e. business rate receipts / New Homes Bonus) could have been better balanced. Current arrangements in terms of the Community Infrastructure Levy and New Homes Bonus should not be used as the blueprint for any future devolution of powers.

Central Government could also ensure that its delivery agencies are better aligned to County and/or Local Enterprise Partnership arrangements. In Nottinghamshire, for example, the structure of the Homes and Communities Agency splits the County into two. JobCentre Plus district arrangements put Nottinghamshire together with Lincolnshire, disregarding the obvious potential alignment with the Derbyshire and Nottinghamshire Local Enterprise Partnership. Department for Work and Pensions contract package areas are also not reflective of local economic geographies (i.e. Nottinghamshire is combined with Leicestershire and Northamptonshire for some DWP contracts).

Central Government should also recognise the unique role of County Councils in terms of highways and strategic transport and young people and skills. Devolution of funding in these areas could be better directed to County areas rather than through Local Enterprise Partnerships, recognising that much of the governance and delivery infrastructure already exists at County level.

REPORT OF THE GROUP MANAGER CORPORATE STRATEGY

A Place Marketing Organisation for Nottingham and Nottinghamshire

Purpose of Report

1. This report seeks:
 - (a) in principle agreement to the establishment of a Place Marketing Organisation (PMO) for Nottingham and Nottinghamshire
 - (b) approval of a £10,000 contribution towards project management support for the establishment of the PMO.
 - (c) approval of a £20,000 contribution in 2014/15 to the Invest in Nottingham activity undertaken in conjunction with Nottingham City Council

Information and Advice

2. A PMO undertakes a unified approach to marketing of place to potential investors, visitors and residents through a common brand and approach.
3. The place marketing activities of inward investment and tourism marketing feature strongly in the Nottinghamshire and Nottingham Growth Plans and the visitor economy is a priority sector in the D2N2 LEP Strategic Economic Plan.
4. This report details the current approach to place marketing in Nottingham and Nottinghamshire; proposals for a new approach to this work; the options for delivering this; and the next steps.
5. Nottingham and Nottinghamshire are currently marketed separately as destinations for inward investment and for visitors. They are marketed both to an international and a UK audience and to businesses and individuals. This marketing is currently done in the main by two separate bodies
 - a. *Experience Nottinghamshire (EN)* – responsible for destination marketing for tourism and advising on the visitor economy. EN is the recognised Destination Management Organisation for Nottinghamshire by Visit England and was established in 2004 as a not for profit partnership between the public and private sectors.

- b. *Invest in Nottingham (IIN)* – responsible for encouraging inward investment and advising on growth for indigenous businesses. The IIN service is run as part of the City Council and is supported in this activity by the Invest in Nottingham Club which comprises Nottingham and Nottinghamshire businesses committed to supporting growth.
6. These bodies and their functions are described in more detail in **Appendix A**.
 7. This Council has maintained a consistent and active role in both inward investment and tourism marketing activity for many years. Both IIN and EN are primarily funded by the City and County Councils with additional support from other public and private sector organisations. This Committee provides funding of £118,000 pa, recently reduced from £218,000 pa to EN, and has provided £25k per annum towards the work of IIN as well as a half time post. In addition management support and input is given on inward investment enquiries by the council's economic development service. It should be noted that several of the District Councils also fund and deliver tourism and inward investment marketing activities in their areas.

Proposal for a new approach to Place Marketing

8. A new approach to marketing Nottingham and Nottinghamshire and the activities associated on delivering on the marketing promise could raise the area's reputation and deliver significant economic benefits to the area. Consensus on and commitment to a unified brand and approach to marketing which builds confidence in partners and the business community whilst enabling activity to be delivered that is geographically specific should drive:
 - a. An increase in both foreign and domestic direct investment, leading to growth in jobs, productivity improvements, innovation opportunities, technology transfer in, and greater maximisation of export / trade opportunities that this will generate
 - b. An increase in visitors to the area with the aim of increasing spend in the local economy, by active promotion and marketing of the city and county as a visitor destination
 - c. Increased investment in tourism facilities to meet the demands of growing visitor numbers, through public and private sector partnerships
 - d. Supporting the growth of local companies in order to retain jobs within the local area, increase GVA and again, improve potential supply chain opportunities.¹
9. It is considered that a step change is needed to maximise the benefits outlined above and that current arrangements cannot deliver this. It is proposed therefore that a new, independent, not for profit, Place Marketing Organisation representing Nottingham and Nottinghamshire's public and private partners is established bringing together the

¹ Support for local businesses is not a function of either Invest in Nottingham or Experience Nottinghamshire, but is delivered by a range of public and private sector organisations. However, this activity can be supported by successful marketing.

functions undertaken by IIN and EN. This will be based on combining existing resources to:

- a. create a single centre of place marketing expertise and build a new confidence around a coherent Nottingham and Nottinghamshire offer
 - b. lever in additional resources from the private sector, Government and D2N2 / Sheffield City Region LEPs to support improvements to the physical offer and maximise the reach of limited public sector resources, and
 - c. deliver efficiencies through economies of scale
 - d. bringing together a wider set of businesses and stakeholders to drive and support the combined offer
10. Creating a Place Marketing Organisation has particular challenges. As detailed earlier in this report there are other stakeholders/funders involved in both organisations and their engagement and buy in to the benefits of the creation of this new PMO would be required. In addition the historical focus of inward investment on the 'Greater Nottingham' area and of tourism on the City and certain Districts (e.g. Newark and Sherwood) has led to a perception that existing organisations favour these particular geographies. In developing a new PMO both of these challenges would need to be addressed.
11. There are a wide range of activities which would need to take place during the next year to achieve the transition to a PMO which could be effective from March 2015. This would include the development of:
- An agreed vision for the PMO with local authority partners, EN and IIN Club stakeholders and members
 - An agreed design and operating model for the new organisation including legal status; funding position and effective geographic coverage
 - A detailed transition plan including effective communication and stakeholder engagement
12. Initial consultations have been held with partner organisations, Invest in Nottingham Club and Experience Nottinghamshire, on this proposed approach, but detailed work as outlined in paragraph 11 will be required. It is therefore proposed to set up a Steering Group to manage the process of creating a PMO with membership from the relevant Councils together with EN and the Invest in Nottingham Club. It is also proposed that a consultant be appointed to project manage the process of establishing a new PMO, specifically to develop the operating model and manage stakeholder relationships through the development and transition period. This would support the management of a transparent and impartial process. The estimated cost of this consultancy work would be £35,000 with the County Council contributing £10,000 and the City Council funding the remaining £25,000. The actual cost would be determined by the outcome of the process of seeking three quotes which would be undertaken by the City Council.
13. A report would be brought back to Committee later this year outlining more detailed proposals for the new PMO and seeking approval to this Council's support for this. During the 2014-15 transition period it is proposed to continue support for inward investment activity through a £20,000 contribution to Invest in Nottingham.

Statutory and Policy Implications

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

RECOMMENDATIONS

It is recommended that Committee:

- a. Gives in principle agreement to the creation of a Place Marketing Organisation for Nottingham and Nottinghamshire
- b. Considers more detailed proposals on the vision, operating model and legal status of a Place Marketing Organisation for Nottingham and Nottinghamshire at a future meeting
- c. Approves a £10,000 contribution towards project management support for the establishment of the PMO.
- d. Approves a contribution of £20,000 in 2014/15 towards inward investment activity to be undertaken by Invest in Nottingham.

Report of the Group Manager, Corporate Strategy

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

Constitutional Comments (SLB 27/03/2014)

Economic Development Committee is the appropriate body to consider the content of this report.

Financial Comments (SEM 27/03/14)

The financial implications are set out in the report.

Background Papers

None

Electoral Division(s) and Member(s) Affected

All

APPENDIX A: Current Offer on Inward Investment and Visitor Economy Marketing

1. As historical context, the inward investment offer in Nottingham and Nottinghamshire has been split along geographical lines: an inward investment function for the Greater Nottingham conurbation and a separate function for the Northern part of the County in collaboration with the northern part of Derbyshire. The current inward investment arrangements have evolved from these. The County Council has not run an inward investment function of its own since the end of EMDA-funded sub-regional partnership arrangements in 2011.
2. Inward investment remains a component within both the Nottingham and the Nottinghamshire Growth Plans, promoting the principle of greater integration and responsiveness to both FDI and supporting the expansion needs of locally grown business. Marketing of the area for tourism purposes is also contained in both Growth Plans. The current offer includes separate inward investment and visitor economy functions, as summarised in the table below.
3. Separate to Council-run inward investment activities described in the table, the Invest in Nottingham Club is a private sector-led initiative to which businesses may subscribe, offering the private sector perspective in responding to IIN enquiries. The IIN Club is active in promoting Nottingham and Nottinghamshire but also requires administrative time and resources from the IIN service.

Performance and Achievements

4. The last report on Invest in Nottingham performance at the County Council is dated February 2013. The report highlighted that IIN handled 163 enquiries up to end of February 2013, up 28% on the previous year, with 22 judged significant enquiries (being those involving foreign investments and / or significant inter-regional relocations) had a County focus. 10 significant successes were recorded across city and county, helping to create over 1,100 new jobs and safeguarding a further 120 existing jobs. This is twice the number of successes from the previous year, evidencing recovery.
5. Local perceptions of the success of Invest in Nottingham vary. There is a perceived conurbation focus which has led to the establishment of some local services within individual Districts. Examples include "Invest Ashfield and Mansfield" and "Invest in Newark & Sherwood". Bassetlaw DC chooses to engage in its inward investment activity via the Sheffield City Region. The relationships are not as well developed as they could be.
6. However, regardless, performance in attracting inward investment is affected by the wider operating environment, and FDI in the UK has in general been decreasing in the last few years: Ernst and Young's 2013 attractiveness survey found a decrease of 24% in FDI from 2011. The recessionary operating environment has also most likely impacted on domestic investment and growth opportunities. There is some anecdotal evidence that this is improving – and IIN functions do not only consider FDI related activity.
7. On the tourism side, the last data available relates to 2011. In this year, the County's visitor economy was valued at £954m with visitor numbers of 31m, spending £1.277bn. 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 visitors.

Local perceptions of success of the DMO and the impact of its marketing campaigns vary and this is perhaps in part a reflection of the ability of individual areas to successfully attract visitors. Tourism facilities are concentrated in particular parts of the County – particularly the City and Newark and Sherwood – whereas other areas do not have the same number of attractions to offer.



**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>
6 May 2014				
Transitional funding for place marketing activity	To consider proposals for the remaining £40,000 budget allocated to place marketing and the Nottinghamshire Business Investment Zones initiative	Decision	Celia Morris	Matt Lockley
D2N2 Strategic Economic Plan	To report on the final submitted version of the D2N2 Strategic Economic Plan, what it means for Nottinghamshire and next steps.	Information	Matt Lockley	Matt Lockley
Worksop Turbine Innovation Centre Deed of Agreement with Bassetlaw District Council	To consider the request from Bassetlaw District Council to withdraw from the existing Deed of Agreement with the County Council for the Worksop Turbine Innovation Centre.	Decision	Matt Lockley	Mandy Ramm
Business support – proposals for activity in 2014-15	To consider proposals for activity to support business start-up in Nottinghamshire and the allocation of budget towards this	Decision	Geoff George	Geoff George
3 June 2014				
Innovation Centres – annual performance review	To receive the annual performance review of the Nottinghamshire Innovation Centres contract. To include a presentation from the centre managers, Oxford Innovation.	Information	Mandy Ramm Oxford Innovation	Mandy Ramm
Experience Nottinghamshire performance update	Performance update on the Service Level Agreement with Experience Nottinghamshire.	Information	Celia Morris	Mandy Ramm
Town centre regeneration activity	To consider proposals for project activity and budget allocations relating to town centre regeneration in Nottinghamshire.	Decision	Geoff George	Kay Massingham
1 July 2014				
Better Broadband for Nottinghamshire – progress update	Update on the roll-out and phase two of the programme.	Information	Nicola McCoy Brown	Nicola McCoy Brown
Nottingham and Nottinghamshire Destination Management Plan	To consider and approve the proposed Nottingham and Nottinghamshire Destination Management Plan	Decision	Celia Morris	Mandy Ramm
Sector working – outlining our approach	To agree an approach to working across key sectors of the economy in Nottinghamshire.	Decision	Matt Lockley	Fiona Anderson

<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>
September 2014				
Nottinghamshire Economic Development Capital Fund – round one applications	To receive information on the first round of applications for the Nottinghamshire Economic Development Capital Fund	Information (possible decision)	Geoff George	Kay Massingham
D2N2 update – Strategic Economic Plan and Local Growth Fund	To update Committee on the D2N2 Strategic Economic Plan, Local Growth Fund allocation and EU funding programmes.	Information	Matt Lockley	Matt Lockley
October 2014				
Better Broadband for Nottinghamshire – progress update	Update on the roll-out and phase two / three of the programme and on the outcome of the Superfast Extension application.	Information	Nicola McCoy Brown	Nicola McCoy Brown
Economic Development Strategy – delivery plan and budget 2014-15	To consider performance against the delivery plan and budget for 2014-15.	Information (possible decision)	Celia Morris	Matt Lockley
Youth Employment Strategy – progress update	To receive a progress update on the two projects funded through the Council's Youth Employment Strategy budget	Information	Fiona Anderson	Trish Adams
November 2014				
Key account management – performance update	To consider the annual performance report for the Key Account Management approach to business engagement.	Information (possible decision)	Matt Lockley	Mandy Ramm

Last updated 21 March 2014