

Economic Development Committee

Tuesday, 07 February 2017 at 14:00

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

AGENDA

- | | | |
|---|--|---------|
| 1 | Minutes of the last meeting held on 3rd January 2017 | 3 - 4 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | High Speed 2 - The East Midlands Growth Strategy | 5 - 6 |
| 5 | Introduction to the Newly Appointed Chief Executive of Marketing Nottingham and Nottinghamshire | 7 - 10 |
| 6 | Derby-Nottingham Metropolitan Strategy Consultation Copy of Response from Nottingham City Council | 11 - 14 |
| 7 | Work Programme | 15 - 18 |

Notes

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

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

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

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

minutes

Meeting	ECONOMIC DEVELOPMENT COMMITTEE
Date	3 rd January 2017 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

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

Andrew Brown
Stan Heptinstall
John Knight
John Ogle

Michael Payne
Gordon Wheeler
John Wilmott

CO-OPTED MEMBERS

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

OFFICERS IN ATTENDANCE

Adrian Smith - Place Department
Nicola McCoy-Brown - Place Department
Phil Berrill - Place Department
Martin Gately - Resources Department

APOLOGIES

None.

MINUTES

The minutes of the last meeting held on 6 December 2017 were confirmed and signed by the Chair.

DECLARATIONS OF INTEREST

Page 3 of 18

None.

BETTER BROADBAND FOR NOTTINGHAMSHIRE – ADDITIONAL BROADBAND DEPLOYMENT

Phil Berrill, Broadband Programme Officer, made a short presentation to Members on further superfast coverage. The proposal will take Superfast Fibre Broadband coverage for Nottinghamshire to around 98.2%. An additional 153 structures will enable 3037 premises have access to Fibre Broadband, of which 2610 are estimated to receive superfast speeds. Rural areas are now being reached, and further detailed mapping will take place to ensure that figures are robust. As with Contract 1, the solutions deployed will be a combination of: Fibre to the Cabinet, Exchange Only Cabinets, Fibre to the Premises. Mr Berrill explained that some broadband issues are customer service related, whereas other problems relate to superfast broadband dropping out at particular locations.

RESOLVED: 2017/001

That the content of the report be noted, and that a further report on the options regarding the delivery and investment priorities for Contract 3 be received before a contract is procured.

WORK PROGRAMME

RESOLVED 2017/002

That the work programme be noted.

The meeting closed at 14.35

CHAIR

7th February 2017

Agenda Item: 4

REPORT OF THE CORPORATE DIRECTOR, PLACE

HIGH SPEED TWO (HS2) – THE EAST MIDLANDS GROWTH STRATEGY

Purpose of the Report

1. To offer the Committee an overview of the economic development aspects of the proposed HS2 developments as they impact upon Nottinghamshire and the wider region, facilitated via a presentation by Andrew Pritchard, Director of Policy and Infrastructure at East Midlands Councils and member of the East Midlands HS2 Executive Team.

Background

2. This report and presentation is offered as an introduction to the HS2 as it impacts upon Nottinghamshire and the wider East Midlands area and specifically, focuses upon the economic development and growth aspects of the development of the HS2 line, the East Midlands Hub station and related aspects.
3. The East Midlands HS2 Strategic Board is developing a comprehensive HS2 Growth Strategy to be submitted to Government by July 2017 with the Council's Policy Committee endorsing the then "Emerging HS2 East Midlands Growth Strategy" at its meeting on the 21st September 2016. The presentation will major on the economic opportunities afforded as a consequence of HS2, will review the Emerging Strategy as well as reflecting on the work that is progressing since then, and what progress is being made towards the final submission in July.
4. Members will be aware that reports on HS2 are generally considered by the Transport & Highways Committee, covering the preferred route, any proposed refinements and (road and rail) connectivity to the proposed East Midlands Hub Station with Policy Committee considering matters of policy such as referenced above. The Economic Development Committee has yet to receive a report on HS2 and while majoring on the Growth Strategy's progress, the presentation will offer some broader context and offer insight into the governance and management arrangements for HS2 and the Growth Strategy.

Other Options Considered

5. None. This report is for information and noting only.

Financial Implications

6. There are no financial implications arising as a consequence of this report.

Statutory and Policy Implications

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

RECOMMENDATIONS

12. It is recommended that members note the contents of this report and the associated presentation and that future progress reports on the HS2 Economic Growth Strategy are brought to this Committee.

Adrian Smith
Corporate Director, Place

For any enquiries about this report please contact:
Geoff George ext 72046

Constitutional Comments [LMcC 19/01/17]

The report is for noting only.

Financial Comments [SES 20/01/17]

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

Background Papers and Published Documents

- [*The East Midlands HS2 Growth Strategy – Emerging Strategy: Fast Track to Growth*](#) East Midlands Strategic Board (September 2016)
- [*The East Midlands HS2 Growth Strategy*](#) Policy Committee (21st September 2016)

Electoral Division(s) and Member(s) Affected

All

7th February 2017

Agenda Item: 5

REPORT OF THE CORPORATE DIRECTOR, PLACE

INTRODUCTION TO THE NEWLY APPOINTED CHIEF EXECUTIVE OF MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE

Purpose of the Report

1. Committee will receive an introductory presentation from the newly appointed Chief Executive for the organisation charged with promoting Nottingham and Nottinghamshire as a destination for inward investment, tourism and talent.
2. A formal performance report on Marketing Nottingham and Nottinghamshire is proposed for Autumn 2017.

Information and advice

3. Nottinghamshire County Council has maintained a consistent and active role in both inward investment and tourism marketing activity for many years. Committee first received reports on proposals to establish a Place Marketing Organisation (PMO) for Nottingham and Nottinghamshire in April 2014.
4. In advance of the *Invest in Nottingham* service becoming part of this new PMO – Marketing Nottingham and Nottinghamshire (MN&N), in February 2016 Committee received a report on the operational activity of the inward investment service (covering 2015/16 financial year).
5. Formed out of the previous tourism marketing company, Experience Nottinghamshire, by April 2016 the formal transfer of staff and resources from Invest in Nottingham and Nottingham Means Business to MN&N had been implemented. An acting Chief Executive was appointed pending recruitment of a permanent post holder.
6. Today MN&N is primarily funded by the City and County Councils, with additional support from other public and private sector organisations. This Committee committed funding from 1st October 2015 to 30th September 2018 at a level of £200,000 per annum. A full-time Band C Economic Development Officer is based with the MN&N team to undertake inward investment activities. Several of the District/Borough Councils fund and deliver tourism and inward investment marketing activities in their areas.

7. Plans for the County Council to undertake a half-yearly performance review with MN&N in October 2016, along with a formal annual performance report scheduled for May 2017, were referenced in a report to this Committee in July. As the first permanent Chief Executive for MN&N was not in post until late September, the half-yearly performance review did not happen. Committee will instead receive a presentation from Brendan Moffett on his plans for the organisation, with a view to an annual performance report being presented in the autumn of 2017.

MN&N achievements

8. As highlighted in 2016-17 Delivery Plan Review Report (introduced at 6th December 2016 meeting), the following headline figures were stated:

Inward Investment:

- For the period April to August 2016, 10 projects converted to successes, yielding a total of 542 jobs.
 - The pipeline of ‘Live’ enquiries stood at 62 projects - a potential yield of >2,600 jobs

Tourism in Nottinghamshire:

- Figures revealed in the STEAM¹ 2015 report showed “...there was a significant boost to Nottinghamshire’s visitor economy”:
 - Value of tourism in Nottinghamshire (excluding city) (£m) £1.051bn
 - Volume of tourism in Nottinghamshire (excluding city) (m) 22.21m
 - Full Time Equivalent (FTE) jobs supported by tourism 14,218
 - Average spend per trip £47.32

	Day visitors	Overnight stays
Volume (m)	20.09m	2.115m
Value (£m)	£698m	£353m
Average spend per visitor	£34.74	£166.90

Reasons for recommendation(s)

9. For Committee to hear first-hand from the newly appointed Chief Executive of MN&N on his plans for: (a) a new model for working with the local business community and (b) developing a fresh identify and narrative for the city and county, as part of efforts to attract investment and talent.

Statutory and Policy implications

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

¹ STEAM (Scarborough Tourism Economic Activity Monitor) – a tourism economic impact modelling process which approaches the measurement of tourism from the bottom up, through its use of local supply side data and tourism performance and visitor survey data collection

Financial implications

11. A full-time equivalent Band C Economic Development Officer post is based with the MN&N team. The County Council contributes £200,000 per financial year towards the core running costs of MN&N.

RECOMMENDATION

12. It is recommended that Economic Development Committee receives a formal performance report on Marketing Nottingham and Nottinghamshire in autumn 2017.

Adrian Smith
Corporate Director, Place

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

Constitutional Comments [LM 24/01/2017]

13. This report is for noting only and no Constitutional comments are required.

Financial Comments [RWK 23/01/2017]

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

Background Papers and Published Reports

- *A Place Marketing Organisation for Nottingham and Nottinghamshire* – report to Economic Development Committee, 2 April 2014, published
- *A Place Marketing Organisation for Nottingham and Nottinghamshire – An Update* – report to Economic Development Committee, 16 September 2014, published
- *A Place Marketing Organisation for Nottingham and Nottinghamshire* – report to Economic Development Committee, 3 March 2015, published
- *Marketing Nottingham and Nottinghamshire – Funding* – report to Economic Development Committee, 8 September 2015, published
- *Inward Investment Activity 2015-16* – report to Economic Development Committee, 23 February 2016, published
- *Marketing Nottingham and Nottinghamshire* – report to Economic Development Committee, 5 July 2016, published

Electoral Division(s) and Member(s) Affected

All

7th February 2017

Agenda Item: 6

REPORT OF THE CORPORATE DIRECTOR, PLACE

DERBY-NOTTINGHAM METROPOLITAN STRATEGY CONSULTATION – COPY OF RESPONSE FROM NOTTINGHAM CITY COUNCIL

Purpose of the Report

1. To provide Committee with a copy of Nottingham City Council's response to Nottinghamshire County Council in relation to the Derby-Nottingham Metropolitan Strategy Consultation.

Information and advice

2. Having considered the draft Derby-Nottingham Metropolitan Strategy 2030 (Metro Strategy) on 6th September, Nottinghamshire County Council submitted a formal response to the Consultation on 14th September 2016 to both Derby and Nottingham City Council Leaders.
3. In its role as secretariat for the Economic Prosperity Committee (EPC), Nottinghamshire County Council was approached (9th December) by Nottingham City Council to include the Metro Strategy as an agenda item for 6th January meeting. This gave rise to County Council Officers chasing the City Council for a reply to the formal response to the Consultation.
4. On 30th December, the City Council confirmed that they had not received the letter (until a copy of the letter had been resent) and promised a response ahead of the EPC. *Appendix A* contains the response received from Nottingham City Council (via email) on 5th January 2017.
5. Two decisions were made at 6th January EPC on the Metro Strategy agenda item and were recorded as follows:
 - That the development of the Derby-Nottingham Metro Strategy and the intention of Nottingham and Derby City Councils to engage further with neighbouring authorities be supported in principle.
 - That the work on the Town Centre Strategy and Rural Strategy be noted and updates be brought to a future meeting.

Reasons for recommendation(s)

6. The Economic Development Committee requested to receive a copy of the reply to Nottinghamshire County Council's formal response to the Derby-Nottingham Metropolitan Strategy Consultation.

Statutory and Policy implications

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

Financial implications

8. There are no direct financial implications for this report.

RECOMMENDATION

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

Adrian Smith
Corporate Director, Place

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

Constitutional Comments [LM 18/01/2017]

10. This report is for noting only and no Constitutional comments are required.

Financial Comments [SES 20/01/17]

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

Background Papers and Published Reports

- *Derby-Nottingham Metropolitan Strategy – Consultation Response*, report to Economic Development Committee – 8th September 2016
- *Derby-Nottingham Metropolitan Strategy – Copy of Consultation Response*, report to Economic Development Committee – 4th October 2016
- [Derby-Nottingham Metropolitan \('Metro'\) Strategy 2030](#), report to Economic Prosperity Committee – 6th January 2017

Electoral Division(s) and Member(s) Affected

All

Appendix A: Response received from Nottingham City Council

From the Leader of the Council



Ref: JC/ew

Cllr Jon Collins
LH Box 28
Loxley House
Station Street
Nottingham
NG2 3NG

Councillor Diana Meale
Chair, Economic Development Committee
Nottinghamshire County Council
County Hall
West Bridgford
Nottingham
NG2 7QP

0115 8763783
officeofcllrjoncollins@nottinghamcity.gov.uk
www.nottinghamcity.gov.uk

5th January 2017

Dear Diana,

Re: Derby-Nottingham Metro Strategy Consultation

Thank you for sending me the County Council's response to the Metro Strategy consultation, and apologies for the delay in my response, but your letter only arrived in my office on 21st December.

I am pleased that the County Council wishes to engage and contribute to the Metro Strategy, as there are clear areas of mutual interest and benefits to be gained through collaboration. I recognise the concerns that you raise and have sought to address some of the concerns in our response to the consultation.

In its early stages, many of the Metro Strategy actions are concerned with joint working between the two City Councils on issues specific to the cities. Nevertheless, we recognise the statutory responsibilities and strategic interests of our neighbouring authorities – Counties and Districts – on the range of issues that cover the wider Metro area, and the revised action plan reflects our commitment to continued engagement and collaboration with County and District Councils.

A Metro Strategy Delivery Board (chaired by myself and Ranjit) held its first meeting just before Christmas to consider the Strategy and Action Plan as it emerged from the consultation (summary versions are attached). The Board wholeheartedly agreed the need for further engagement, which could include working in partnership on specific initiatives, regular meetings at senior officer and political level, and representation on the Strategic Advisory Group that is being established.



Chris Henning (my Strategic Director, Economy) is presenting an overview of the Metro Strategy at the forthcoming N2 Economic Prosperity Committee meeting on 6th January. I have asked Chris to arrange to meet Adrian Smith and Senior District Officers for a more detailed discussion about our engagement as soon as possible after the EPC meeting.

Yours sincerely

A handwritten signature in black ink, appearing to read 'J.N.C.', with a long horizontal stroke extending to the right.

Jon Collins
Leader – Nottingham City Council





**REPORT OF CORPORATE DIRECTOR, RESOURCES
WORK PROGRAMME**

Purpose of the Report

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

Information and Advice

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

Other Options Considered

6. None.

Reason/s for Recommendation/s

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

Statutory and Policy Implications

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

RECOMMENDATION/S

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

Jayne Francis-Ward
Corporate Director, Resources

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

Constitutional Comments (HD)

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

Financial Comments (PS)

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

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All

ECONOMIC DEVELOPMENT COMMITTEE - WORK PROGRAMME

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>For Decision or Information?</u>	<u>Lead Officer</u>	<u>Report Author</u>
7th March 2017				
2017-18 Budget and delivery plan	To consider the Delivery Plan for Economic Development for 2017-18 and associated budget allocations	Decision	Nicola M ^c Coy-Brown	Nicola M ^c Coy-Brown
D2N2 Growth Hub	An update on the Council's engagement with the Growth Hub	Information	Geoff George	Geoff George
Nottinghamshire Integrated Innovation Centres	To update on next steps and procurement	Information	Phil Berrill	Phil Berrill
28th March 2017				
Graduate Placement Scheme	Update on SME's in the county participating and having a graduate in their business	Information	Kevin Bartlett	Kevin Bartlett
Supporting Youth Employment	To provide Committee with a final update on the projects funded through the Supporting Youth Employment budget, including the YES Apprenticeship programme and the Engage2Employ learners with learning difficulties or disabilities (LLDD)	Information	Hilary Porter	Hilary Porter
25th April 2017				
Nottinghamshire LEADER Programmes – 6-monthly update	To provide Committee with its fourth 6-monthly update on the North and South Notts LEADER programmes	Information	Phil Berrill	Phil Berrill
Nottinghamshire Economic Development Capital Fund – Round 4 Outcome	Outcome of NEDCF Round 4	Information	Trish Adams	Trish Adams

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>For Decision or Information?</u>	<u>Lead Officer</u>	<u>Report Author</u>
6th June 2017				
Marketing Nottingham and Nottinghamshire – Six-monthly update	To update Committee on progress with the delivery of place marketing functions in Nottinghamshire	Information	Nicola M ^c Coy-Brown	Nicola M ^c Coy-Brown
Careers Local	To Update Committee on the delivery of the Careers Local Enterprise Grant scheme	Information	Kevin Bartlett	Kevin Bartlett
4th July 2017				
Better Broadband for Nottinghamshire 6-monthly update	Six-monthly update on the rollout	Information	Phil Berrill	Phil Berrill

Last updated 10th January 2017