

Economic Development Committee

Tuesday, 06 January 2015 at 14:00

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

AGENDA

- | | | |
|----|--|---------|
| 1 | Minutes of the last meeting held on 18 November 2014 | 3 - 6 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | Evaluation of the Spark Nottinghamshire Business Support Programme | 7 - 14 |
| 5 | N2 Skills and Employment Board | 15 - 20 |
| 6 | Supporting Youth Employment | 21 - 24 |
| 7 | Key Account Management - Annual Review | 25 - 30 |
| 8 | The D2N2 Local Enterprise Partnership Growth Hub Strategy | 31 - 36 |
| 9 | Experience Nottinghamshire - Letter of Support | 37 - 40 |
| 10 | Work Programme | 41 - 44 |

Notes

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

Customer Services Centre 0300 500 80 80

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

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

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



minutes

Meeting	ECONOMIC DEVELOPMENT COMMITTEE
Date	18 November 2014 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

Diana Meale (Chairman)

Chris Barnfather
John Knight
John Wilmott
Jason Zadrozny

Alice Grice
Michael Payne
Gordon Wheeler

A Alan Rhodes (Ex-Officio)

CO-OPTED MEMBERS

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

OFFICERS IN ATTENDANCE

Celia Morris - Policy, Planning and Corporate Services
Matt Lockley - Policy, Planning and Corporate Services
Fiona Anderson - Policy Planning and Corporate Services
Jayne Francis-Ward- Policy Planning and Corporate Services
Martin Gately - Policy, Planning and Corporate Services

OTHER MEMBERS IN ATTENDANCE

Cllr Mrs Kay Cutts MBE

CHANGES IN MEMBERSHIP

The following changes of membership for this meeting were noted: Councillor Alice Grice replaced Councillor Roy Allan for this meeting only. Councillor Chris Barnfather replaced Councillor Keith Walker for this meeting only.

MINUTES

The minutes of the last meeting held on 16 September 2014 were confirmed as a true record and signed by the Chairman.

APOLOGIES FOR ABSENCE

Apologies had been received from Mark Chivers.

DECLARATIONS OF INTEREST

None.

NBV BUSINESS START-UP SUPPORT CONTRACT

Following initial consideration of this item, the committee adjourned so that Members could meet with representatives of businesses assisted by this project.

RESOLVED 2014/048

That the report be noted.

PROPOSALS FOR A NOTTINGHAM AND NOTTINGHAMSHIRE COMBINED AUTHORITY

RESOLVED 2014/049

That the report be noted.

Councillors Ogle, Wheeler and Barnfather wished it to be recording in the minutes that they did not support the noting of this item.

CONSULTATION RESPONSE: D2N2 EUROPEAN STRUCTURAL INVESTMENT FUND LOCAL IMPLEMENTATION PLAN

RESOLVED 2014/050

That the submission of the County Council's response to the D2N2 European Structural Investment Fund Local Implementation Plan consultation, as outlined as Appendix B, be approved.

BETTER BROADBAND FOR NOTTINGHAMSHIRE – QUARTERLY UPDATE ON THE ROLLOUT

RESOLVED 2014/051

- 1) That the excellent progress being made in partnership with BT on the roll out of fibre-based broadband towards the project's 2016 coverage target, including the first areas to 'go live' and good progress towards the next phase be welcomed.

- 2) That the announcement of securing local 'like-for-like' match-funding commitment for the full £2.63m from the D2N2 Local Enterprise Partnership through its local growth deal be welcomed.
- 3) That the intention to seek approval through Policy Committee to take forward procurement in 2015 to extend coverage further be noted.

PILGRIM FATHERS' FEASIBILITY STUDY AND MAYFLOWER 400

RESOLVED 2014/052

- 1) That the expenditure of up to £7,500 as a 50% contribution to a feasibility study into Potential Pilgrim Fathers projects(s) to support the 400th anniversary of the Pilgrim Fathers landing in America be approved.
- 2) That officer support and engagement with Plymouth City Council in the development and delivery of the Mayflower 400 project be approved.

VOTE AUTHORISED UNDER URGENCY PROCEDURE: RENEWAL OF MANSFIELD BUSINESS IMPROVEMENT DISTRICT (BID)

RESOLVED 2014/053

That the use of urgency procedure to authorise the Council's vote in favour of renewal of the Mansfield Business Improvement District be noted.

WORK PROGRAMME

RESOLVED 2014/054

That the work programme be noted.

The meeting closed at 16:00 pm

CHAIR

6th January 2015

Agenda Item: 4

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY**EVALUATION OF THE SPARK NOTTINGHAMSHIRE BUSINESS
SUPPORT PROGRAMME****Purpose of the Report**

1. To update Members on the outcome of the Spark Nottinghamshire programme.

Information and advice

2. In July 2013 Committee approved the allocation of £20,000 to fund a Spark branded business support programme, run by Oxford Innovation as an extension of their contract to manage the three Nottinghamshire Innovation Centres.
3. The Spark programme is operated by Oxford Innovation as part of their portfolio of business support and management services. They have similar programmes operating in Harborough (Leicestershire), Stockport, and Harwell (Oxfordshire). The programme consists of a dedicated website which encourages people to sign up to access learning and training content including video interviews/blogs with entrepreneurs; and more intensive support through workshops.
4. The culmination of the programme is the Business Idea Competition. The business idea can be for a new business, or a new venture for an existing business. The competition was open to all Nottinghamshire residents, and was open to entries in two age categories; under 25 and 25 and over. The competition was widely promoted through websites, press releases and features, social media, partner organisations and flyers / posters in libraries and other venues.
5. A panel of local judges with business experience was recruited, including Councillor Roy Allan, Mark Chivers, Trefor Davies (Investor and entrepreneur), Tom Mawhood (Nottingham investment manager), and Rosie McCartney of McCartney's Catering in Ruddington.
6. A prize fund worth over £30,000 was available for the winners, comprising services and goods donated through sponsorship from local businesses recruited by Oxford Innovation. These included office space in one of the Nottinghamshire Innovation Centres, intensive business coaching, website development and hosting, internet strategy and marketing, a PR package, legal and accountancy support and accounts software and training.

7. A total of 28 entries were received, with potential businesses as varied as catering, fashion, jewellery, tourism, IT, health/medical/fitness, event management, and care and support services. Each entry was required to detail their business plan, viability and financial plan.
8. Each eligible entrant was invited to take part in programme of workshops to develop their business idea and skills, run by both Oxford Innovation and external partners. Workshops covered business management skills, online marketing, planning for profit and business and financial planning.
9. Eight entries were shortlisted for further intensive training to produce a full business plan and financial route map to support funding applications. Six finalists were selected to present their ideas to the judges in a Dragons' Den type finale, held at County Hall on the 22nd of July. The finalists received specific pitch training to help them present their ideas to the judges.
10. Throughout the programme, NCC Economic Development and Corporate Communications Services have worked collaboratively with Oxford Innovations to ensure that resources were maximised for engagement, promotion and publicity.

Outputs and outcomes of the project

11. Participation in the project has been greater than targeted at all stages, and can be summarised as follows;

Activity	Target	Actual
Business Support Programme		
1. Website developed and launched	Jan 2014	Jan 2014
2. Business Support workshops held	6	6
3. Engagement –number of unique visitors to Spark website	1000	2003
4. Rapport –sign ups to premium support on Spark website	100	156
5. Interaction – workshop attendees or 1:1 support session	30	58
Business Idea Competition		
1. Action – Spark Competition entries	20	28
2. Preparation – business plan and financial support for Spark competition finalists	6	7 completed
3. Intensive –business coaching to Spark competition winners	2	2

12. The winners are receiving the intensive support included in the prize package;

- Naomi Mills of ChiroMarket (over 25s) has developed a business to provide practising chiropractors with the business skills and resources they need to run their own practice. She has taken up the office space and business support in Newark Beacon, launched her website and has started to trade. She has received business coaching focusing on product development, sales and business development. She has completed her business plan and financial route map, engaged legal support sponsors for company set up, T&Cs and contract, and is working with the IT prize sponsor on a new website
 - DISE (under 25s) comprises four entrepreneurs who carry out different roles within their Apps Development business. They have officially formed their company, completed their business and financial plan, developed their brand offer, developed a customised order / project forecasting book, planned their marketing strategy, and engaged with some of the sponsors for accountancy, legal, financial and marketing support.
13. In addition to the 6 finalists and the overall winners' prizes, several other entrants benefitted from further specialist support. Two additional local prizes were also created with contributions from Councillors' Divisional Funds. These have supported business coaching for two other proposed businesses;
- Robin Hood's Tower in Mansfield has had support to develop the Business Model & Plan with critical success factors and key partners identified, developed a Project Delivery Plan and engaged with a consortium of local partners, and created a social media site
 - MOH Player in Gedling will receive a package of tailored support
14. A good amount of publicity was achieved both before and after the competition. As well as the website itself, social media was used extensively, and regular news items, workshop promotions and updates were featured in local news across Nottinghamshire. The competition finale was filmed and interviews with all the finalists are available on the Spark Nottinghamshire website.
15. A number of additional jobs have already been created as a direct result of the business support received through the competition; the over-25 winner, ChiroMarket, has taken on new staff, and one of the other finalists, Miashy, has taken on a new chef while they concentrate on their strategic business plan. The actual jobs safeguarded and created, and the 3 year forecast is summarised in the following table:

Business Name	Company formed	Actual Jobs Created/ safeguarded	Jobs 3yr projected
DISE	1	4	7.5
Bitter Lollipop	1	1	0
TayB	0	0	4
Vote 4 10	0	0	0
ChiroMarket (& acquisition of Chiro)	0	4	3

practice)			
Miashy	0	1	8
Vein Train	0	0	4
Soothe	0	1	2
Robin Hoods Tower	0	0	1
Starburst ESS	1	1	1
Total	3	12	30.5
Cost / Job	£1,667		£668

16. Oxford Innovation have delivered their own sponsored support to two of the other finalists and one other entrant;
- Miashy have completed their business plan and financial route map and are continuing work to establish a longer term strategy for the business and a possible referral to growth accelerator for further funding
 - Veintrain have a completed business plan and financial route map, have completed a review of the current operational and management structure, to allow for a more detailed marketing approach with the NHS and private health care providers, also exploring growth accelerator funding
 - Starburst ESS (now trading as a SE) have completed a ½ day session on the business idea, revenue streams value position and target markets (including customer & need profiling). On formation a further ½ day session conducted to develop a 3 year vision and action plan, a sales target list was generated and further sales strategy support is anticipated

Lessons Learned

17. It proved difficult to elicit entries from the younger age-group (18-24), and those that were received tended to be graduates or undergraduates, and living in the Nottingham city area. Any future start-up programmes would need to factor in additional work with this age group, to raise awareness and interest in running a business, through links with FE colleges, schools, youth groups and other organisations or methods targeting young people.
18. The competition entries were judged in the two age categories, but this was not necessarily reflective of the quality of the idea and business plan. Business ideas were particularly well thought-out and presented by entrants in the over-25 category.
19. The over 25s winner, Naomi Mills, and Oxford Innovation's Business Support Director, Rachel Panther, will be attending Committee and will provide a short presentation on the Spark Nottinghamshire programme.

Reason(s) for Recommendations

20. To support Committee in meeting its priorities regarding business support activities and in evaluating the benefits of individual projects.

Statutory and Policy Implications

21. 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

Financial implications

22. There are no direct financial implications arising from this report.

RECOMMENDATIONS

23. 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: Hilary Porter 72146

Constitutional Comments

This report is for noting only.

Financial Comments

This report is for noting only.

Background Papers

Options for use of the Nottinghamshire Microloan funding; report to Economic Development Committee, 9th July 2013, published

Minutes of Economic Development Committee, 9th July 2013, published

Electoral Division(s) and Member(s) Affected

ALL

Appendix 1 SPARK NOTTS COMPETITION ENTRIES 2014

Name	Business Name	Business Area	District	Category
Peter Firkins	Buzzin Bizz	Social Media Management	Bassetlaw	Over 25
Reta Randall	Miashy	Food Retail and Catering	Bassetlaw	Over 25
Daniel Kohut	Nursery Business	Childcare	Broxtowe	Over 25
Candice Hewiitt	The Candy Shop	Health & Beauty	Broxtowe	Over 25
James Francis	Swava	Online Restaurant Search Engine	Draycott (Derby)	Over 25
Philip Hill	MOH Player Limited	Music Licensing	Gedling	Over 25
Julie Osborn	Bows & Tails	Specialist Clothing	Mansfield	Over 25
Matthew Illsley	Robin Hood's Tower	Tourism & Local Interest	Mansfield	Over 25
Samantha Jane Putt	Energied UK Fitness	Lifestyle & Fitness	Newark and Sherwood	Over 25
Paul Millican	EveryTrip	Travel & Tourism	Newark and Sherwood	Over 25
Leigh Waterson	Monkey Orchid	Eco Cleaning + Gardening	Newark and Sherwood	Over 25
Simon Jennings	The CG Department	Computer Graphics	Newark and Sherwood	Over 25
Rebecca Aldridge	Balance: Wealth Planning	Wealth Management	Rushcliffe	Over 25
Naomi McKay	ChiroMarket Ltd	Medical/Health Marketing	Rushcliffe	Over 25
Paula Kelsey	Fuse Event Management	Events Management	Rushcliffe	Over 25
Misia Smith	Soothe	Health & Beauty	Rushcliffe	Over 25
Anika Vassell	StarBurst Education Support Services	Educational Support Services	Rushcliffe	Over 25
Kelly Stevens	Sticky Fingers	Cookery Courses	Rushcliffe	Over 25
Sarah Philips	Vein Train Ltd	Specialist Health Training	Rushcliffe	Over 25
Yingkai Xu	VoteFor10	Online Database	Broxtowe	Under 25
Ashley Wright	Florence and George	Health & Beauty	Heanor (Derby)	Under 25
Jodie Wyles	The Authentic Take Away	Takeaway Food	Nottingham	Under 25
Kelly Roberts	Bitter Lollipop	Specialist Clothing	Nottingham	Under 25
Emmanuel Abiola	DISE Ltd	Software Development (Apps)	Nottingham	Under 25
Abdulrahman Abdullahi	Tayb	Food Retail and Catering	Nottingham	Under 25
Natalie Horrocks	Survivors and revivers	Counselling and Support	Rushcliffe	Under 25
Emma Clements	Green with Envy	Jewellery	Worksop	Under 25



6th January 2015

Agenda Item: 5

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

N2 SKILLS AND EMPLOYMENT BOARD

Purpose of the Report

1. To introduce Committee to the work of the Nottingham and Nottinghamshire (N2) Skills and Employment Board.

Background

2. Members will recall that the N2 Skills and Employment Board was established in Spring 2014 with strategic responsibility for making sure the skills and employment support landscape across N2 best supports business growth and job creation. This work supports the D2N2 target to create 55,000 private sector jobs by 2023.
3. The N2 Skills and Employment Board reports to the N2 Economic Prosperity Committee and also to the D2N2 Local Enterprise Partnership. The Chair of the N2 Skills and Employment Board, Martin Rigley, sits on the D2N2 Skills Commission. The membership of the Board (Annex 1) includes employers in key priority sectors for Nottingham and Nottinghamshire.
4. The N2 Skills and Employment Board is supported by a Skills and Employment Partnership Manager. This role is for a fixed two year period and is funded by the County Council, City Council and D2N2 with each organisation contributing £25,000 in total. The post holder is employed by the City Council but jointly managed by the County Council.

Priorities for Employment and Skills

5. The N2 Skills and Employment Board has identified four priorities where developments are needed to drive growth and job creation:
 - a. Making the skills and employment support landscape simpler and more accessible for employers and individuals.
 - b. Developing an 'early years to employment' approach which ensures that young people in Nottingham and Nottinghamshire are prepared for the world of work and the future needs of our economy.
 - c. Re-engaging unemployed and disengaged people through pathways that prepare and reintroduce them to the labour market.

- d. Ensuring the local workforce develops the higher level skills needed to increase business productivity and competitiveness whilst enabling individuals to fulfil their potential.
6. As set out in the Nottingham and Nottinghamshire Growth Plans and the D2N2 Strategic Economic Plan, actions are needed to support jobs growth in the priority sectors and to enhance competitiveness. By focusing resources we can stimulate jobs growth and harness the potential of businesses in Nottingham and Nottinghamshire.
7. A number of sectors have been selected by the N2 SEB, these include the high value D2N2 'areas of economic focus' and sectors which are projected to grow significantly in employee numbers, for the County these are social care and health.
8. The local economy continues to re-balance and demonstrate growth in the private sector. Occupations and skills needs are changing, there are four occupational groups which are expected to add net new jobs, these are Professional; Caring, Leisure and Other Services; Managers, Directors and Senior Officials; Associate Professional and Technical.
9. This highlights a rise in jobs requiring intermediate to high level qualifications, including degree level qualifications. In contrast, the demand for people with low or no qualifications will continue to decline. There have been significant improvements in the levels of qualifications attained and productivity of employees in Nottingham and Nottinghamshire in recent years, but the pace of change has not been sufficient to close the gap with regional or national rates.
10. Employers are experiencing skills shortages arising from new technologies. Around half of Nottingham and Nottinghamshire employers with skills gaps identified the development of new products and services and the introduction of new technologies as contributory factors in giving rise to skills gaps. The breadth of skill sets required is widening as employers report IT and digital technology know-how, alongside customer service skills becoming relevant to a much wider range of occupations and job roles.
11. In Nottinghamshire as in other parts of the country, it has been identified that progression into today's labour market is becoming increasingly difficult for young people. CBI surveys report that around half of employers believe that young people are insufficiently equipped with the skills they need on job entry. The N2 Skills and Employment Board is looking to build upon examples of good practice that help to bridge the gap between school and the world of work, such as the employability model developed and delivered by the Mansfield Learning Partnership.
12. If we are going to meet the future skills needs of our economy we need to ensure that everyone within the labour market is able to play an active role. Within Nottingham and Nottinghamshire there are disadvantaged groups and it is vital that programmes are effective in supporting these groups to participate in the labour market.

13. There are also geographical locations or 'hot spots' within Nottingham and Nottinghamshire experiencing high numbers of people on out of work benefits and subsequently disadvantage. In order to ensure best value for public investment in employment and skills, provision must be targeted at these groups and the geographic areas in most need.

Resources and Outputs

14. The resources to deliver activities will come from a number of sources including the European Structural Investment Funds. Around £46m of European Social Fund (ESF) and matched funding has been allocated to programmes related to employment, skills and enterprise across the D2N2 area until 2020. The detail of these allocations is set out in the Local Implementation Plan (LIP) currently being developed by the D2N2 LEP and partners.

15. The N2 Skills and Employment Board support the D2N2 target to create 55,000 private sector jobs by 2023. To ensure progress against this target, the Board will agree a set of performance metrics. These are currently being agreed and baselines set but are likely to include:

- a. Every young person across N2 has the opportunity and support to engage in productive training, education or a job
- b. Year on year improvement in employment rates across N2
- c. N2 workforce productivity improves year on year to become higher than the national average by 2020

Recent activity and next steps

16. The N2 Skills and Employment Board are reviewing actions that need to be taken by partners across Nottingham and Nottinghamshire to achieve change. This includes what business can do to drive change forward – working with schools to give children a view of the world of work, ensuring colleges and training providers have the information they need to help students progress into real and exciting job opportunities and creating jobs that all residents can access.

17. The Board is also reviewing actions that all partners could and should do to support the implementation of this agenda. The N2 SEB will hold all partners to account to ensure that the best value is secured for public and private investment.

18. The next steps for the N2 Skills and Employment Board are to:

- a. Publish the N2 Skills and Employment Board Strategy for 2015 – 2020 setting out the evidence and recommendations for actions under the four priorities.
- b. Develop and publish sector profiles, including labour market information and future skills needs for Nottingham and Nottinghamshire priority sectors. The profiles can be used by schools, colleges, independent training providers, careers advice and guidance professionals and

- students to inform pathways through education that link to real job opportunities.
- c. Work closely with the D2N2 LEP to establish an action plan to implement an 'employability model' and then embed this work.

Reason(s) for Recommendations

19. The work of N2 Skills and Employment Board can inform the approach of the Economic Development Committee when considering policy to support employment and skills. Keeping Committee members updated on the emerging priorities of the N2 Skills and Employment Board is therefore considered appropriate.

Statutory and Policy Implications

20. 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.

RECOMMENDATIONS

21. It is recommended that Economic Development Committee note the work and the priorities for the N2 Skills and Employment Board.

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact:
Celia Morris, Group Manager, Corporate Strategy Tel: 72043

Constitutional Comments

This report is for noting only.

Financial Comments [SEM 19/12/2014]

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

Background Papers

NA

Electoral Division(s) and Member(s) Affected

All.

N2 Skills and Employment Board

Martin Rigley

Chair
Managing Director
Lindhurst Engineering
Sector: Low Carbon Economy

Nigel Hooson

Group Training Manager
Hardstaffs
Sector: Logistics

Gill Heppell

Managing Director
Percurra
Sector: Health and Social Care

John Mattinson

Director
Alliance Group Solutions Ltd
Sector: Construction

Janine Goodwin

Senior Capability Manager, Talent
Boots
Sector: Life Sciences and Retail

Adam Swash

Head of Strategy and Research
Experian
Sector: Professional services

Zoe Gallagher

ZG Associates
Sector: Construction

Jackie Brocklehurst

Head of Health Education East Midlands
National Health Service
Sector: Health and Social Care

Mo Kelly

Managing Director
Sasie
Sector: Low Carbon Economy

Councillor Diana Meale

Chairman, Economic Development Committee
Nottinghamshire County Council

Councillor Nick McDonald
Portfolio Holder for Jobs and Growth
Nottingham City Council

Councillor Kate Allsop
Representative for District Councils
Portfolio Holder for Economic Regeneration
Mansfield District Council

Natalie Gasson
Federation of Small Business

George Cowcher
East Midlands Chamber of Commerce

Vacancy
Sector: Creative Industries

Vacancy
Sector: Visitor Economy

Vacancy
Sector: Food and drink manufacturing

Vacancy
Voluntary and Community sector

Observer status

Celia Morris
Group Manager
Corporate Strategy
Nottinghamshire County Council

Nicki Jenkins
Head of Employment and Skills
Nottingham City Council

Jean Sharpe
District Operational Leader
DWP

Michael Nichol
Skills Funding Agency

6th January 2015**Agenda Item: 6****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****SUPPORTING YOUTH EMPLOYMENT****Purpose of the Report**

1. To update Members on the progress of the apprenticeship grant measure to support youth employment and seek approval for flexibility in the use of the funding.

Information and advice

2. In October 2013 Economic Development Committee approved £342,000 to support measures to increase the numbers of apprenticeships available to young people through a grant to small and medium enterprises (SMEs) recruiting an apprentice for the first time.
3. Futures Advice, Skills and Employment have been commissioned to deliver this grant on behalf of the County Council. The project was launched in May 2014 under the banner of "Say Yes to an Apprentice".
4. The apprenticeship grant was initially targeted at SMEs in the priority sectors of
 - manufacturing
 - green energy
 - advanced technology
 - visitor economy
 - construction
 - health and social care

Following a six month review with the Chair of this Committee it was agreed that any sectors which offer good employment opportunities with career progression, and have been identified as contributors to the future economic well-being of the county, will also be eligible for the grant.

5. The 'YES' project is targeted at SMEs which have never recruited an apprentice before with the aim of encouraging these companies to consider the benefits to their business of recruiting and training a young person.
6. Grants of up to £1,500 are available to support the employment of an apprentice aged 16-19. The grant is paid in three phases to support the

sustainability of apprenticeship recruitment; at 26 weeks and 52 weeks, and an additional payment at 18 months if the apprentice has been recruited to a full-time position or progresses to a higher level apprenticeship with that employer.

7. The 'YES' grants complement other government apprenticeship funding of £1,500 (the AGE grant) which are awarded to any business with up to 1,000 employees recruiting an apprentice aged 16-24. Only SMEs employing an apprentice for the first time and based in Nottinghamshire will receive both grants.
8. To date, Futures have promoted the 'YES' apprenticeship Grant to employers and young people through attendance at Business Clubs and events, jobs and careers fairs, and through promotional materials, social media and a telemarketing campaign. A promotional film for YouTube has also been produced which will be linked to social media and shown where facilities allow. A slides version is being prepared for use on County Council screens. Press releases have also promoted successful placements.
9. To the beginning of December there have been 82 grant applications and 64 grants have been approved, with six ineligible applications (out of County, outside of the age range, or not first apprentice). Twelve further applications have been received and are being processed. The first payments were made to employers in November, with the majority for this financial year due in February and March.
10. The new apprenticeship places can be summarised by sector, District and age in the following table;

Start by Business Sector	
Advanced Technology	8
Automotive	2
Business Services	4
Construction	12
Education	2
Hair & Beauty	2
Health & Care	4
Land based / Environmental	5
Manufacturing	8
Retail	3
Sport & Leisure	2
Tourism	7
Transport	2
Voluntary Sector	3

Apprenticeship Start by Residency	
Ashfield	7
Broxtowe	13
Gedling	15
Mansfield	13
Newark	8
Rushcliffe	8

Age at Start	16	17	18	19
Number of Starts	17	21	19	7
Total Starts				64

11. The following marketing activities have been agreed to secure more apprenticeship places;

- Digital advertising – adverts targeting employers who download and stream music, with age and geographical targeting
- Contacting employers advertising vacancies which could be converted to apprenticeships
- Regular contact with business and employer groups
- Further social media campaigns
- Employer e-shot, tracking & follow up

12. An initial element of the project was provision of up to £30,000 for pre-apprenticeship training. This was aimed at ensuring young people were prepared and work ready and ensuring employers could be confident of their recruitment decision. To date there has been no identified requirement for this. Therefore Members may wish to consider options for the use of this allocated funding. Options include;

- a) Extending the grant programme beyond the original target of 166 apprenticeships if demand from employers exceeds the original allocation, and employability training in schools which would promote apprenticeships as an option for post-16
- b) Targeted support for individual apprentices where there is an identified need;
 - To address difficulties or barriers which may otherwise prevent them from continuing in their employment
 - Travel costs or solutions for young people or employers in rural areas
 - Job search skills and activities for any young people who complete their apprenticeship but are not kept on by the employer
 - Specialist Financial Awareness training delivered separately from the apprenticeship qualification route.
 - Pre-apprenticeship training for any young people with an identified need
- c) To not spend the money

The preferred option is to have the funding as a flexible pot, to be used for options 12a) and 12b) as and when required, with the lead Economic Development Officer agreeing proposals with Futures.

13. John Yarham, chief Executive of Futures Advice Skills and Employment will be attending the meeting to give an update on the project.

Conclusions

14. Although the project has not reached the forecast targets in the first quarter, numbers are steadily increasing. The slow start has been attributed to a

national decline in the number of young people taking up apprenticeships, the restrictions on the sectors eligible for the scheme and the focus on companies that have not previously recruited apprentices. Numbers have now begun to increase and interest from employers in the newly included additional sectors is promising.

Reason(s) for Recommendations

15. To keep members informed on the progress of Supporting Youth Employment measures, and to ensure funding is used to the maximise outputs.

Statutory and Policy Implications

16. 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.

Financial implications

17. The funding for this project has been previously approved by Economic Development Committee

RECOMMENDATIONS

18. It is recommended that Committee
 - i. Notes the report and
 - ii. Approves the flexible use of the £30,000 allocated for pre-apprenticeship funding with delegated approval for the menu of options described in point 12 above

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact: Fiona Anderson 72685 or Hilary Porter 72146

Constitutional Comments [16.12.2014]

The Economic Development Committee has delegated authority within the Constitution to approve the recommendations in the report.

Financial Comments [19/12/2014]

The financial implications are set out in the report.

Background Papers

Electoral Division(s) and Member(s) Affected

ALL



6th January 2015

Agenda Item: 7

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

KEY ACCOUNT MANAGEMENT – ANNUAL REVIEW

Purpose of the Report

- 1. To update members on the progress made with the Key Account Management (KAM) pilot and to consider recommendations on how the KAM approach may be revised to account for lessons learned to date, current best practice approaches and emerging needs in the market place

Key Account Management

- 2. The Economic Development Committee received a report on pilot key account (KAM) activity at its meeting on the 1st April 2014. The pilot targeted 80+ key businesses in the Nottinghamshire economy. These were drawn from all economic sectors and were identified through various means including those demonstrating growth or growth potential, those receiving or being nominated for business awards and those seeking advice or through referrals from other partners or organisations.
- 3. KAM, in this instance, was described as the development of a two way, mutual relationship between the County Council and the private sector with named officer contacts being assigned to individual Nottinghamshire businesses in order to act as a ‘go to’ point to assist those companies in overcoming issues and barriers to growth. This was in the context of the Council’s strategic objective to support economic growth and to identify ways to be proactive to the needs of the private sector.

Progress to date

- 4. Of the original 86 companies identified as key accounts a further 8 have been added to give a total of 94 companies. The following status has been achieved as at 30th Nov 2014
 - a. The 94 companies cover 14 “sectors”. A further 70 reserve KAMS have also been identified.

SECTOR	KEY ACCOUNTS IDENTIFIED
IT/Telecoms	4
Visitor Economy/Events	10
Construction/Engineering	14

Education/Training	3
Power Generation	4
Low Carbon	4
Manufacturing	11
Supplies and Services	19
Transport	3
Mining/Aggregates	5
Food and Drink	10
Pharmaceuticals	1
Automotive	3
Agricultural Products	3
TOTAL	94

- b. 36 of the companies have received a direct visit and an “open and on-going” dialogue has been developed.
5. The pilot has identified that the initial contact approach was of critical importance in terms of communicating the “offer” of the County Council’s services to individual businesses. Demonstrating the potential advantages when set against the time investment of the company in engaging with the Council has proved challenging in some cases. Several potential key accounts decided not to engage from the outset, some after initial enthusiasm did not pursue contacts due to competing business demands or changes in their commercial strategies, others have decided to keep an arms length, reactive relationship with the Council – effectively having received a named contact that can be brought in to assist on a call off basis as required.
6. Of the 36 live key accounts, 4 main areas of support were requested – with usually more than one area of interest per key account:

SME AREAS OF INTEREST	NUMBER OF SME REQUESTS FOR SUPPORT
Funding Advice/Sources of Finance	18 (of which 4 were directly interested in the Economic Development Capital Fund)
Growth (land/premises/capital investments)	9
Legal/Regulatory	2
Other (Skills/Training/Apprenticeships/Recruitment/Strategic Guidance/Procurement)	26

Outcomes achieved to date include:

- Supporting a start-up business that was seeking to diversify. Economic Development was able to broker a placement of a post-graduate student from one of the local universities to undertake a feasibility study and introduce the company to other public sector agencies (i.e. Environment Agency) for specific advice on issues related to the business
- Securing yellow lines on an industrial estate where parking was an issue that was preventing a company from moving escorted wide load lorries

- Brokering a sector based work academy from the Department for Work and Pensions for a high growth company that was having difficulties recruiting suitably qualified drivers
- Referring several companies to the Government's Growth Accelerator programme for intensive support on access to finance

KAM Review and future positioning

7. Whilst the pilot has been the subject of on-going peer and management review, in September 2014 the Council's Customer Development and Improvement Team undertook a review. The review focused on what KAM was, reflections and key themes from the pilot and offered a series of recommendations.
8. The Review noted that at "..... Its most fundamental, KAM supports the needs of individual business to overcome barriers and identify suitable opportunities for growth; and it provides one mechanism through which the County Council can deliver its strategic aims of helping create the best circumstances for business growth – for individual companies and the wider business community"
9. The report goes onto reflect on the advantages of KAM to bolster the overall reputational impact of the Council's strategic objective of supporting economic growth in the county – including opportunities to re-position commercial perception of the council as a regulatory body presenting barriers to businesses towards one of a positive, high quality service as a provider of the facilities and infrastructure integral to economic growth (Highways/Trading Standards etc.).
10. The Local Government Association, through its Economic Growth Advisors Programme, worked with a variety of authorities identifying KAM, through Case Studies, as the optimum approach for authorities to;
 - a. Promote collaboration and support scale and speed of approach
 - b. Gather economic intelligence
 - c. Develop and implement appropriate growth strategies – with universal public/private sector buy in and relevance
 - d. Support engagement and facilitate direct business growth and retention opportunities
 - e. Create an environment with "fast track" capabilities to capitalise on inward investment opportunities
11. Members may be aware of the recent launch of the D2N2 Local Enterprise Partnership's 'Growth Hub'. Growth Hubs are part of the national Government's approach to rationalising and simplifying access to advice and guidance for businesses and are focussed on the 'no wrong door' approach. The D2N2 Growth Hub is now operational in pilot phase, with a website and dedicated phone number. A report on the Growth Hub will be brought to this Committee in February. Economic Development officers have been actively involved in the design and establishment of the Growth Hub and will continue to be involved through the Growth Hub Project Board. Clearly there is some potential for duplication of effort and this will continue to be monitored as the Growth Hub initiative gathers pace.

Areas of Opportunity for KAMs in Nottinghamshire Going Forward

12. The review of the KAM pilot has highlighted a number of critical factors that are essential in considering where the Council might choose to take the KAM approach next. The most important findings, adapted in the context of what the authority may choose to do, include:

Resources

- The alignment of the best resources to the most profitable opportunities/greatest value – i.e. **getting the “best bang for our buck” by rationalising the KAM list to include the best business opportunities for cross sectoral growth and pairing these with the best officer skills to assist development**
- **Considering KAM Champions** – applying a further pilot phase of KAM in Nottinghamshire in order to establish the best approach and skills set required to scale up and roll out a wider, tested programme at a later stage
- **Merge Key Stakeholder Relationships (Universities, Districts, LEP etc.) with large businesses** who we already have a close partner/project based role e.g. Boots, Rolls Royce etc. The KAM approach appears not to be appropriate to their complex, specific needs and would be better served by a more formal strategic relationship managed at an appropriate, more senior level.

The KAM “Service Offer”

- **The offer must be clearly identified and communicated – so that the businesses understand the value of the engagement from the “get go”.** The offer should be aligned, deliverable and responsive to the key accounts’ needs – market driven but within the clear boundaries of what the Council defines as its rationale for undertaking KAM
- One approach may be to have **identified periodic ‘offers’** for both new engagements and for on-going business touch points – for instance relaunch of the Nottinghamshire Economic Development Fund or appropriate milestones in the launch of the D2N2 European funding Programme, Better Broadband for Nottinghamshire etc
- **Promote and communicate KAM and the Council’s widest business offer** through improved web presence and through established events and partnerships such as NBEG
- **All key accounts should be established through referral and/or supported introduction** – cold calling should be avoided as it has proved to be time-consuming and in most cases unproductive as the decision makers and influencers within the companies often fail to be the ones contacted - resulting in the opportunity for participation being lost
- Ensuring that KAM delivers what is promised – individually and collectively to business – **with published minimum service standards.**
- Enabling **flexibility and adaptability for the key account managers is important – recognising that one size does not fit all** – but being clearly identified within the sphere of influence that the Council can credibly deliver. This may include a **cross council SLA** with other services signing up to

support the KAM approach as part of promoting a “**business facing culture**” for the Council

- There are also opportunities to embed the account tool as a wider sales tool for the authority’s services – and to do so creating greater visibility of contact information across all Council departments– exploring the potential use of a **Customer Relationship Management (CRM)** type of system for the authority in managing and optimising its relationships with the private sector
- Furthermore, options to **compliment emerging Growth Hub systems** should be explored with partners including the Districts and the D2N2 LEP – ensuring referral, service, performance and data capture links where possible.

Review and Performance

- There should be **regular review of the individual KAM relationship** to assess if there is proportionate value in terms of the output it is generating both to the account and the authority
- A further pilot phase should be reviewed in 12 months aligning with internal and external needs and opportunities
- Rationalisation of the reporting KPIs which are currently cumbersome and do not adequately reflect performance to focus on live numbers, progress, satisfaction and unused capacity

13. The Economic Development Service’s use of the KAM approach is in its infancy. Some good engagements have been made to date during the initial pilot phase and lessons learned from this and other best practice now need to be considered and applied. In order for the Council to use KAM to best effect and for the optimum benefit for the business community further piloting is required.

Other Options Considered

14. None. The report is for noting.

Reason for Recommendation/s

15. To ensure that Committee Members are aware of the ongoing development of KAM as part of its wider Business Engagement being delivered through the Council’s Economic Development team.

Statutory and Policy Implications

16. 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.

Financial Implications

17. Economic Development Committee has previously approved budget allocation of £10,000 to support business engagement activity, including the hosting of the [Page 29 of 44](#)

Nottinghamshire Business Engagement Group and sponsoring a number of business awards. No allocation other than staff time has been identified for KAM activities.

RECOMMENDATION/S

It is recommended that:

- (a) Members note the content of this report and the recommendations for further work in developing the KAM approach;
- (b) Committee receives a further report on progress with key account relationships in January 2016

Report of the Group Manager, Corporate Strategy, Celia Morris

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

Constitutional Comments [LM 16.12.2014]

The Economic Development Committee has delegated authority within the Constitution to approve the recommendations in the report.

Financial Comments [SEM 19/12/2014]

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

Background Papers

NA

Electoral Division(s) and Member(s) Affected

All

6th January 2015**Agenda Item:****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****RESPONSE SUBMITTED UNDER URGENCY PROCEDURE
CONSULTATION RESPONSE – THE D2N2 LOCAL ENTERPRISE
PARTNERSHIP GROWTH HUB STRATEGY****Purpose of the Report**

1. To confirm a response made under the urgency procedure to a consultation opened by the D2N2 Local Enterprise Partnership (LEP) on proposals being developed for a Growth Hub.

Information and advice

2. The concept of Growth Hubs has been introduced by Government with a national rollout via Local Enterprise Partnerships following a pilot phase within three areas of Manchester, Cumbria and the Norfolk. At its simplest, Growth Hubs are designed to offer the means whereby businesses across the LEP area are offered a single point of access to comprehensive support services to enable them to start and grow.
3. In the recent Growth Deal announcement, the D2N2 LEP secured a total of £525,000 for the 2015/16 financial year as pump-priming resources to help establish a Growth Hub across its area, being a similar figure offered to other LEPs. The D2N2 LEP is looking to develop the concept from December 2014 and at the time of writing this report, was consulting on a Strategy immediately prior to the “soft launch” of the Hub from early December 2014.
4. This is in effect a pilot phase until the April 2015, but given the importance of agreeing some early principles and establishing the Hub’s terms and references, the Council responded to the consultation within the requested timeframe and the response is attached to this report as Appendix A. It is proposed that the Committee receives a further report on the development of the Growth Hub, potentially at its next meeting.

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 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.

RECOMMENDATIONS

7. It is recommended that the Committee notes the content of the report and the response to the consultation.

Celia Morris
Group Manager, Corporate Strategy

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

Constitutional Comments

This report is for noting only.

Financial Comments [SEM 19/12/2014]

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

Background Papers

The Strategy and related documentation concerning the development of the Hub by the D2N2 LEP can be viewed here: <http://www.d2n2lep.org/Growth-Hub/strategy-consultation>

Electoral Division(s) and Member(s) Affected

All

Appendix 1

This matter is being dealt with by:

Geoff George

Reference:

T 0115 977 2046

E geoff.george@nottscc.gov.uk

W nottinghamshire.gov.uk



Patrick Keen
Growth Hub Manager
D2N2 Local Enterprise Partnership
D2N2 (c/o DNCC)
8 Experian Way
Nottingham
NG2 1EP

4th December 2014

Dear Patrick

D2N2 Growth Hub – Strategy Consultation

Thank you for the opportunity to comment on the above. The requested form has been completed and this letter offers further detailed comment on the Strategy as requested.

Overall, Nottinghamshire County Council is supportive of the concept and would offer every encouragement and support in its further detailed development as the Council can see the considerable value of the Growth Hub in facilitating business growth across the LEP area. Before responding to the Strategy In detail, I have some general comments.

It is acknowledged that the detail is to be developed so the lack of clarity as to the precise model is awaited. However there are some references throughout the Strategy to an implied model (particularly where staff appointments are referenced) and the Council would reserve its position until the model has been suitably clarified.

If the initial phase from December 2014 to March 2015 is being deemed to be a pilot phase then its objectives, expectations and operational aspects need to be clearly set out beforehand, accompanied by rigorous targets and monitoring to allow it to be critically and openly evaluated with partners. The pilot phase can then self-evidently help set the operating and commissioning parameters for the next phase from April 2015.

Setting the activities of the D2N2 Growth Hub within the context of other overlapping Hubs will be crucial from the point of view of businesses wishing to establish a single point of contact for advice. Impacting potentially upon Nottinghamshire, there are proposals to establish a Hub for the Nottingham area and another for the Sheffield City Region LEP, the latter also impacting on parts of Derbyshire. It will be vitally important to ensure that business support is mutually co-ordinated, that intelligence is shared, that agreement is reached on coverage and that operationally, a set of protocols are agreed. The County Council is anxious to ensure that Nottinghamshire businesses do not lose out in any potential confusion over overlapping areas and we would be happy to continue to discuss this matter with you and support discussions with the other proposed Hubs. I am in touch with both the City Council and the SCR LEP over their proposals.

The Council's comments on matters of detail within the Strategy may be summarised as follows (based on the headings in the Strategy):

Introduction

It would be helpful to set the tone with some additional brief context about the Government's / BIS' expectations for Growth Hub's generally and the resources made available to the LEP through the Growth Deal to support its delivery. This will help drive the development of the model on a LEP-wide basis, bringing a strong critical mass to the Hub's operation and reinforces the LEP's identity. Within this context, the Hub can and should be able to respond flexibly to meet the particular needs of businesses from across the D2N2 LEP area.

The bullet points referenced here might also reflect the ambitions of the Hub to influence and drive improvements in the quality of business support across the area and to ensure that in the longer term, that businesses across the area have equal access to the full range of support.

What will it do

I would suggest that under section (a) an additional point iii be added here as follows:

- Seeking feedback on how the support can be improved and what is lacking from the available business support offer?

I would also suggest under section (b) that an additional point be added as follows:

- how collectively might gaps in provision and any duplication be addressed?

How will it do it

The programme plan alludes to a model and the deployment of staff etc but is largely conceptual in the Strategy and lacks an approach as to how the pilot phase will be transitioned into the full version and what is proposed. This should be explained further as referenced in the general points above.

Sustainability

Given the above, the section on sustainability reads largely a list of possibilities for future funding. No budgetary details are referenced here and there is a limited sense of what reality may be placed against the suggested funding opportunities. The exploration of efficiencies might also be usefully referenced here through measures like co-hosting, pooled budgets from groupings of partners etc.

EU funding is suitably referenced but you will be aware of the time lag and the issues as relate to the opt-ins of the national schemes which may impact on delivery from March 2015.

Delivery

The initial content here doesn't fully justify the name as this section simply reflects on perhaps self-evident issues as being the factors for success. The latter "3 key ways" section helps reflect on what will be provided but begs some clarity as to how and what needs to be put in place to deliver this. It is accepted that the Strategy document may not be the place for such detail but it will need to be developed quickly, in parallel with the pilot phase.

Under 1(b) – Given that studies and feedback from businesses generally suggest a preference for a conversation (initially at least beyond or in addition to web information) the telephone helpline may draw significant interest. Planning for this over the immediate pilot phase and thence roll-out will be key. We might explore some help directly and could explore the initial contact at least via the Council’s contact centre staff for example but regardless, this issue is one where significant resources may need to be deployed.

This section is the first to reference “staff” which is somewhat in isolation and I suggest this needs a degree of clarification in terms of the model and thence in terms of detail – ie how many staff, the structure, gradings, recruited to which organisation(s), on what terms, reporting arrangements, etc.

It is suggested that generally, businesses are likely to use (in order) social media / web-based means to initially check for what’s available; followed closely by a telephone call and thence referrals for a visit or meeting. Actual business drop-ins to “new” centres are unlikely to be significant unless the advisors are (co-)located within business centres or within areas such as industrial estates. Further points are made on this issue below but as a general principle, it is suggested that the finances available be focused on resourcing the above prime routes of contact.

Beneficiaries

Of the bullet points referencing the types of businesses to be supported, the County Council would generally welcome a presumption that the Hub supports start-ups, expanding businesses and those creating quality jobs, particularly those paying at or above the Living Wage. The cross-relationship with the D2N2 LEP’s SEP is generally sensible given the Hub’s potentially significant contribution in assisting the LEP meet its targets.

Activities / Venues / Geography

While I suggest it is likely that drop-in facilities would not be the main contact route for the Hub, where they are proposed (and where advisors may be located) it would make good sense to house Hub personnel in places with ease of access and where significant business concentrations exist. One possibility would be to explore a co-location within enterprise / innovation centres. This may require some logistical discussion but through its management agreement with Oxford Innovation, the County Council could usefully explore the possibilities in Nottinghamshire. Other such Centres exist across Derbyshire

Having any Hub personnel hypothecated to set defined sub-areas within the LEP area may not help in managing the overall expectations of the Hub. I would advise some flexibility in staff deployment so that the Hub can be as responsive to demand as possible and deploy any specialist support to where it was required pan-LEP.

You will also know that the LEADER programmes have now been approved and that work continues on the European Agricultural Fund for Rural Development (EAFRD) . There are for example, proposals mooted for rural business advisors and the County Council is exploring the hosting of LEADER funded posts and we will be looking to further strengthen the close relationship with the Hub offer through these routes.

Related, the Council would support the branding which preserved the D2N2 LEP Growth Hub perspective and would suggest too that care is required to avoid the “post code lottery” of some services being of better or different intensity, range and / or quality across the LEP wide area. Simply offering what is only locally available to that business runs somewhat contrary to the overall ambition of the Hub.

In terms of the next steps, in addition to the support from the Economic Development team, the Council would be willing to explore some potential practical help both from within the authority on key areas of delivery. While this will require some discussion with the respective managers, the areas we might indicatively suggest include:

- Business Engagement. We have already facilitated access to the Nottinghamshire Business Engagement Group run by the Economic Development Team and that remains an open offer. We also have good links with a number of businesses across the County and can liaise with them further on the Hub.
- Performance Management / KPIs. We may be able to offer someone from the Council's Performance Management and Benchmarking Programme if required.
- Helpline Call-routing arrangements. As referenced above.
- Website development and testing. Given the development of the CRM system and website, a colleague from the Council's website development side might be able to act as a critical friend in its development

Finally, as this consultation falls outside of the cycle of the Council's Economic Development Committee, this response has been the subject of consultation with members but the Growth Hub will be the subject of a report to a future Committee meeting. As mentioned in recent discussions, we would like to offer you the opportunity of attending such a meeting to offer further details of the Growth Hub.

Yours sincerely,

Geoff George
Economic Development
Nottinghamshire County Council

6 January 2015

Agenda Item: 9

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

EXPERIENCE NOTTINGHAMSHIRE – LETTER OF SUPPORT

Purpose of the Report

1. To advise Members of a letter of support sent by the County Council to Experience Nottinghamshire (EN) prior to its Board meeting on 9th December 2014 that was authorised under the urgency procedure.

Information and Advice

2. Experience Nottinghamshire undertakes destination marketing for tourism and advising on the visitor economy within Nottinghamshire. The County Council is a core funder of EN and a three year Service Level Agreement (SLA) is currently in place with EN to provide funding of £118,000 per annum. This SLA comes to an end on 31 March 2015. The SLA stipulates a three months' notice period and that the County Council would inform EN of their intention with regard to future funding by the end of December 2014.
3. As members are aware the County and City Councils together with other partners are working to establish a Place Marketing Organisation (PMO) to undertake the marketing of Nottinghamshire to potential investors, visitors and residents bringing together into one organisation the work currently done by EN and Invest in Nottingham.
4. Whilst work is continuing on the establishment of the PMO Experience Nottinghamshire will continue to undertake the work described in paragraph two above. EN auditors required some reassurance on the interim funding available to Experience Nottinghamshire before the establishment of the new PMO in order to be able to sign off the accounts. The form of wording attached at Appendix 1 was agreed.
5. The letter of support was authorised 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 EN Board meeting date being outside of the Committee cycle.

Other Options Considered

6. None

Reason/s for Recommendation

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

Statutory and Policy Implications

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

RECOMMENDATION

- 1) It is recommended that Committee notes the use of the urgency procedure to authorise the Council's letter of support for Experience Nottinghamshire.

Celia Morris
Group Manager, Corporate Strategy

For any enquiries about this report please contact:
Celia Morris, Group Manager, Corporate Strategy
E-mail: celia.morris@nottsc.gov.uk
Tel: 0115 977 2043.

Constitutional Comments (CEH 18/12/14)

The proposal in this report is within the remit of the Economic Development Committee and is for noting only.

Financial Comments (SEM 18/12/14)

The financial implications are set out in the report.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

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

Appendix 1

Proposal for Future Funding of Experience Nottinghamshire

An SLA currently exists between ENL and County Council to provide funding of £118,000 per annum for the period ended 31 March 2015. The SLA stipulated a three months' notice period but the County Council agreed to let ENL know their intention with regard to future funding by the end of December 2014. Consideration now needs to be given to future funding arrangements: this is complicated by the potential changes to the ENL organisation. However, we recognise that it is now important both to allow ENL to plan activities for the 2015-16 year and for the auditors of ENL that a level of commitment is offered for the year to 31 March 2016.

The County Council is committed to assisting ENL, or its PMO successor organisation in providing the work carried on in promoting tourism in Nottinghamshire in the future. Whilst a final figure of cash support cannot be agreed at this stage the Council proposes to pay ENL or its PMO successor organisation a sum of a similar nature to the current payments.

It is likely that once a final decision has been taken on the structure of the new PMO the period in which this will be enacted will be at least three months. As soon as a final decision is made the Council reserves its right to give 3 months' notice to ENL on its intentions.



6 January 2015

Agenda Item: 10

**REPORT OF CORPORATE DIRECTOR, POLICY, PLANNING AND
CORPORATE SERVICES**

WORK PROGRAMME

Purpose of the Report

1. To consider the Committee's work programme for 2014/15.

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, 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>
3rd February 2015				
D2N2 Growth Hub	To update Members on proposals for the establishment of a D2N2 Growth Hub	Information	Geoff George	Geoff George
Nottinghamshire Economic Development Capital Fund	To update Members on the outcomes of the NEDCF and request further budgetary approval for technical support	Decision	Geoff George	Geoff George
Nottinghamshire LEADER programme – establishing the accountable body function	To seek approval for the establishment of new posts and a small project team to oversee the accountable body role for the two Nottinghamshire LEADER programmes	Decision	Matt Lockley	Mandy Ramm
Town centre initiatives	To receive a report on baseline research undertaken in four Nottinghamshire towns / service centres to inform future capital investment	Information	Fiona Anderson	Sam Jones
3rd March 2015				
Nottinghamshire Business Investment Zones	To report back to Members on the work undertaken to assess Business Investment Zones in Nottinghamshire	Information	Hilary Porter	Hilary Porter
Better Broadband for Nottinghamshire – progress update	Update on the roll-out and phase three of the programme and on the outcome of the Superfast Extension application.	Information	Nicola McCoy Brown	Nicola McCoy Brown
2015-16 budget and delivery plan	To consider options for the allocation of the 2015-16 budget for Economic Development and to agree the service's delivery plan	Decision	Celia Morris	Matt Lockley

Last updated 08 December 2014