

Economic Development Committee

Tuesday, 23 February 2016 at 14:00

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

AGENDA

- | | | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 1 | Minutes of the last meeting held on 19 January 2016 | 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 | The Chief Executive's Visit with the University of Nottingham to China and Malaysia | 7 - 16 |
| 5 | Inward Investment Activity 2015-16 | 17 - 20 |
| 6 | Business Engagement Activities | 21 - 30 |
| 7 | D2N2 Growth Hub | 31 - 34 |
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| 9 | Nottinghamshire Leader Programme - Status Update | 45 - 54 |
| 10 | Broadband Petition - Askham | 55 - 58 |
| 11 | Work Programme | 59 - 62 |

12 EXCLUSION OF THE OF THE PUBLIC

The Committee will be invited to resolved:-

"That the public be excluded for the remainder of the meeting on the grounds that the discussions are likely to involve disclosure of exempt information described in paragraph 3 of the Local Government (Access to Information) (Variation) Order 2006 and the public interest in maintaining the exemption outweighs in the public interest in disclosing the information.

13 Exempt minutes of the meeting held on 19 January 2016

- Information relating to the financial or business affairs of any particular person (including the authority holding that information);

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	19 January 2016 (commencing at 2.00 pm)

Membership

Persons absent are marked with `A`

COUNCILLORS

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

Chris Barnfather
John Knight
Mike Pringle
Gordon Wheeler

Stan Heptinstall
John Ogle
John Wilmott

A Alan Rhodes (Ex-Officio)

CO-OPTED MEMBERS

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

OFFICERS IN ATTENDANCE

Tim Gregory	- Place Department
Matt Lockley	- Place Department
Fiona Anderson	- Place Department
Nicola McCoy-Brown	- Place Department
Oliver Whitaker	- Place Department
Niall Mullin	- Place Department
Martin Gately	- Resources Department

CHANGES IN MEMBERSHIP

The following changes of membership for this meeting were noted: Councillor Mike Pringle replaced Councillor Michael Payne for this meeting only. In addition, Councillor Chris Barnfather replaced Councillor Keith Walker for this meeting only.

MINUTES

The minutes of the last meeting held on 1 December 2015 were confirmed and signed by the Chairman.

APOLOGIES FOR ABSENCE

Mark Chivers.

DECLARATIONS OF INTEREST

None.

NOTTINGHAMSHIRE COUNTY COUNCIL WORK CLUBS

Fiona Anderson introduced the report on work clubs.

RESOLVED: 2016/001

That the content of the report be noted, including the intention to continue to fund County Council Work Clubs during the transition period to alternative provision, which will be available from September 2016.

FEASIBILITY STUDY WITH NOTTINGHAM TRENT UNIVERSITY

Fiona Anderson made a short presentation on the Summer of Design, an event running from the end of July to late September 2015 for small or medium sized businesses, designers and entrepreneurs which enabled participants to see how 3D printers, laser cutters and 3D scanners are giving businesses the competitive edge. The event provided an opportunity for one to one support from a Nottingham Trent University tutor and six free workshops.

RESOLVED: 2016/002

That the allocation of £7,500 (from in-year savings) towards the collaborative feasibility study with NTU to evaluate the need, demand, funding and sustainability options for an outreach programme of university-led business support across the county be approved.

ESIF PROGRAMME: D2N2 DIGITAL BUSINESS GROWTH PROGRAMME

Oliver Whitaker introduced the report on the ESIF Programme.

RESOLVED: 2016/003

That:

- a) The submission of a full funding application under the ESIF ICT Call be approved;

- b) A contribution up to £70,000 per annum for three financial years from 2016-17 towards the match funding package for this programme was agreed.

BASIC BROADBAND FOR ALL: SATELLITE BROADBAND SUBSIDY SCHEME

Niall Mullin introduced the report on Basic Broadband for All and gave a short presentation on the scheme. For some residents in Nottinghamshire, an infill solution is required to enable them to access broadband. The Broadband Enabling Technology solution was found to be too expensive. However, in the last few years the new Ka band satellites have been launched which have a lower cost and a higher bandwidth, delivering up to 24Mbps. Residents are eligible for the scheme if their current service is less than 2Mbps, they will not receive coverage in future from Better Broadband for Nottinghamshire and they do not currently have a satellite connection.

RESOLVED: 2016/004

That this immediate support to homes and businesses that are unable to receive broadband speeds in excess of 2Mbps and who will not be benefiting from the Better Broadband for Nottinghamshire (BBfN) superfast broadband roll out immediately be noted.

WORK PROGRAMME

RESOLVED 2016/005

That the work programme be noted.

EXCLUSION OF THE PUBLIC

That the public be excluded for the remainder of the meeting on the grounds that the discussions are likely to involve disclosure of exempt information described in paragraph 3 of the Local Government (Access to Information) (Variation) Order 2006 and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

EXEMPT ITEM

MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE

RESOLVED 2016/006

The recommendation was agreed.

The meeting closed at 15:45 pm

CHAIR

23 February 2016**Agenda Item: 4****REPORT OF THE CHIEF EXECUTIVE****THE CHIEF EXECUTIVE'S VISIT WITH THE UNIVERSITY OF NOTTINGHAM
TO CHINA AND MALAYSIA****Purpose of the Report**

1. To report back to Economic Development Committee on the Chief Executive's participation in a week-long visit to China and Malaysia from 20- 27 September 2015, hosted by the University of Nottingham.

Information and Advice

2. The University of Nottingham invited the Leader of the Council and the Chief Executive of the Council to attend a trip to China and Malaysia as part of a delegation to create greater trade, research and investment links.
3. The University of Nottingham hosts this "On Location" visit annually and invites a range of local partners and stakeholders of the University. All costs (except international travel) are met by the University. The University operates a campus in China (in the City of Ningbo) and in Malaysia (near Kuala Lumpur). Both of these ventures are in partnership with the Governments of the respective Countries and have a world-wide (and local) reputation for innovation and excellence in research and academic standards.
4. The University has formal aims and objectives for its international strategy and agreed measurements of success – these can be found on the University's website and by following this link <http://nottingham.ac.uk/aglobaluniversity/internationalisationstrategy/index.aspx>.
5. On 17 June 2015, Policy Committee agreed that the invitation from the University should be accepted by the Chief Executive, who would attend on behalf of the County Council. Policy Committee felt that because this was the Council's first major engagement with the initiative, it was important to establish the potential in advance of any further engagement.
6. Policy Committee resolved that a report would be submitted to the Economic Development Committee within 12 months of the trip.

Summary of the visit

7. A detailed itinerary for the visit is attached at Appendix A of this report.

8. A 30 strong delegation participated in the visit, which included senior representatives from the business community, alumni of the University, and the public sector (including Nottingham City Council). All of the delegates had established links with the University of Nottingham.
9. The Chief Executive used the opportunity to gain a full understanding of the University's connections with China and Malaysia, and to evaluate the potential for further engagement by the County Council. In addition, during the visit, the Chief Executive held discussions with University colleagues the City Council's delegates, to understand the City Council's International Strategy, particularly in respect of its links with Ningbo. These links had been established through previous engagement with the "On Location" visits.
10. The Chief Executive also used the visit to promote Nottinghamshire as a destination, evaluate the potential for inward investment into Nottinghamshire, and to evaluate the potential for local businesses to trade with China and Malaysia. To this end, ahead of the visit, the Chief Executive held discussions with United Kingdom Trade and Investment (UKTI).
11. Over the 7 day trip, the delegation visited the University's international campuses in China and Malaysia.
12. The first half of the trip was from 20 September to 24 September and took place in China at the University of Nottingham Ningbo Campus (UNNC).
13. The delegation met with key University representatives to tour the Ningbo Campus. The delegation learnt how the University leveraged its unique position as the first western university campus in the region to develop extensive investment links and research collaborations between the UK and China. The delegation also met important business and government officials, including the Vice-Mayor of Ningbo. This was particularly helpful in gaining an understanding of how the University managed a long-standing international partnership. This partnership has been built on the principles of reciprocity, commitment, social and economic responsibility, and quality.
14. The delegation learnt about contemporary approaches to common Anglo-Chinese challenges such as improving educational outcomes in schools, reducing levels of childhood obesity, growing numbers of older people and waste management. Many of these challenges resonate with those we face in Nottinghamshire.
15. The China element of the trip also included a visit to Shanghai (China's largest city and financial centre) to engage with key business and government representatives, and alumni of Ningbo.
16. The second half of the trip was from 24 September to 28 September and took place in Malaysia at the University of Nottingham Malaysia Campus (UNMC).
17. The delegation visited the University's new 'Crops for the Future' research facility and learnt about opportunities for research links with the region. The Malaysia campus has a strong focus on environmental issues and works on a range of diverse projects such as elephant protection and research into the problem of stubble burning in Indonesia, which causes widespread pollution in the region.

18. The delegation also attended the UNMC 15th anniversary celebration dinner hosted by Professor David Greenaway, Vice Chancellor of the University. This provided an opportunity to engage with senior representatives from the university and key business contacts. Members of the Royal Family of Malaysia were present at the dinner, some of who are alumni of the University of Nottingham.

Key benefits

19. The visit offered a unique insight into how an important local partner has developed fruitful links with modern emerging economies. There was clear evidence that benefits accrue to the University and international partners from this initiative both in financial, educational and social terms. That said, the University of Nottingham has been able to prioritise this area of work and invest resources. Clearly, given the Council's financial circumstances, similar direct investment is not possible. However, there are potential benefits of continuing a partnership with the University and City Council. It is the view of the Chief Executive, that this is most likely to derive benefit by focusing on working with the University and the City Council on their partnership in Ningbo.

20. As stated earlier in this report, Nottingham City Council has an established link with Ningbo, some of which is facilitated by the University. This is enshrined in the City Council's International Strategy, which has been developed for the period January 2014 to March 2017.

21. In the International Strategy, the City Council aims to attract investment, support international trade and grow the visitor economy, in order to boost growth. The City Council is promoting Nottingham as a well-connected, cost competitive location with excellent quality of life and diverse culture. All data points to London and the South East being the pre-eminent destination for Foreign Direct Investment (FDI) and development capital, but the costs of expansion from London can be prohibitive and do not always offer particular locational and/or sector advantages over Nottingham and Nottinghamshire. The key selling messages for Nottingham for FDI, which can also apply to Nottinghamshire, are:

- Location and proximity to London/access to Europe
- Cost of living
- Access to finance
- Soft landing packages for inward investors
- Growth sectors
- Universities and skills

22. Through this approach, the City Council hopes to attract inward investment. In addition, the City Council is seeking ways (working with the University) to offer local businesses assistance if they are considering trading with China. Through its long-standing operations in the Ningbo area, the University has well-established links with the local economy and the local, regional and national Chinese Government.

23. This report seeks permission to explore these opportunities further, to exploit any value they might offer for Nottinghamshire. Specifically, further discussions would be held with colleagues from the City Council and the University to ascertain the most effective way for

the County Council to engage with this partnership, now the initial steps towards closer working have been taken by the Chief Executive.

24. The caveat for this continuing activity is that this should be undertaken by officer to officer discussions and that there is no resource available to support hard investment. If the ongoing discussions identify the need for any such investment, this would need to be considered by means of further reports to the appropriate Committee and by identifying the source of such investment. To this end, through discussions with the City Council and the University of Nottingham, efforts will be made to identify any sources of external funds, bearing in mind the challenging financial position of the County Council.

Gifts from China and Malaysia

25. During the trip the UNNC presented the Chief Executive with two gifts on behalf of the Council. These are:

- Framed artwork by Tu Wei (Quinn) student at the University of Nottingham Ningbo
- Framed Chinese paper cutting – artist unknown

26. These will be presented to the Chairman of the Council outside of this Committee meeting.

Other Options Considered

27. The option recommended in this report is considered to be the most appropriate, given all the circumstances.

Reason/s for Recommendation/s

28. The report to Policy Committee on 17 June 2015 required a report to be submitted to Economic Development Committee within 12 months of the visit return date to consider the benefits from the visit.

Statutory and Policy Implications

29. 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 services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

1) That the Economic Development Committee recognises the generosity of the University of Nottingham in inviting the County Council to participate in their “On Location” visit to China and Malaysia, and the Chair of the Committee writes to the University of Nottingham to thank them accordingly.

2) That the Economic Development Committee authorises the Chief Executive to explore the potential of further engagement with the University of Nottingham and the City Council, in respect of their joint work in Ningbo, China. This recommendation is on the proviso that no resources of the County Council (other than officer time) is committed to this area of work without express authorisation by the appropriate Committee.

3) That the Chief Executive provides an update report in a further six months.

Anthony May
Chief Executive

For any enquiries about this report please contact: Paula Mullin, x74298

Constitutional Comments [CEH 12.02.2016]

The report is for noting purposes only.

Financial Comments [SES 12/02/16]

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

Background Papers and Published Documents

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.

- *Visit to China and Malaysia*, report to Policy Committee, published 17-06-2015

Electoral Division(s) and Member(s) Affected

- All

Appendix A: Detailed itinerary for the visit

Hosted Tour of The University of Nottingham Ningbo China and The University of Nottingham Malaysia Campus

Arrive Shanghai Sunday 20 September

Transfer by road to the Sofitel Hotel, Ningbo

6:30pm Ningbo alumni and business network reception, including the presentation of the Alumni Laureate Awards, in the Sofitel Hotel (Tian Tong room on the 3rd floor)
(Dress code: smart/casual)
OR evening at leisure

Monday 21 September

09:00am-09:30am Guests to have breakfast
Briefing by the Vice-Chancellor in the Pu Ji room, 3rd floor, Sofitel Hotel

09:45am Collection from the foyer of the Sofitel Hotel and transfer to The University of Nottingham, Ningbo Campus

10:00am Welcome and introduction to The University of Nottingham Ningbo Campus, Professor Chris Rudd, PVC and Provost and Mme Xu Yafen, Chair of WEG, International Conference Centre

Overview on UNNC infrastructure development, Mr Edward Wu, Director of Campus Services; research project presentation, Professor May Tan-Mullins Head of School of International Studies; student experience project presentation, Abdullah, President of Students' Union

11:40am Interactive showcase of the Ningbo Campus (guided tour with University student ambassadors)

1:00pm-2:00pm Lunch and reception with UNNC Staff, Robin Hood Restaurant, Staff Hotel

2:15pm Leadership Seminar

3:50pm Transfer to Sofitel Hotel

5:20pm Collection from the foyer of the Sofitel Hotel and transfer to the New Century Grand Hotel

6:00pm Civic Dinner hosted by the Vice-Mayor of Ningbo Municipal Government
(Dress code: lounge suit/business attire)

Tuesday 22 September

Please ensure that you check out of the hotel and bring your luggage with you as we will not be returning to the hotel

- 9:00am Collection from the foyer of the Sofitel Hotel and transfer to The University of Nottingham Ningbo Campus
- 9:30am Student business project pitchfest, Conference Room 453 in Admin Building
- 10:45am Tea break
- 11:00am Lectures and seminar on China's economy, culture and challenges
- 12:45pm Informal lunch on campus with student poster board presentation, Arabica Coffee Shop in Admin Building
- 2:00pm Transfer by road to Grand Central Hotel, Shanghai

Informal dinner at local restaurant
OR Evening at leisure

Wednesday 23 September

- 9:00am Collection from the foyer of the Grand Central Hotel for walking tour of the French concession, including informal lunch (return at 3:00pm)
OR day at leisure
- 6:10pm Collection from foyer of the Grand Central Hotel and transfer to Hyatt on the Bund
- 6:30pm VIP dinner for major stakeholders and business partners in Shanghai;
(Dress code: lounge suit/business attire)
- 10:00pm Close and transfer to the hotel

Thursday 24 September

- Depart Shanghai on flight to Kuala Lumpur
- Accommodation at the Grand Millennium, Kuala Lumpur
- Dinner at local restaurant
OR Evening at leisure

Friday 25 September

- 8:30am Collection from foyer of the Grand Millennium and transfer to The University of Nottingham Malaysia Campus
- 9:30am Welcome and introduction to The University of Nottingham Malaysia Campus from SA and SC Presidents. Balcony, Trent Building
- 10:00am Strategic overview of the campus and plans for future development by Professor Christine Ennew and other UNMC Executive staff
- 10:45am- Showcase of the Malaysia Campus (guided tour with University students), including tour of the Crops for the Future Research Centre
- 12:30pm- Lunch with UNMC staff and students. Lower Ground Foyer, Great Hall

- 2:15pm Presentation of the Jan Atkin Prize and Vice-Chancellor's Achievement Awards
- 2:45pm Presentations from staff and current students. Refreshments served in the outdoor foyer, Block B.
- 4:00pm Transfer to the Grand Millennium
- 7:00pm Collection from the hotel foyer and transfer to dinner
- 7:30pm Dinner with selected senior UNMC staff
(*Dress code: smart/casual*)

Saturday 26 September

- 9:00am Collection from the foyer of the Grand Millennium Hotel and transfer for walking tour of Kuala Lumpur
OR
Morning at leisure
- 2.00pm Transfer to hotel

Afternoon at leisure
- 6:15pm Collection from foyer of the Grand Millennium Hotel and transfer to the Hilton Hotel
- 7:00pm The University of Nottingham Malaysia Campus 15th Anniversary Gala Dinner
(*Dress code: Black tie*)
- 11:00pm Close and transfer to the hotel

Sunday 27 September

Optional visit to the Management and Ecology of Malaysian Elephants (MEME) research centre

- 08:00am Collection from hotel
- 10:30am Arrival at MEME
Tour of reservation area; informal presentation from Dr Ahimsa Carmo-Arceiz, Associate Professor of Geography; lunch
- 2:15pm Depart
- 5:30pm Arrival at Grand Millennium Hotel

23rd February 2016**Agenda Item: 5****REPORT OF THE CORPORATE DIRECTOR, PLACE****INWARD INVESTMENT ACTIVITY 2015-16****Purpose of the Report**

1. To inform the committee of the operational activity of the Invest in Nottingham service over the 2015/16 financial year to date.
2. A short overview of a case study to complement the statistical information provided within this report will be delivered to Committee.

Background and Advice

3. The Invest in Nottingham (IIN) service provides inward investment support for the City and County. Funded primarily through the City Council, with a contribution from the County Council's Economic Development budget, the service is currently based within Loxley House and consists of the following team structure:

1 x Team Manager
4 x Project / Account Managers (two of which are currently vacant)
1 x Digital Media Content Officer
1 x Project & Event Support Officer
4. The IIN service primarily works with businesses looking to relocate/expand into Nottingham/Nottinghamshire, as well as indigenous businesses experiencing a high level of growth. In order to cater for the wide range of enquiry type and size, the team offers a client-led approach and can offer a range of support in a number of areas, including:
 - Bespoke economic data related to a specific sector
 - Advice about specific locations and properties
 - Details on workforce skills
 - Familiarisation visits
 - Introductions and referrals to partner support agencies
 - Support with accessing local funding schemes
 - Access to relevant business networks
5. The IIN team also works to promote Nottingham and Nottinghamshire to a UK and global audience through attendance at events such as MIPIM, MIPIM UK and various UK based trade and sector specific events. Activity at these events

ranges from attending as a delegate for networking purposes, through to more active co-ordination – such as at the recent MIPIM UK event in London, where the team led the delivery of an ‘N2’ stand to promote the area and the site opportunities around the City and County to potential developers.

6. A member of the County Council’s Economic Development team, James Mann, is currently based within the Invest in Nottingham team as a Project / Account Manager and will be attending Committee to update Members on some of the work of the team.

2015-16 Enquiry Activity

7. The nature and variety of inward investment enquiries means that snapshot reporting of figures does not always convey the full picture. Enquiries can have a lifespan of anywhere between a few weeks or months right through to 2 or 3 years, depending on the timescales of the client’s project and their ability to deliver. This means that many of the enquiries received in one financial year may not be concluded until a later year.
8. From April 2015 to January 2016 Invest in Nottingham has received 131 enquiries. These range from fully formed projects with significant job creation, down to low level web-based property searches. There has also been additional interest through events such as MIPIM UK, with an additional 69 leads being recorded and followed up.
9. At the time of writing, the team is engaged with 67 ‘Live’ projects (with a job creation potential of 2,375 jobs) and is keeping a watching brief on a further 56 projects which are ‘On Hold’. A project can be placed ‘On Hold’ for a number of reasons (very often due to a delay within the client’s projected timescales, or as a result of a continued lack of response from the client) and can often be re-ignited at a later date and potentially brought forward to a success.
10. From April 2015 to January 2016, the team has also recorded **30** successful projects, resulting in a combined total of over **1,200** jobs created across the City and County. The successes range in scale from smaller projects creating under 10 jobs (often in either the Digital or Advanced Manufacturing sectors), to more significant projects such as NOW: Pensions establishing a base in the City and a large food and drink manufacturing facility being established in Worksop – both creating in excess of 200 jobs each.
11. Of these 30 successful projects, 12 have been located within the County (including 3 at Medicity on the Enterprise Zone) and 18 within the City.

Other options considered

12. None, this report is for noting only.

Reason(s) for Recommendations

13. This report has been prepared to support the Committee's understanding of the work of the Invest in Nottingham service in advance of this service becoming part of the new Place Marketing Organisation (Marketing Nottingham and Nottinghamshire – MN&N) from April 2016.

Statutory and Policy Implications

14. 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 report.

Financial Implications

15. One FTE Economic Development Officer post is based within the Invest in Nottingham team. In addition to this, the County Council has contributed £15,000 towards specific project activity with Invest in Nottingham and, from October 2015, is contributing £200,000 per financial year to the new place marketing organisation, Marketing Nottingham and Nottinghamshire, which will soon include the Invest in Nottingham function.

RECOMMENDATIONS

16. It is recommended that Committee note the report and subsequent presentation.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact:
James Mann 0115 8764090

Constitutional Comments [CEH 12.02.16]

The report is for noting purposes only.

Financial Comments [SES 12/02/16]

The financial implications are set out in the report.

Background Papers

- *A Place Marketing Organisation for Nottingham and Nottinghamshire*, report to Economic Development Committee, published 02-04-2014
- *A Place Marketing Organisation for Nottingham and Nottinghamshire – An Update*, report to Economic Development Committee, published 16-09-2014
- *A Place Marketing Organisation for Nottingham and Nottinghamshire*, report to Economic Development Committee, published 03-03-2015

- *Economic Development Strategy – Delivery Plan and Budget 2015–16*, report to Economic Development Committee, published 31-03-2015
- *Marketing Nottingham and Nottinghamshire – Funding*, report to Economic Development Committee, published 08-09-2015
- *2015-16 Delivery Plan Review*, report to Economic Development Committee, published 01-12-2015

Electoral Division(s) and Member(s) Affected

All



23rd February 2016

Agenda Item: 6

REPORT OF THE CORPORATE DIRECTOR, PLACE

BUSINESS ENGAGEMENT ACTIVITIES

Purpose of the Report

1. To update Members on the Economic Development Team's business engagement activities and specifically to consider proposals regarding the Council's future business engagement approach, based on lessons learned to date and a review of the team's key account management approach.

Business Engagement

2. One of the Council's strategic priorities is to support economic growth and employment across the county. Businesses, both large and small, play a critical role in creating employment opportunities, stimulating investment and generating economic competitiveness within the local economy. The Economic Development Team supports local businesses to grow and thrive through a collaborative and inclusive approach with the business community.
3. The Council's role is to develop a business environment conducive to sustainable economic growth. This is effected by a mix of direct provision across a range of teams and services (i.e. not just via the Economic Development Team); by financial support to facilitate other organisations in delivery, or by influence and partnership working. The broad objectives and the associated action planning process across the wider Council is the subject of the Council's Economic Development Strategy, reviewed annually by this Committee.
4. As outlined below, the Economic Development team engages with businesses in the following ways:
 - By listening – collectively and individually – to the needs of local businesses, understanding the challenges they face and by identifying gaps in the business support offer, so to gather economic intelligence to help shape a more dynamic and relevant service;
 - Providing advocacy, to enable effective lobbying and influence on matters affecting the economic prosperity of Nottinghamshire and its businesses;
 - Raising awareness within the business community about the Council's wider services and seeking to ensure businesses are aware of and respond to major issues, for example budget consultation; procurement awareness; regulatory and wider business support issues such as available via Trading Standards and Property;

- Offering a (pilot) key account management service that provides a named officer within the team, acting as the link within the council to offer information, support or to lead approaches to partners and providers;
- Ensuring that business needs and challenges are recognised in the context of developing the council's and partners' strategic plans and shaping delivery;
- Ensuring that businesses are aware of business support services and networks in the area and that best practice is shared;
- In tandem with other council services, supporting the development of infrastructure projects and programmes, proposals for sites and premises and associated infrastructure for employment growth;
- Promote the area as an attractive investment location for businesses and showcasing local successful businesses;
- Directly providing access to finance, supporting apprenticeships and supporting business growth via the i-Centre network;
- Developing a coherent approach to improving skills and support providers within the Further Education / Higher Education sectors to respond to business needs.

Current Business Engagement Activities and Review

4. Business engagement is embedded within the team's activities in addition to many of the wider Council's services. Appendix A notes the main areas where the team engages with businesses through direct delivery and through commissioned activity. These projects / programmes are generally the subject of separate reports to this Committee but in this context, Appendix A offers an overview of the extensive reach of the service and its influence.
5. To further inform the economic development team's future business engagement activities, this report has collated the key lessons learned to date from these projects and programmes and specifically, reference is made to a review of the key account management (KAM) approach undertaken by the team over the past two years. Appendix B summarises the main proposals arising from this review, offering a proposed way forward on the team's business engagement activities.
6. The proposals suggest changes in emphasis rather than the overall direction, offering ways of strengthening the team's business engagement activity. However, two areas merit particular reference:
 - The strengthening of the facilitation of the Nottinghamshire Business Engagement Group's activities and their abilities to influence the changing business support provision for micro and small businesses across the County;
 - The better alignment of the KAM work with the Council's partnership with the D2N2 Growth Hub, where the principle of supporting Nottinghamshire businesses with good quality comprehensive advice dependent on their specific needs has been adopted. The Growth Hub is the subject of a separate report to this Committee meeting.

Other Options Considered

7. While the Committee may choose not to adopt the proposals offered in this report, business engagement activity ensures that the work of the team is guided and influenced by business needs across the county.

Reason/s for Recommendation/s

8. To ensure that Members are aware of the proposed changes to the service's business engagement activities as detailed within the body of this report.

Statutory and Policy Implications

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

RECOMMENDATION/S

12. It is recommended that this Committee notes the content of this report and agrees to the proposals as outlined in Appendix B of the report and in particular, the proposals which:
 - a) seek to strengthen the role and purpose of the Nottinghamshire Business Engagement Group in supporting micro and small business growth, and;
 - b) align the existing key account management process with the further development of the Council's work with the D2N2 Growth Hub.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact:
Oliver Whittaker, Economic Development ext. 72330

Constitutional Comments [CEH 12.02.16]

The recommendation falls within the remit of the Economic Development Committee.

Financial Comments [SES 12/02/16]

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

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All

Appendix A - Economic Development - Business Engagement Activities

The Nottinghamshire Business Engagement Group (NBEG) has been representing the voice of micro, small and medium sized enterprise (SMEs) since 2010. NBEG comprises the chairs or leads from a range of business groups active across the county, which regularly meet to share information and champion the cause of SMEs, influencing the LEP and other business support activity. NBEG attendees include East Midlands Chamber, FSB, Institute of Directors, CBI, alongside local business groups including Mansfield 2020, Newark Business Club and Southwell Business Club, as well a range of business support providers.

Over recent months, with the support of the Economic Development Team, NBEG has reviewed its purpose and Terms of Reference. This has seen its desired position of a closer collaborative relationship with the D2N2 LEP on the way to being achieved and sought to establish a closer influential position with the D2N2 Growth Hub, with a view to influencing provision for the burgeoning micro and small business sector. The Team is exploring further support to strengthen its cross-communication approaches and the development of its Action Plan.

The Key Account Management (KAM) pilot project directly engaged with over 90 businesses across 14 sectors and enabled the council's Economic Development Service to proactively build business partnerships, showcase the council's service offer consequently stimulating demand for its services, understand business drivers and sector needs and gather economic intelligence.

The Nottinghamshire Economic Development Capital Fund (NEDCF) was established to support small and medium sized companies in Nottinghamshire to expand through a capital grant – largely related to equipment purchase, extension of premises or the acquisition of new premises to enable expansion. Businesses were actively engaged with through two funding rounds with over £2million of funding provided towards 17 projects, creating 183.5 jobs. A further £4million is available to continue the scheme until March 2020.

The Better Broadband for Nottinghamshire (BBfN) programme directly engages with businesses through a Stakeholder Engagement Strategy that identifies how the programme informs, consults and collaborates with key business groups and individual businesses about the benefits and opportunities being created by the fibre-broadband rollout and associated implementation and adoption of digital technologies.

The BBfN Programme appointed a Broadband Engagement Officer as a single point of contact to co-ordinate on-the-ground activity and manage engagement levels across the county. Consequently, fibre-broadband take-up levels have exceeded all expectations and ahead of projections. The Nottinghamshire Digital Champions Network, which was launched in June 2015 to create and support a team of Digital Champions across the county who can help both residents and businesses get online is on track to recruiting 60 (volunteer) Digital Champions by March 2016.

LEADER is a European funded programme of activity with the aim of supporting job creation and economic growth in eligible rural areas. There are two LEADER programmes in Nottinghamshire and each is led by a Local Action Group (LAG) comprising public / private / civil society partners with the County Council acting as the Accountable Body for both.

Key business engagement activities include:

- Pre bid submission funding enabled extensive public / business consultation and helped inform the types of activities each LAG wanted to see in their areas. This is the embodiment of LEADER – local leadership and local solutions to local needs.
- Programme staff liaising with businesses through local launch events for business intermediaries, master classes for business applicants, recruiting businesses to the LAGs, working collaboratively with the D2N2 LEP e.g. EAFRD events (showcasing LEADER and EAFRD open call activity) and the D2N2 Rural Conference (presentations and workshops to business audience);
- Implementing the communications strategy, particularly focusing on how to engage businesses further using Social Media, events to engage certain demographics (e.g. Women farmers, young farmers, young people in business etc.) and working with partners to drive people to the LEADER websites.

Invest in Nottingham is a Nottingham City Council / Nottinghamshire County Council partnership delivering inward investment activity for the whole of Nottinghamshire. The main focus of the work delivered is to attract and manage inward investment into Nottinghamshire (both foreign direct and UK based investment), as well as supporting large scale expansion of businesses already within the county.

Relationship Management (primarily with the private sector) is the key activity delivered by officers within the Invest in Nottingham (IIN) team and this engagement takes place through a number of routes, including:

- Direct Enquiry Management – delivering a bespoke, client-led service to manage enquiries from businesses interested in locating to or expanding within the City and County;
- Attendance at Events/Shows – promoting the area at events throughout the calendar year. These events are aimed at the private sector, mainly property developers and/or end-user occupiers encouraging them to explore the potential of the area;
- Pro-active Lead Generation – interrogating various information sources to identify potential target companies for the area.

IIN is primarily judged on the number of jobs created through the successful projects supported in Nottinghamshire – which can be seen as a direct reflection of the level of service received by the clients. To date in 2015/16, the team has delivered 25 successful projects, resulting in 1,205 jobs, with some significant successful projects being completed (NOW:Pensions & Cerealto UK – both delivering 250 jobs each). A new place marketing organisation has now been established which will see IIN and Experience Notts form a single entity to deliver a combined inward investment, visitor economy and place marketing operation.

The Engage2Employ project aims to move young people (16-24) who have LLDD (Learning Difficulties and/or disabilities) and/or NEET (Not in Employment, Education or Training), into employment through work placements and supported internships. The project facilitates this by providing job coaching, to support young people to learn on the job and move towards independence.

The project coordinator (employed through Skills for Employment) engages with businesses through recommendations and speculative approaches and will then visit to discuss the

process and their support needs. The project has successfully engaged a number of businesses to be involved, and some have been able to offer paid employment when vacancies occur. The businesses have been impressed with the loyalty and commitment shown by the young people.

Say Yes to an Apprentice aims to increase the number of SMEs taking on an apprentice by providing a grant of up to £1,500 for an SME who haven't taken on an apprentice before. The project is being delivered by Futures on the Council's behalf.

Businesses have been engaged through a range of media and PR, as well as through telephone canvassing, and many referrals come through training providers or other word of mouth. An evaluation is being commissioned to look at forward planning and will need to ensure new national funding arrangements are promoted to employers.

Nottinghamshire Innovation Centres provide flexible and high-quality business accommodation and drive economic growth in their respective local areas. The aims of the integrated innovation contract bringing the three centres of Mansfield i-Centre, Newark Beacon and Worksop Turbine together are to:

- Provide the on-site and cross centre management of high specification commercial facilities;
- Generate and capture the maximum economic benefit from the activities of the 3 centres – individually and combined – including business collaboration, networking and supply chain development; and
- Provide appropriate tailored business advice and support targeted towards growing tenant businesses.

Currently, there are three centres included in the contract at Worksop Turbine owned by NCC, Newark Beacon owned by Newark & Sherwood District Council and Mansfield i-Centre owned by Mansfield District Council. The centres are managed on behalf of partners by Oxford Innovation – a renowned specialist in innovation support who supply all of the business engagement / services / interface. This is through direct business support activities, advice and support to tenants on a day to day basis, business coaching, networking and the websites.

The Creative Greenhouse (www.creativegreenhouse.org.uk) is a free membership network for creative businesses, which provides a wealth of insightful sector updates, opportunities and invitations to relevant events.

When Economic Development took over responsibility for the network in August 2015 a survey of members was undertaken to gather their views on the services they would like provided. Business support was highlighted as a key area, so a series of events are planned for the coming months covering topics including:

- Effective use of social media,
- Researching your business market & customer needs,
- Pricing products,
- How to apply for start-up finance
- Intellectual property issues.
- 1 to 1 business support sessions

A monthly newsletter is emailed to members, it contains the latest news and opportunities for the creative sector and is used as part of the communication strategy of keeping members informed. The coordinator also manages a twitter account which has 1,600 followers.

Appendix B – Summary of the main proposals arising from the review

It is proposed that the Economic Development team:

1. Continues to develop a structured and general business engagement programme, to ensure the Council offers a business friendly, 'no wrong door' approach. In addition, this programme should continue to build the wider product that promotes broader business support services and networks and not just those offered by the County Council. This builds on the team's work via the D2N2 Growth Hub¹ and its awareness and promotion of different types of support, such as the different business finance options and the services to be enhanced by the forthcoming European Structural and Investment Funds (ESIF²) programme.
2. Aligns its activities to a wider business engagement provider network, which would provide a shared, transparent customer relationship management (CRM) system and consistent business engagement provision across the county for businesses. Exploring the use of such a CRM system across the County Council and between the County Council and its partners. This builds on the approach being developed with the D2N2 Growth Hub where all enquiries are recorded and shared via a CRM with suitable protocols in place.
3. Given the size of the team, the pressures in maintaining key account relationships with businesses and often the specialist nature of business queries, consideration should be given to employing or commissioning a dedicated full-time business engagement resource but supported by the wider team. This proposal has been picked up within the development of the Council's support towards the development of the D2N2 Growth Hub and the need for quality advice and support across Nottinghamshire.
4. Future development will focus on growing and promoting indigenous locally-owned businesses i.e. via organic growth rather than acquisitions of other companies and building upon existing relationships. This aspect is recognised from a number of services - not least the inward investment activities, innovation centre provision and the Capital Fund applicants. Trends in the composition of the County's businesses also suggests that while inward investments will continue to be important, growth will come from existing micro and small and medium sized businesses and this will be high on the Nottinghamshire Business Engagement Group's (NBEG) agenda for example going forward.
5. Improve communications with small and medium sized (SMEs) businesses by developing a market segmentation strategy and a communications & marketing strategy. This way, the limited resources will be appropriately targeted to ensure that maximum benefits can be delivered for businesses and for the council. This supports the D2N2 Growth Hub's strategy for alignment with NBEG, which is keen on securing a greater understanding of the growth needs of local businesses.
6. Provide platforms (events, meetings and web / social media based) whereby Nottinghamshire's small and micro businesses can network with each other and

¹ <http://www.d2n2growthhub.co.uk/>

² <https://www.gov.uk/european-structural-investment-funds>

potentially collaborate on relevant projects and opportunities. Given the number of Nottinghamshire businesses, collaboration across representative business groups and with the business support providers will be crucial. The Growth Hub (and the Council's support to it) and NBEG will play an important role in addressing this.

7. Provides a means whereby small business issues and concerns are communicated to strategic, support and development organisations to influence outcomes (strategies, programmes, funding bids etc.). Appendix A references NBEG's review in this context.
8. Additional value to the business engagement activities can be secured in addition to the team's work by utilising the capacity, knowledge and skills of the Council's:
 - Senior managers - have regular, structured meetings with key businesses offering influence and network access;
 - Councillors – both to foster good relationships with businesses in their Divisions, as well as drawing upon their own commercial experiences and individual and collective business networks.

23rd February 2016**Agenda Item: 7****REPORT OF THE CORPORATE DIRECTOR, PLACE****THE D2N2 GROWTH HUB****Purpose of the Report**

1. To seek approval for the establishment of two full time posts on fixed term contracts within the Economic Development Team which, alongside the wider team, will expand the work in meeting business engagement needs across the County.

Background

2. At the meeting of this Committee in November 2015, members approved a budget allocation of £150,000 over a period of three years towards the D2N2 Growth Hub, commencing in the 2016/17 financial year. Further, it was agreed that this resource be used as a match towards a partner-based European Funding submission to the European Structural and Investment Funds (ESIF) programme, potentially doubling the resources available to the Council to support Nottinghamshire businesses in collaboration with the Growth Hub.
3. The review of the team's business engagement activity, the subject of a report elsewhere on this Committee's agenda, also relates.

Proposed Support

4. Since November 2015, further work has progressed with the ESIF submission and additional details have been submitted for further assessment. Subject to the European Funding being secured, this report seeks approval to increase the economic development team establishment by two FTEs posts for a three year period; one being a Business Support Coordinator (Band B grade, subject to job evaluation) and the other being a Business Advisor (Band C grade, subject to job evaluation). The roles of each post are summarised (but not limited to) the following:
 - **Business Support Co-ordinator** - to work in part with the Growth Hub coordinators to respond to inquiries from Nottinghamshire businesses and to support the work of business support programmes in their delivery. In addition, the post will generate enquiries directly, as well as working closely with the Nottinghamshire Business Engagement Group (NBEG) to support the development of new and influence existing provision as required by micro and small businesses across the county. It will maintain and develop

the KAM role undertaken by the team and support wider referrals to the Growth Hub and to the Business Advisor.

- **Business Advisor** - a qualified position, the post will work directly with businesses across Nottinghamshire, ordinarily via referrals from the Growth Hub / the Coordinator and offering direct advice and brokering support from providers allied with the Growth Hub and supporting businesses' plans for expansion, especially those seeking finance.
5. The European Funding will also allow for the establishment of a small **commissioning budget** which will be available to draw in additional specialist expertise as may be required. The use and facilitation of this resource will be a prime responsibility of the Business Advisor, to be commissioned in accordance with ESIF and County Council procurement guidelines.
 6. Nottingham City Council is the lead on the ESIF submission and will act as the Accountable Body. This Council will operate under the terms and conditions of the ESIF award, being subject to contract and partnership arrangements.

Other Options Considered

7. Should the European Funding submission be unsuccessful, then an alternative approach would be adopted to secure the most effective use of the £150,000 budget allocation. This would see the establishment of the Business Advisor post only, but with a small commissioning budget. The Advisor would develop their own portfolio and take referrals from the D2N2 Growth Hub, working with the Economic Development team to support the ties with NBEG.

Financial Implications

8. If the European funding bid is successful, it is proposed to establish two posts as outlined at paragraph 4. These are indicatively graded at Band C (Business Advisor) and Band B (Business Support Co-ordinator). The total cost of these two posts, per financial year and including on-costs (based on the mid-point of the salary range) is £83,963. 50% of these costs would be met from the EU funding grant. If the European funding bid is not successful, the proposal is to establish the Business Advisor post only. The cost of this (including on-costs) would be £44,934 per year.

Human Resources Implications

9. The HR implications are reflected in the report, relating to the establishment of two additional posts on a three year fixed term basis. The total costs associated with the employment will be met within the budget as referenced.

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.

RECOMMENDATIONS

12. It is recommended that :

- a) this Committee approves the establishment of the two full-time posts within the Economic Development Team of Business Support Coordinator at Band B and Business Advisor at Band C (both subject to job evaluation) on 3 year fixed term contracts, subject to and in line with, the European Funding obligations;
- b) should the European Funding not become available, this Committee approves the establishment of the Business Advisor post at Band C (subject to job evaluation) on a 3 year fixed term contract.

Tim Gregory
Corporate Director, Place

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

Constitutional Comments [CEH 12.02.16]

The recommendations fall within the remit of the Economic Development Committee.

Financial Comments [SES 12/02/16]

The financial implications are set out in the report.

Background Papers and Published Documents

The D2N2 Growth Hub, report to Economic Development Committee, published 3-11-2015

Electoral Division(s) and Member(s) Affected

All

23rd February 2016

Agenda Item: 8

REPORT OF THE CORPORATE DIRECTOR, PLACE

CREATIVE INDUSTRIES SECTOR REPORT

Purpose of the Report

1. The Creative Greenhouse, a network for Creative and Digital businesses, received financial support from the Economic Development budget in 2015-16. This report:
 - a. updates Committee on the activities of this network;
 - b. proposes approaches to ensure alternative more specialised and targeted provision for the networks' members, which would (by the end of 16/17) result in the County Council withdrawing from any further financial contribution, and as a consequence:
 - c. seeks approval for £5,000 from 2016/17 budget towards the cost of transitioning the network to a new operating model.

Background

3. In July 2015, this Committee approved £25,000 for interim support for the Creative Greenhouse to enable part-time co-ordination of the network to continue and for an evaluation to be undertaken to determine its future.
4. The Creative and Digital Industries (CDIs) has been identified as a strategic priority for the D2N2 area. Research carried out for D2N2 using official statistics has shown approximately 4,500 CDI businesses were identified across the area, with an even split between Nottinghamshire and Derbyshire. However, over 80% of the Nottinghamshire businesses are registered in Nottingham City. Informed anecdotal information suggests that there are a plethora of micro enterprises in the County that do not show on official statistics due to the size of the business i.e. not VAT registered or having any employees.
5. The Creative Greenhouse was formed in 2005 as a free-to-join network for the Creative Industries. The original geographical focus for the network was North Nottinghamshire but over the years it has expanded to cover all of Nottinghamshire. In the beginning it was funded through European Regional Development Funds (ERDF), then an Arts Council England Grant and latterly through Nottinghamshire County Council; first by the Arts Department and then through Economic Development on an interim basis until March 2016.

6. The Creative Greenhouse has over 1,000 businesses registered as members although further analysis indicates that active membership and engagement is around 250 - 300. The majority of members who contributed to the review were sole traders having a turnover of less than £20,000 per year. Analysis of the membership categories showed that Arts and Crafts businesses were the largest sector represented followed by Advertising and Marketing, Design and Photography.

The Coordination of the Creative Greenhouse

7. Following a procurement exercise, Creative Leicestershire were successful in winning the contract to co-ordinate the network on a part time basis and provide a programme of business support to members on our behalf. Creative Leicestershire are running a similar network in Leicestershire and bring that experience to the Creative Greenhouse. The co-ordinator's role has been to: sign up new members, manage the website, manage the Twitter account @Talentgrows, produce a monthly newsletter with news from the sector and opportunities for businesses, and to organise the programme of business support for members.
8. Following consultation with the membership, a Business Support programme was developed, this is a series of half-day events held in a variety of locations across the County. The events delivered to date include:
 - 1:1 business advice sessions with an experienced business advisor in the creative sector
 - a session on improving business communication skills
 - the benefits of employing an apprentice
 - how to use Social Media to improve business outcomes
9. The events which are due to take place before the end of March 2016 include:
 - a workshop on producing a promotional video for your business
 - using online platforms to design your own website
 - how to make sensible pricing decisions for you work
 - UKTI giving 1:1 advice on exporting
 - how to write funding applications
10. The Business Support programme will be evaluated to determine its effectiveness and engagement with the members of the network. As this was highlighted by the membership as a service they would use and value, it is being used as a way of measuring the commitment of the businesses to the network.

The Review of the Creative Greenhouse

11. The Economic Development team commissioned an independent review of the network to:
 - Review the membership and their level of interaction
 - Gather members' views on the value of the network to their businesses

- Research Creative Networks across the country to understand different business models
 - Look at future options for sustaining the network
12. The review was undertaken by an experienced Economic Development Specialist and provided a useful insight into how the Creative Greenhouse has been operating more recently and potential ways to sustain the network into the future.
13. The review included an online survey of members (conducted from 13 July to 3 August 2015), a summary of which can be found at Appendix A. A full PDF copy of the survey results document (which includes appendices with charts of all the data) can be requested through the Creative Greenhouse website at: <https://www.creativegreenhouse.org.uk/news/2858/creative-greenhouse-survey-results>
14. The review highlighted relatively low levels of engagement from the membership. Those who chose to engage expressed a commitment to the network and gave examples of how it helped to develop their business. Participants felt that generic business support does not meet their needs as creative businesses, failing to recognise the challenges they face. Although conversely believing that the network provides a chance to meet with likeminded businesses who are in the same position as them.
15. In summary, the three options identified were:
- a) turn the network into a Social Enterprise with members in control
 - b) create a regional partnership with Creative Leicestershire (a partnership of local authorities) and Creative Derbyshire
 - c) explore the possibility of the network becoming aligned to Vision West Notts College.
16. Of the three options, the review identified that the first two were not considered feasible and were discounted for the following reasons:
- The first option requires the network to become a members-led self-sustaining network, needing a commitment from the network to self-organise and raise funds. Crucially, the recent experience of consultation with the membership has indicated this highly unlikely.
 - In relation to the second option, Creative Derbyshire is not currently operating following the end of the programmes funding (historically it had been funded by Arts Council England through Grants for the Arts, together with Arts Derbyshire and Derbyshire County Council). Creative Derbyshire has also been the subject of a review (in June 2015). On balance, it was felt that it would take a disproportionate amount of time and staffing resources to set new arrangements in place as well as requiring a long-term financial commitment from Nottinghamshire County Council.
17. The third option was considered worthy of pursuing further because the college has a large department based on the Creative and Digital Industries and is developing a Higher Education offer along with greater outreach services to businesses in the area.

18. Since our review period, a further option has since been identified. The Department for Communities and Local Government (DCLG) announced a call for proposals for European Structural and Investment Funds (ESIF) to provide business support services in a large number of Local Enterprise Partnership (LEP) areas, including the D2N2 LEP. In D2N2 a fund of £12.3m is available. The minimum bid is £500,000 together with the requirement of 1:1 match funding, meaning few single enterprises in this sector would be able to bid. Creative Greenhouse could only be involved in these funds on a consortium basis, as alone it is not of the scale necessary to address the minimum award limit.
19. Fortuitously, in D2N2 a consortium approach was quickly developed, following on from the work undertaken by the Creative and Digital Sector Strategy Group, which D2N2 had set up. The Consortium is composed of creative and digital SMEs, education and training institutions, business support agencies and other organisations who work within the creative and digital industries across Derbyshire and Nottinghamshire.
20. Predominantly based in the region's major cities of Derby and Nottingham, the Consortium has submitted a full European Regional Development Fund (ERDF) application for which they are currently awaiting a decision on. Should the bid be successful, the Consortium will be offering a range of business and promoting entrepreneurship support aimed at start-ups and small to medium sized companies (SMEs). Discussions are at an early stage and although everything hinges on the bid, if successful, it is envisaged that Economic Development would connect the network members to this planned support.
21. The current support for the Creative Greenhouse network is due to cease in March 2016. In order to create a sustainable future for the network, whilst offering opportunities for the membership to make new connections and develop their businesses, Officers have determined that there are two approaches worthy of pursuing:
 - Advance discussions with Vision West Notts College. This would enable the network to develop in a new direction, supported by the college and would bring benefits to both parties. This could bring opportunities for the network to access training, offer work placements to students, collaborate with the college on projects and develop a creative hub in the Mansfield area. This would require a budget of £5,000 to cover the costs of integrating the networks' members into the new arrangements and supporting events planned in partnership with Vision West Notts College.
 - Subject to the successful outcome of the ERDF funding application, advance discussions with the D2N2 Creative and Digital Industries Consortium, specifically with the aim of connecting the network members to the new business development and entrepreneurship support offer.

Reason(s) for Recommendations

22. The review highlighted two possible approaches for the Creative Greenhouse. Both are not deemed mutually exclusive. The present situation is somewhat in a state of flux, especially with the development of Combined Authorities and local devolution. The prospects for future funding of the Creative Greenhouse therefore appears to lie principally with European funding (and to a lesser degree – by way of match funding - any future Arts Council Creative Local Growth Fund). Against this uncertainty, the recommendation represents an exit strategy for the Council, significantly reducing (if not removing) long-term financial burden from the Council. Both approaches enable the network's members to make use of a range of planned business support as well as the development of entrepreneurial skills. Crucially, the continuation of support to the creative and digital sector in Nottinghamshire is maintained.

Other Options Considered

23. The option to withdraw all Council support for the network was discounted given the Creative and Digital Sector is a growing sector, providing the county with much needed highly skilled jobs.

24. Asking the networks members to take over its management was also discounted given the majority of engagement comes from sole traders or micro business who have limited spare time as they are concentrating on developing and growing their businesses. Another drawback being that the regional model would require the continuation of Council financial contributions at existing levels (if not more) to the partnership. Due to the current budgetary pressures, it was felt this would be difficult to justify.

Statutory and Policy Implications

25. 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 report.

Financial implications

26. A contribution of £5,000 towards the cost of integrating the networks' members into the new arrangements and supporting planned events.

RECOMMENDATION/S

27. That the Economic Development Committee:

- I. Approves Officers advancing discussions with both the D2N2 Creative and Digital Consortium (which is subject to a successful ERDF application) to ensure the Creative Greenhouse membership benefits from a range of business and entrepreneurship support offerings and with Vision West Notts College to develop a sustainable business model;

- II. Allocates up to £5,000 from the Economic Development 2016/17 budget to support the networks transition to a new operating model and supporting planned events.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact:
Kevin Bartlett x73051

Constitutional Comments [CEH 12.02.16]

The recommendations fall within the remit of the Economic Development Committee.

Financial Comments [SES 12/02/16]

The financial implications are set out in the report.

Background Papers

- *Creative and Digital D2N2: Strategic Action Plan for the Creative and Digital Industries in D2N2* - Report published online April 2015
http://www.d2n2lep.org/write/CREATIVE_DIGITAL_D2N2_Executive_summary.pdf
- *Additional Proposals for Economic Development Budget 2015* – report to Economic Development Committee – 07-07-2015
- *Cultivate - Creative Derbyshire Review* – Report published online June 2015
[http://www.artsderbyshire.org.uk/images/Creative%20Derbyshire%20Review%20report%20\(final\)%20June%202015_tcm40-266887.pdf](http://www.artsderbyshire.org.uk/images/Creative%20Derbyshire%20Review%20report%20(final)%20June%202015_tcm40-266887.pdf)
- *2015-16 Delivery Plan Review* – report to Economic Development Committee – 01-12-2015

Electoral Division(s) and Member(s) Affected

All

Appendix A: The Creative Greenhouse Survey Results

Introduction and Methodology

This report presents the findings from an online survey of the members of the Creative Greenhouse conducted from the 13th July to the 3rd August 2015. The survey was administered by Nottinghamshire County Council and emailed to 966 members of the Creative Greenhouse via Mailchimp. The survey was publicised through the Creative Greenhouse Twitter account and on the website and a reminder was sent in the final week of the survey to encourage participation.

The purpose of the survey was to gather the views of the membership on:

- What they used the Creative Greenhouse for
- What services provided by the Creative Greenhouse had they used
- The value of the Creative Greenhouse to their business
- Their interest in a programme of business support for members
- Their view on introducing a membership fee

A total of 45 responses were received which is a response rate of 4.6%, this is below the expected response rate of this type of survey. As this was an online survey the respondents were self-selecting with the majority of respondents describing themselves as being in the Arts and Crafts Sector and being sole traders.

The survey questions and results are detailed below. The percentages have been rounded up or down to the nearest whole figure and so may not equal 100% in all cases.

Summary of Key Findings

Q1. Length of Membership of the Creative Greenhouse

43 out of 45 respondents answered this question with just over one in three (37%) stating between 1 to 3 years, (28%) over 5 years, (26%) 3-5 years and (9%) under a year.

Q2. What support offered by the Creative Greenhouse are you aware of and have used?

All respondents answered this question. Over four out of five respondents (87%) were aware of online resources with (35%) using them, (91%) were aware of website news postings with (41%) using them, (87%) were aware of the newsletter with (55%) using it, (90%) were aware of workshops/training events with (59%) using them, (91%) were aware of showcase/ exhibitions opportunities with (39%) using them, (87%) were aware of networking with (54%) using them and (100%) of respondents were aware of the twitter account and (44%) had used it.

Q3. What do you use the Creative Greenhouse for?

43 out of 45 respondents answered with one in three (33%) saying keeping in touch with similar businesses, (21%) getting new business, (12%) selling to the public, (2%) selling to other businesses and (33%) stated other.

Q4. How important is the Creative Greenhouse to you and your business?

43 out of 45 respondents answered. (33%) said important, (30%) said don't know, (14%) said very important and (14%) said not important and (9%) said not very important

Q5. What is the Creative Greenhouse good at?

42 out of 45 respondents answered. Two thirds (67%) said organising events, just under half (48%) said sharing business opportunities, (43%) said publicising events, just over 1 in 5 (21%) said business support and (7%) said other

Q6. What is the Creative Greenhouse not so good at?

29 out of 45 respondents answered, this is the 3rd lowest answered question. Over half of respondents (55%) said business support, (41%) said sharing business opportunities, 1 in 5 (21%) said publicising events and (34%) said other.

Q7. Are you a member of any other networks?

43 out of 45 answered. (56%) said they were members of other networks and (44%) said they were not. The other networks listed were a mixture of specialist networks, business clubs, regional and national arts networks and online communities.

Q8. Participation in a programme of business support

42 out of 45 answered this question. The overwhelming majority (86%) said yes they would participate in a programme of business support with (14%) saying no.

Q9. What type of businesses support would interest you?

38 out of 45 answered. Over 3 out of 4 respondents (76%) said help with marketing their business, next it was 1 to 1 business support at (66%), half of business (50%) wanted help with collaboration, just under half (47%) wanted help with funding, (37%) said product development, (29%) identified managed workspace and (5%) said other.

Q10. If the Creative Greenhouse network ceased how would it affect your business

44 out of 45 responded. Just over half (55%) said reduced networking opportunities, (34%) said no impact on their business, just over 1 in 5 (23%) said loss of publicity, (9%) said loss of customers and sales and (18%) said other

Q11. Who manages and maintains the Creative Greenhouse Network?

43 out of 45 answered. Just under 3 out of 4 respondents (72%) said Nottinghamshire County Council, (9%) didn't know, (7%) thought it was an individual or members of the network, (2%) thought a private company and (2%) stated other.

Q12. Would you be willing to pay a membership fee?

44 out of 45 respondents answered. The responses were equal in that (50%) said yes and (50%) said no.

Q13. How much would you be willing to pay for membership annually?

Respondents who answered yes to the previous question were asked to state how much they would be willing to pay. All 22 who said yes to the previous question answered with over half (59%) stating £25.00, (9%) said £50.00, (5%) said £75.00 and (27%) said other.

Q14. What benefits would you expect for paying a membership fee?

40 out of 45 respondents answered. (65%) would want free training, (60%) business opportunities, (57%) would want 1to1 business support and (27%) stated other.

Q15. How frequently do you use the Creative Greenhouse website?

41 out of 45 respondents answered. The majority (37%) said less than once a quarter, joint next highest at (32%) was once a quarter and once a month. None of the respondents said once a week.

Q16. What do you use the Creative Greenhouse for?

40 out of the 45 respondents answered. Just over 1 in 5 (82%) said keeping in touch with the sector, (5%) said selling to the public and selling to other businesses and (27%) said other.

Q17. Do you sell your work online?

43 out of 45 answered this question. (44%) said no and the same number said yes through their own website. (12%) said they sell on Etsy, (2%) on Ebay and (12%) on other online sites.

Q18. Would you like the Creative Greenhouse website to become an online portal for selling your work?

42 out of 45 answered. The majority (60%) said no they didn't want the website to become an online portal for selling their work. Fewer than 1 in 5 respondents (19%) thought this was a good idea.

Q19. What sector would you describe your business as belonging to?

41 out of 45 respondents answered. The vast majority (63%) said they were in the Arts and Crafts sector. The next highest at (7%) was the film and video, followed by Architecture, Community Projects and Design at (5%) the remainder at (2%) included Advertising and Marketing, Fashion and Textiles, Internet Publishing, Performing Arts, Photography and Publishing.

Q20. How many full time staff do you employ?

41 out of 45 respondents answered. 4 out of 5 (80%) said they didn't employ any staff followed by (20%) saying they employed between 1 and 5 people.

Q21. Where is your business based?

41 out of 45 respondents answered. Newark and Sherwood was the district with the highest number of respondents with (24%), followed equally by Nottingham City and Rushcliffe at (15%), Gedling was next at (7%), Ashfield at (5%), Bassetlaw, Broxtowe and Mansfield followed all at (1%). The highest numbers of respondents (27%) were from outside of Nottinghamshire.

Q22. What was the approximate value of goods or services sold in 2014/15

39 out of 45 people answered. 4 out of 5 respondents (82%) stated they sold up to £20,000 worth of goods or services, (15%) sold between £20,000 - £50,000 and (3%) between £50,000 - £100,000

Q23. Who do you provide services to?

This question had the lowest response only 15 out of 45 businesses answered. The joint highest groups were Disabled People and People with Learning Difficulties (47%), followed by the Elderly and Young People (40%) each, (13%) to BAME Communities and 53% other.

Q24. Participation in a Focus Group

38 out of 45 respondents answered. (53%) said yes and gave their contact details (47%) declined the opportunity to take part in focus groups.

23rd February 2016**Agenda Item: 9****REPORT OF CORPORATE DIRECTOR, PLACE****NOTTINGHAMSHIRE LEADER PROGRAMMES – STATUS UPDATE****Purpose of the Report**

1. To provide Committee with its second six-monthly update on the North and South LEADER Programmes in the County noting:
 - a) The positive progress made to date;
 - b) The extensive process requirements required, and;
 - c) The focus of activity for the next 6 months.

Information and Advice

2. The LEADER Programme period is 2014 to 2020. Whilst there have been delays in launching the national programme, partners are now actively calling for local project submissions in Nottinghamshire.
3. Members will recall that the focus of LEADER is to support rural growth and investment and create jobs. LEADER is a 5% mandatory top slice of the Rural Development Programme for England (RDPE) and approximately £138m has been made available for 80 local groups providing grant access to 85% of eligible rural areas across England.
4. As previously reported, there are two LEADER Programmes in Nottinghamshire for which the County Council holds the Accountable Body role for both. These are:
 - The North Nottinghamshire LEADER Programme: covering designated rural areas in Mansfield, Newark and Sherwood and Bassetlaw – with £1,853,000 provisionally allocated to spend by 2020, and;
 - The South Nottinghamshire LEADER Programme: covering designated rural areas in Gedling, Rushcliffe and Ashfield - with £1,555,000 for the same period.
5. Each Programme is overseen by a separate Local Action Group (LAG). These are local partnerships which have a private/civil society majority. Both Nottinghamshire LAGs are chaired by a representative of the private sector.
6. The Nottinghamshire LEADER allocation also sits alongside £5.2m of “rural growth funds” allocated to the D2N2 Local Enterprise Partnership. As with

LEADER, the national Managing Authority for the funds in England is the Department of Environment and Rural Affairs (DEFRA) and its agent in operational matters is the Rural Payments Agency (RPA). Every effort to ensure complementarity in the use of both “rural specific” funds is undertaken; locally this is through membership of the D2N2 Rural Reference Group.

7. Additionally, projects in rural areas are eligible for other non-rural specific funding sources which includes other European Structural Investment Funds (ESIF). The LEADER Programme Managers can offer advice to applicants based on their individual project needs and funding eligibility requirements – in addition to referrals to and from the D2N2 Growth Hub.

Programme Contracting

8. The Funding Agreement for both Nottinghamshire LEADER Programmes is now in place. The Delegated Authority Agreement has been signed, formally conferring key Programme Management functions on the County Council as the Accountable Body. This has allowed the Nottinghamshire programmes to accept outline applications. Under the approved Delivery Plans for 2015/16, it is expected that full applications will be submitted and processed within an average of four calendar months, thereby allowing contracting and spend as per Programme forecast in 2016/17.

Achievements in Period (1st September 15 to 31st January 2016).

9. There has been significant progress in period. A summary of this is included in paragraphs 10 to 18, with further detail included in Appendix A.

National Launch - England

10. At the national launch of LEADER in London on the 14th October 2015, the Farming Minister George Eustice delivered the funding announcement identifying LEADER as a key plank of the government’s devolution commitments under its Rural Productivity Plan. The completion of the national launch, enabled local Programmes to prepare to “go live”.

Nottinghamshire LAGs Formalised

11. Following the national launch, the North and South Nottinghamshire LAGS were formalised. This included the election of private sector chairs and vice chairs, thereby reflecting LEADER best practice nationally.

Nottinghamshire Launches and Websites

12. The local Programme launches took place on the 4th November 2015, which presented the opportunity to showcase the two dedicated LEADER websites and local branding which has been developed by the County Council on behalf of the partners:
 - www.nottscc.gov.uk/leadersouth
 - www.nottscc.gov.uk/leadernorth

13. The key objective of each website is to provide overarching information and initial eligibility tests for prospective applicants. The eligibility criteria for the Programmes are complex and are continually being updated by the Rural Payments Agency (RPA). The local approach is for the websites to drive potential applicants to the Programme Officers, in order that tailored and up-to-date information and guidance can be provided.
14. The overriding objective of all communications, across all mediums, is to: maximise knowledge, access to and take-up of the funding and to build partner numbers, diversity and levels of engagement.

Applicant Master Classes and Call for Outline Applications

15. In December 2015, both LEADER Programmes held Applicant Master Class events following the publishing of the North and South Nottinghamshire Applicant's Handbooks. These events helped identify those applicants with the most developed ideas and gave hands-on support to achieve the optimum take-up rate when the programmes published open calls for activity in early January 2016.
16. Throughout the Programme, similar events will be held close to all future calls for application submissions.

LEADER Business Engagement and Information Sharing Events

17. During the period, a major mail out to businesses has been completed together with two targeted business e-shots. Key guidance documents have also been released and various briefing sessions have been attended to engage both directly with prospective applicants and with key stakeholders and interested parties.
18. There has been extensive attendance at business events enabling both formal presentations and networking opportunities. A breakdown of events and information supporting the animation activity September 15-31 January 2016 is attached as Appendix B.

Programme Resourcing and Processes

19. Under the Programme there is a requirement for a strict and formal "Separation of Duties", delineating roles and responsibilities within formal processes. Clear and compliant arrangements are in place locally to achieve this within the RPA's guidelines. The resourcing is however lean and the process requirements extensive.
20. Indeed, the RPA requires that all local procedures are nationally consistent. The Programme delivery mechanisms have, in turn, been designed to address EU audit concerns during the previous programme. However, many details are still being worked on by the RPA, even though the majority of the local programmes are accepting applications. Every effort has been made in Nottinghamshire to provide consistent and useful advice and guidance but this is not always without its challenges as national requirements can emerge that

impact projects mid-way through processing and can effect what is and isn't eligible, as well as changes in process and evidence requirements. Conversely, the RPA has also changed stance on matters that have opened up some opportunities to projects where some revenue costs have now been deemed eligible.

21. Where there are inconsistencies or changes in the Rural Payments Agency's requirements for the local determination of applications, these are being discussed with the local RPA team. The risk of dampening interest and take-up in the programme is being actively monitored. Further, a networking event has been scheduled by the RPA for all East Midlands Programmes. This provides an opportunity to collectively raise the risk to programme performance of having disproportionate processes in place, particularly when the values of the grants sought are typically less than £35,000 and the key target audience is new micro and small businesses.
22. Furthermore, the Nottinghamshire Programmes are actively contributing to the LEADER "Local Exchange Group" whereby elected regional representatives from local programmes meet with DEFRA and RPA officials to formally discuss issues relating to operational and performance matters.

Applicant Interest to Date

23. Formal and informal project interest has been extensive and four outline applications have been generated with a strong pipeline of interest for future calls for applications. Most interest is in support for small and micro enterprises and rural tourism projects. Further details are included in Appendix C.
24. Based on current submissions, within the approved delivery plan for 2015/16, overall take-up rates for North Nottinghamshire are generally on target against the submitted spend profile. However, applicant demand is not equal across all priorities and at this stage there is no guarantee that the outline applications will be converted to contracted activity. That said, it remains a key priority of the LEADER staff to try and facilitate such a positive outcome.
25. The South Nottinghamshire profile is behind target. Nonetheless, this is the first time that this area has had access to specific rural funding of this nature and this may have contributed to higher initial project interest in the South that will take longer to convert to formally submitted applications. Six projects are being actively worked-up, with a high degree of confidence that they will be submitted as part of the next call for funding (commencing mid-February 2016).

Areas of Focus for the Next 6 months

26. There are 2 broad areas of work to be completed in the next 6 months. These are promoting engagement and take-up of the programmes and meeting programme management requirements, in order for the County Council to fulfil its role as the Accountable Body. In terms of engagement and take-up, the following activities are planned:

- Continuing the engagement with existing partners and expanding the range and number of private and voluntary sector bodies on the LAG in order for them to promote and enable them to act as champions and challengers for the programme. This is in addition to their role as decision-makers and will help maximise the reach and knowledge of the programme within business and local communities. Included will be formal training on roles and responsibilities for all LAG members which will be undertaken by the Accountable Body
- Continuing work with District Council partners to draw from their networks and engagements to promote the Programme and achieve equitable access to the Programme
- Ascertain key sector engagements to also promote equitable access, particularly agriculture and forestry
- Undertaking specific work on developing and implementing the social media strategy for the programme, to create agile communication routes with proven effectiveness within the business community.

Other options considered

27. None. This report is for noting only.

Reason(s) for Recommendations

28. This report has been prepared to support the Committee's understanding of the latest position on LEADER including project interest, work to date, partner roles and engagement along with the focus of activity in the next 6 month period.

Statutory and Policy Implications

29. 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

30. It is recommended that Committee notes the content of this report as part of its six-monthly update on the Nottinghamshire LEADER programmes

Tim Gregory
Corporate Director, Place

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

Constitutional Comments [CEH 12.02.16]
The report is for noting purposes only.

Financial Comments [SES 12/02/16]

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

Background Papers

- *LEADER Rural Development Programme – opportunity to submit application:* report to Economic Development Committee, 1 April 2014, published.
- *LEADER Rural Development Programme – Nottinghamshire proposed submissions:* report to Policy Committee, 2 July 2014, published.
- South Nottinghamshire Local Development Strategy submission.
- North Nottinghamshire Local Development Strategy submission
- *LEADER rural development programme – outcome of submission results:* report to Policy Committee, 10 December 2014, published
- South Nottinghamshire LEADER Delivery Plan – 31st July 2015
- North Nottinghamshire LEADER Delivery plan – 31st July 2015
- *Nottinghamshire Leader Programmes – Status Update:* report to Economic Development Committee, 8 September 2015, published

Electoral Division(s) and Member(s) Affected

Eligible rural communities in Ashfield, Bassetlaw, Gedling, Mansfield, Newark and Sherwood and Rushcliffe

APPENDIX A: 1st September 2015 – 31st January 2016 Achievements in period

- Nottinghamshire Programme attendance and participation at the National Launch Event and Workshops – 14th October 2015
- Formalisation of both LEADER LAGS including an extensive recruitment drive for new private/third sector representatives. This has resulted in:
 - 6 new representatives to the North and
 - 5 to the South
 - Combined, there are currently 26 partnership-voting places confirmed, with 4 support officer places.
- Formal local launches of both Nottinghamshire Programmes completed – 4th November 2015:
 - 2 separate launches at Goosedale Conference Centre and Retford Well
 - 131 business intermediaries invited (partners, District Councils, agents, business clubs, national and regional business organisations, sector interests etc.)
 - 41 attendees
 - Question and Answer sessions, websites launched and LEADER Post Cards and “What is LEADER?” marketing material disseminated
 - Member Briefings (District and County) and Press Releases accompanied the event.
- Website Launches:
 - 2 separate sites with interactive mapping to check availability
 - “Apply Now” and “Registration of Interest” buttons.
 - 24 new people have registered through the website and the contact list (including other forms of engagement) currently includes 211 separate bodies/individuals.
 - Includes links to partners and other funding sources
 - Various downloads available with on-going review – currently includes Applicant Handbooks, Fact Sheets, Press Releases, Application Forms, Local Development Strategy etc.
 - Management Area for use of partners will support a web based management approach where possible.
 - Twitter – messaging currently through NCC account
- Applicant Master Classes, Joint LEP Workshop and resultant activity:
 - 62 businesses attended a joint LEADER/LEP rural funding event and Q&A session in October 2015.
 - 16 companies took part in 2 LEADER specific events held in December 2015 offering detailed outline application advice.
 - Further events scheduled 15th March 16
 - Application call open from 4th January 2016-25th January 2016 – resulting in 4 Outline Applications with a total value of circa £372,000.
 - A further 10 projects are at varying points of development with a combined estimated project value of £500,000.
- A North and South Nottinghamshire LEADER Postcard has been produced

- utilising a planned mailshot by Better Broadband for Nottinghamshire colleagues, 1077 eligible businesses have received the post card
 - The postcards have been shared with LAG members (in particular District partners) and have been placed at appropriate public points throughout the County. A re-print is currently underway.
- Elected Member briefings have been issued (November 2015) at both County and District Level and invitations to present at Parish Forum events have been accepted.
 - Work has commenced to identify interest and engagement from key rural economic sectors and in particular agriculture (projects to support increased productivity as opposed to diversification) and forestry:
 - attendance at sector events included 2 recently held Forestry Commission Workshops in the East Midlands
 - There have been 2 two separate inclusions in the County Council's 'email me' alert to business subscribers
 - Publication of key documents such:
 - as "*What is LEADER?*"
 - Applicant Guidance Fact Sheets
 - Applicant Handbooks
 - Programme Resourcing – roles that are actively being developed and communicated to applicants and partners. There is a requirement for a strict and formal "Separation of Duties" delineating roles and responsibilities within formal application processes. Current resourcing includes:
 - 1 Programme Officer 100% dedicated to each Programme
 - A 0.25 FTE management overview and
 - a 0.5 FTE Business Support Officer (the latter under recruitment).
 - Programme Officers act as the sponsor for projects at outline and full application stage
 - Under the delegated authority of the Local Action Groups, the Accountable Body is responsible for the eligibility and completeness checks of outline submissions.
 - Full Applications are assessed by an appraiser selected from a panel of trained officers (including District partners). These are separate to the dedicated LEADER staffing.
 - The LAG receives the full application for determination with the guidance of the Accountable Body in order to make transparent, consistent and eligible decisions.
 - If an application is successful other resources then support the applicant in the contracting, claims and evidencing needs of an approved project – also under the guidance of the Accountable Body.
 - Programme interest to date:
 - 74 general enquiries
 - 59 potential projects registered -at varying stages of development (4 of which are being processed for decisions).

APPENDIX B – ANIMATION BREAK DOWN 1 September 2015 – 31 January 2016

MONTH	BUSINESS ENGAGEMENT (multiple attendees)	COMMUNITY/ PARISH COUNCIL/ DISTRICT ENGAGEMENT (multiple attendees)	PROJECT MEETINGS (one:one development meetings)	LAG MEETINGS (Partner Meetings)	STRATEGIC ENGAGEMENTS (multiple attendees)
SEPT	5	3	-	2	1
OCT	9	2	3	2	2
NOV	7	2	10	1	1
DEC	4	1	5	1	-
JAN	5	1	4	3	-
TOTAL	30	9	22	9	4

APPENDIX C – Outline Application Round 1 Submissions and Advanced Enquiries at LEADER priority level

Note – Priority 5 – Culture and Heritage allocation merged with other priorities.	Priority 1 Support for Increasing Farm Productivity	Priority 2 Support for Micro and Small Businesses – including Farm Diversification	Priority 3 Support for Rural Tourism	Priority 4 Provision of Rural Services	Priority 6 Support for Forestry Productivity
North Notts Submitted – Round 1	-	3	1	-	-
South Notts Submitted – Round 1	-	-	-	-	-
North Notts Draft Outline Applications being supported by Programme Officer targeted submission Round 2	1	1	2		
South Notts Draft Outline Applications being supported by Programme Officer targeted submission Round 2	-	3	3	-	-

23 February 2016

Agenda Item: 10

REPORT OF THE CHAIRMAN OF ECONOMIC DEVELOPMENT COMMITTEE

BROADBAND PETITION - ASKHAM

Purpose of the Report

1. The purpose of this report is to propose a response from Economic Development Committee to the petition regarding broadband services in Askham. A petition of 37 signatures, organised by the residents, was presented to Full Council on 14 January 2016 seeking local government help to provide superfast coverage to Askham.

Information and Advice

2. The Better Broadband for Nottinghamshire (BBfN) programme is well on track to delivering its ambitions of 95% of premises in the county (when combined with planned commercial coverage) being enabled with access to superfast broadband (24Mbps and above) by 2016 and 98% coverage by 2018. The Basic Broadband for All scheme, launched in December 2015 will also ensure that 100% of properties can access basic broadband services (at least 2Mbps).
3. Nottinghamshire County Council is the lead Authority for the programme in Nottinghamshire but improved broadband speeds are not something which the Council has a statutory responsibility for. The Council has a responsibility to ensure that the money available under the programme is used to maximum effect and that the works undertaken: (a) supply a network capable of delivering superfast broadband speeds to the optimum number of properties and (b) is of high quality.
4. All 23 premises covered by the petition do not currently have access to superfast broadband speeds, with most only receiving a maximum speed of 2Mbps. The government recognises that speeds below 2Mbps are not sufficient for ordinary web browsing, shopping and video streaming/calls (e.g. iPlayer or Skype) and has therefore instigated a 'Universal Service Commitment' pledge. Under this pledge, premises with speeds below 2Mbps can now access a satellite broadband solution through a voucher scheme, with up to £350 towards the costs of installing and maintaining a satellite broadband connection reimbursed to the consumer.
5. Committee received an update on the satellite voucher scheme at its meeting in January.
6. The residents' frustration is very much appreciated. However Committee members are aware that the BBfN programme will not deliver superfast broadband speeds to 100% of premises due to the significant costs involved. The satellite broadband scheme offers a viable

alternative to those premises that will not benefit directly from a fibre-based solution. Satellite services are being improved and enhanced all the time and some can now offer superfast speeds.

7. In terms of the specific premises in Askham that are covered by the petition, they are connected directly to the Gamston exchange and not to the fibre-enabled cabinet in the village. There are currently no plans to provide access to fibre broadband to these premises through the Better Broadband for Nottinghamshire programme due to the prohibitive costs of the work required to rearrange the local telecoms network.
8. However, residents could consider applying to BT's 'Community Fibre Partnership' programme, which enables communities that are not covered by fibre broadband solutions to request a solution design from BT which could then be part-funded by the community. Further details are available here: <http://www.bt-ngb.com/community-fibre-partnerships>. In addition, most of the 23 premises covered by the petition should be eligible for the satellite voucher scheme as referenced above. Further information on this scheme is available on the County Council's website: <http://www.nottinghamshire.gov.uk/business-employment-and-benefits/better-broadband-for-nottinghamshire-programme/basic-broadband-for-all/apply>.
9. Finally, as with other petitions relating to the Better Broadband for Nottinghamshire programme, it is worth noting that efficiencies are accruing to the programme and that in the future these may be used to extend fibre coverage further into areas that are not currently scheduled to benefit from the programme. The County Council cannot offer guarantees that Askham will benefit from such investment but it remains a possibility, albeit not before 2018.
10. It is important to restate the position on the existing Better Broadband for Nottinghamshire (BBfN) rollout. A finite sum of money has been made available to the programme. The contracts we entered into with BT are for them to achieve maximum coverage across the County with the money available. The rollout plan BT produced and are working to is to achieve exactly that. Maximum coverage with the money available. Clearly to ensure maximum coverage their rollout plan is based on several factors including the cost of the civil engineering work required, as well as the number of properties passed.

Reason/s for Recommendation/s

11. It is a requirement of the Council that petitions presented to Council are considered by the relevant Committee(s) and that a response to the lead petitioners is discussed and prepared accordingly.

Statutory and Policy Implications

12. 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 report.

Financial Implications

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

RECOMMENDATION/S

14. That the Economic Development Committee:

- a. notes the receipt of the petition
- b. agrees that a response as set out in paragraphs 6-10 be sent by officers to the petitioners

Report of the Chair of Economic Development Committee

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

Constitutional Comments [CEH 12.02.16]

The recommendations fall within the remit of the Economic Development Committee. A report on the outcome should be taken to the next Full Council meeting.

Financial Comments [SES 12/02/16]

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

Background Papers and Published Documents

Basic Broadband for All: Satellite Broadband Subsidy Scheme, report to Economic Development Committee, published 19-01-2016

Electoral Division(s) and Member(s) Affected

Tuxford, Councillor John Ogle

23 February 2016**Agenda Item: 11**

REPORT OF CORPORATE DIRECTOR, RESOURCES WORK PROGRAMME

Purpose of the Report

1. To consider the Committee's work programme for 2015/16.

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>
22nd March 2016				
Budget and delivery plan	To consider the Delivery Plan for Economic Development for 2016-17 and associated budget allocations	Decision	Nicola M ^c Coy-Brown	Nicola M ^c Coy-Brown
LGF3 Update	Feedback on initial project assessment process	Information	Matt Lockley	Geoff George
Nottinghamshire Economic Development Capital Fund	To seek approval to launch the third round of the NEDCF programme	Decision	Geoff George	Trish Adams
3rd May 2016				
BBfN Quarterly Update	To update Committee on the final quarter of activity under contract 1 of the Better Broadband for Nottinghamshire programme	Information	Phil Berrill	Phil Berrill
North Midlands Devolution Deal	To update Committee on the content of the devolution deal	Information	Matt Lockley	Matt Lockley
7th June 2016				
Marketing Nottingham and Nottinghamshire Six Monthly Update	Committee to consider the six monthly report detailing the progress being made against the outcomes and the delivery of the Place Marketing Strategy.	Information	Matt Lockley	Matt Lockley

Last updated 12 February 2016

