

**Economic Development Committee**

**Date:** Tuesday, 16 October 2012  
**Time:** 14:00  
**Venue:** County Hall  
**Address:** County Hall, West Bridgford, Nottingham NG2 7QP

**AGENDA**

<b>1</b>	<b><u>Mins 4 Sept 2012</u></b> Details	<b>3 - 6</b>
<b>2</b>	<b><u>Apologies for Absence</u></b> Details	<b>1-2</b>
<b>3</b>	<b><u>Declarations of Interests by Members and Officers:- (see note below)</u></b> (a) Disclosable Pecuniary Interests (b) Private Interests (pecuniary and non-pecuniary)	<b>1-2</b>
<b>4</b>	<b><u>Co-opted Members - Introduction to Committee</u></b> Details	<b>1-2</b>
<b>5</b>	<b><u>Nottinghamshire Enterprise Zone</u></b> Details	<b>7 - 14</b>
<b>6</b>	<b><u>D2N2 Local Enterprise Partnership Update</u></b> Details	<b>15 - 18</b>
<b>7</b>	<b><u>Work Related Learning Opportunities at NCC</u></b> Details	<b>19 - 22</b>
<b>8</b>	<b><u>Response to Recommendations from Communities and Environment Standing Committee on Tourism</u></b> Details	<b>23 - 34</b>
<b>9</b>	<b><u>Broadband Update</u></b> Details	<b>35 - 40</b>
<b>10</b>	<b><u>Work Programme report</u></b> Details	<b>41 - 44</b>



## minutes

Meeting	ECONOMIC DEVELOPMENT COMMITTEE
Date	4 September 2012 (commencing at 2.00 pm)

**Membership**

Persons absent are marked with `A`

**COUNCILLORS**

Keith Girling(Chairman)  
Gordon Wheeler (Vice-Chairman)

Victor Bobo  
Steve Garner  
Glynn Gilfoyle  
Stan Heptinstall, MBE

Eric Kerry  
John Knight  
Liz Yates

A Ex-officio (non-voting)  
Mrs Kay Cutts

**OTHER COUNCILLORS IN ATTENDANCE**

Councillor Mel Shepherd

**OFFICERS IN ATTENDANCE**

David Forster )  
Celia Morris ) Policy, Planning and Corporate Services Department  
Geoff George )  
Matthew Lockley )  
Carl Bilbey, Conservative Group Research Officer  
Michelle Welsh, Labour Group Research Officer

**MINUTES**

The minutes of the last meeting held on 26 June 2012 were taken as read and confirmed and signed by the Chairman, subject to it being noted that Councillor Keith Longdon was in attendance.

**APOLOGIES FOR ABSENCE**

There were no apologies for absence.

**DECLARATIONS OF INTEREST**

There were no declarations of interest.

## **THE STATE OF THE NOTTINGHAMSHIRE ECONOMY - PRESENTATION**

Mr M Lockley gave a presentation to members on the current state of the Economy for Nottinghamshire. (The presentation is available at <http://www.nottinghamshire.gov.uk/dms/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/68/Committee/15/SelectedTab/Documents/Default.aspx>)

On a motion by the Chairman, and duly seconded it was:-

### **RESOLVED 2012/007**

1. That the presentation be noted and
2. that a report be presented to a future meeting setting out the County Council's apprenticeship scheme and what considerations are taken when filling the vacancies.

## **THE NOTTINGHAMSHIRE GROWTH PLAN**

Mrs Morris and Mr George gave a presentation on the County Councils Growth Plan. (The presentation is available at <http://www.nottinghamshire.gov.uk/dms/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/68/Committee/15/SelectedTab/Documents/Default.aspx>)

On a motion by the Chairman, and duly seconded it was:-

### **RESOLVED 2012/008**

1. That the Growth Plan for Nottinghamshire be welcomed and
2. that the further development of the Growth Plan for Nottinghamshire be supported and a report be presented to a future meeting for endorsement prior to consideration by Policy Committee

## **BROADBAND PETITION**

### **RESOLVED 2012/009**

That the response to the petition be agreed and the petition organisers be informed.

## **WORK PROGRAMME**

### **RESOLVED 2012/010**

1. That the work programme be noted
2. that a report on apprenticeships be presented to a future meeting and
3. that local companies be asked to give presentations to Committee on their plans for growth and how the County Council could support these.

## **BUSINESS COMMUNITY CO-OPTION**

### **RESOLVED 2012/011**

That the following be approved as Co-optees (or their substitutes) on the Economic Development Committee, subject to the approval of Full Council

Karl Sirrell, Regional Chairman, The Federation of Small Businesses

Mark Chivers, Director, Boots Plc

## **EXCLUSION OF THE PUBLIC**

### **RESOLVED: 2012/012**

That the public be excluded from the remainder of the meeting on the grounds that discussions are likely to involve the 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.

## **BUSINESS COMMUNITY CO-OPTION EXEMPT APPENDIX**

### **RESOLVED: 2012/013**

That the exempt appendix be noted

The meeting closed at 3.45 pm.

## **CHAIRMAN**





16th October 2012

Agenda Item:

**REPORT OF THE CHAIRMAN OF ECONOMIC DEVELOPMENT COMMITTEE  
THE NOTTINGHAM ENTERPRISE ZONE**

**Purpose of the Report**

1. To inform the Committee of progress being made with the Nottingham Enterprise Zone, being a key project of the D2N2 Local Enterprise Partnership.

**Information and Advice**

2. In the 2011 Budget, the Chancellor announced that the D2N2 Local Enterprise Partnership (LEP) would be awarded an Enterprise Zone, to be based initially upon the Alliance Boots campus in Nottingham as one of four, initial vanguard Enterprise Zones announced nationally, designed to deliver new economic growth. The Prime Minister and the Deputy Prime Minister launched the Government's Enterprise Zone policy at Boots in March 2011.
3. Earlier this year, the Government confirmed it would be willing to consider a potential amendment to the extent of Enterprise Zone designation in the D2N2 LEP area. Discussions took place with Government about their requirements and what type of amendment would likely to be acceptable. Following a period of discussion, the LEP Board and the Government reached agreement in the Spring of this year that the Enterprise Zone would comprise 4 sites, namely the Boots Campus at Beeston, the MediPark Site at Dunkirk, Nottingham; the Nottingham Science Park at Highfields, Nottingham and the Beeston Business Park, Beeston, Nottinghamshire. A plan illustrating the location of each site under the umbrella of the EZ is attached to this report.

**Benefits of the Enterprise Zone Status**

4. In total, the Government announced that it would establish 21 new Enterprise Zones nationally, offering a package of support to businesses, including :
  - a business rate discount worth up to £275,000 per eligible business over a five year period;
  - a simplified approach to planning;
  - Government support for the provision of superfast broadband;
  - Capital allowances.
5. Not all of the above benefits will be available to (or required for) all sites nationally; the availability of Capital Allowances for example being dependent upon an EZ's location

within an Assisted Area / State Aid considerations. On this latter point, to clarify, none of the four sites comprising the D2N2 LEP qualify to offer Capital Allowances.

6. The additional and important benefit of EZ status however is that all business rates growth from within the EZ as a whole over a 25 year period will be retained by the D2N2 Local Enterprise Partnership, to be reinvested to support further local economic growth. The business rate uplift generated by the Enterprise Zone remains the only source of long-term flexible income for D2N2.
7. Committee members will be aware of the Markham Vale site in Derbyshire; this too has secured EZ status, having been incorporated within the Sheffield City Region's wider Zone. The Sheffield City Region LEP will benefit from the business rates uplift on this site.
8. The D2N2 LEP's EZ and its four sites once fully developed have the potential to create over 5,000 jobs and stimulate economic growth. The following paragraphs offer a broad overview of the individual sites.
9. **The Boots Campus** - The Boots Campus presents a unique opportunity to companies looking to locate on the headquarters of one of the leading healthcare and beauty companies in the world. The ability for companies in complementary sectors to expand their supply chain and customer base will be a significant draw and Boots will be key to effecting this. The site also offers a wide range of property solutions from incubator facilities to major R&D / Head Office accommodation and links with higher education are being developed, alongside local successful business incubators. Boots has commented on how important the dualling of the A453 will be to their business as well as to the overall success of the EZ.
10. The site is not without its challenges however. A number of listed buildings exist and due consideration is required in factoring these issues into the re-development of the wider site. There are also land remediation issues, servicing and infrastructure requirements, highway and access issues as well as the on-going requirements of other companies on the site and not least, Boots themselves in maintaining their manufacturing presence. Not all of the site is therefore available for development but in its entirety, it covers c.93 hectares. The City / County boundary runs through the Boots site and this site is thus "shared" between Nottingham City Council and the County and Broxtowe Borough Councils. At this point in time, a conclusion is awaited on the required financing of the remediation and servicing package. One of the Committee's newly appointed co-optees is Mark Chivers. Mark is Boots' Director for the Enterprise Zone and it is intended that he offers the Committee further insight into the development of the Boots site at the meeting.
11. **Nottingham Science Park** - Nottingham Science Park is home to a leading cluster of Low Carbon Technology companies and is located within Nottingham City Council's area. Nottingham Science Park is able to offer design and build opportunities from 20,000 sq ft, covering a maximum area of 2.1 hectares. The existing "No.1 Nottingham Science Park" is home to technology led companies such as Changan Automotive and Chinook Sciences as well as high growth companies such as 4Energy and Oegen. Nottingham Science Park is adjacent to the University of Nottingham which excels in Low Carbon Technologies. Subject to specific sustainability design requirements, the site is ready for development.
12. **Beeston Business Park** - Beeston Business Park is an employment site of some longstanding such as Siemens, SMS Technologies and ATOS Origin, being home to a



number of established technology businesses and small-sized managed workspace. Parts of the current site have potential to accommodate growth relatively quickly but some wider infrastructure and servicing issues require attention. The site totals c.19.4 hectares and is able to offer a wide range of businesses accommodation from incubator style offices to design and build opportunities. the Park is located within the County and Broxtowe Borough Council area.

13. **Nottingham MediPark** - located within the Nottingham City Council area, Nottingham MediPark is a proposal for a 3.5 hectare medical science park, located immediately adjacent to the Nottingham University Hospital and the University of Nottingham. This site is arguably different to the others in that is hypothecated to the bringing forward of this singular concept of a medical science park, integrated with hospital. It will facilitate collaboration in the medical technology field and the spin-out of new businesses. Outside of the required further development of the detail, the site has remediation and flood alleviation issues.

## Protocols

14. As the D2N2 LEP's EZ, it has been for the D2N2 Board to determine any particular protocols it wishes to implement. To date it has agreed a range of principles to govern the business rates incentives on the entire EZ which may be summarised as follows :
  - The Business Rates incentive will be available to inward investors and to new starts. Inward investors are defined in this context as businesses located outside of the D2N2 LEP area;
  - In order to minimise displacement, established businesses from within the D2N2 LEP area would only be eligible for such rates relief if they can demonstrate a genuine business reason for the re-location and that the relief would see a reinvestment in the business to generate further growth;
  - Any existing businesses already located within the EZ prior to allocation would only secure the incentive subject to demonstrating the same additional investment and business growth as above.
15. As will have been noted from the brief description of each site comprising the EZ, it is considered that a sector-based approach to the offering of rate relief would be difficult to achieve without challenge. Each of the sites looks to have differing competitive advantages and this has been deemed to be one of the EZ's potential strengths. However, the EZ has a health, life-sciences and technology theme at its core and this will be exploited through its communications and marketing messages, early work on which has commenced.

## Steering Group

16. In order to oversee the work on the EZ as a whole and specifically, to ensure that progress is made in bringing forward the respective sites in a timely manner, the D2N2 LEP Board has established a Steering Group, reporting directly to the Board and Chaired by a Board member. The Steering Group has an adopted terms of reference and organisationally comprises senior officer representatives of the three Councils of Nottingham City, Broxtowe Borough and County Councils and a local representative of the Department of Business, Innovation and Skills (BIS Local).

17. A number of Working Groups have been established, one for each site, designed to ensure progress is being made and any site-specific issues are addressed. County Council officers support the Boots and the Beeston Business Park Working Groups.

### **Other Options Considered**

18. There are no other options to be considered.

### **Reason/s for Recommendation/s**

19. This report is offered for information, designed to brief the Committee on the establishment of the D2N2 LEP Enterprise Zone in Nottingham and Nottinghamshire.

### **Statutory and Policy Implications**

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

### **Financial Implications**

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

### **Equalities Implications**

EZ's nationally have been introduced to bring about economic growth and specifically, to create private sector jobs. It is anticipated that the creation of such jobs will benefit both Nottingham and Nottinghamshire residents.

## **RECOMMENDATION/S**

That the Committee note the contents of the report.

### **Report of the Chairman of the Economic Development Committee**

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

### **Constitutional Comments**

21. This report is for noting only by the Economic Development Committee. No legal implications arise at the moment. (NAB 1<sup>st</sup> October 2012)

### **Financial Comments**

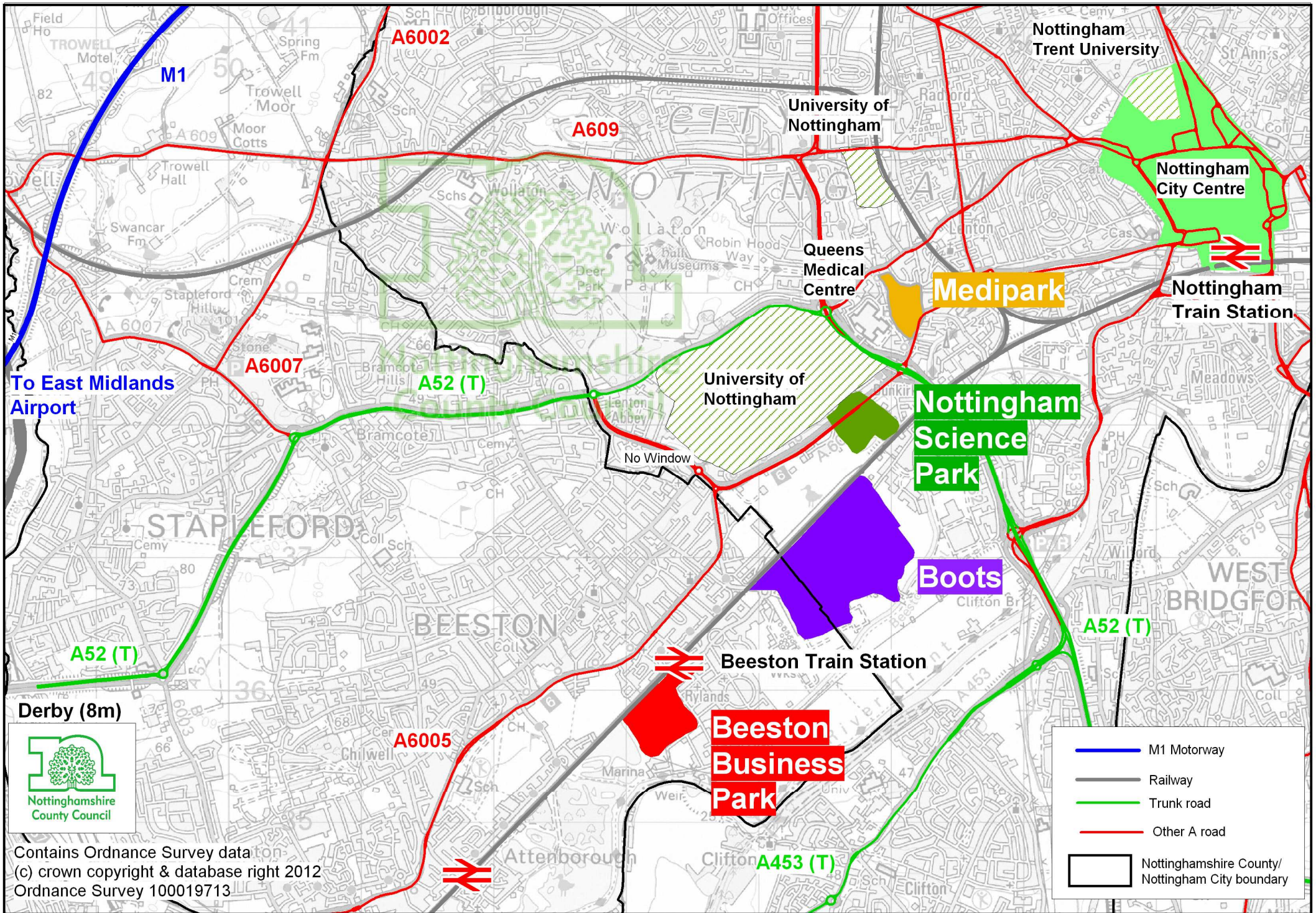
22. The contents of this report are duly noted; the financial implications have been brought out within the context. (DK 4<sup>th</sup> October 2012)

### **Background Papers**

### **Electoral Division(s) and Member(s) Affected**

Two of the sites comprising the Enterprise Zone are located within the Beeston South & Attenborough Division. The economic impact of the Zone as a whole will be felt beyond the immediate area and potentially, across the wider County area.







16<sup>th</sup> October 2012

**Agenda Item:**

**REPORT OF THE CHAIRMAN OF ECONOMIC DEVELOPMENT COMMITTEE**

**D2N2 LOCAL ENTERPRISE PARTNERSHIP – UPDATE ON PROGRESS AND  
APPROVAL TO ACCEPT CAPACITY FUND MONIES**

**Purpose of the Report**

1. To update the Committee on progress with the D2N2 Local Enterprise Partnership (LEP) and to recommend that the Council accepts LEP Capacity Fund monies on behalf of the partnership in an accountable body role.

**Information and Advice**

2. Members will recall that the Chief Executive of the County Council gave an introduction to the Derbyshire and Nottinghamshire (D2N2) Local Enterprise Partnership (LEP) at the Committee's first meeting in June 2012. This subsequent report updates Members on issues that have arisen since June and the LEP's overall progress.

Governance and resources

3. The original Chairman of the D2N2 Board, Colin Walton, announced in June 2012 that he intended to step down from the chairmanship after retiring from his position at Bombardier. The D2N2 Board subsequently agreed to appoint an interim chairman from within the Board whilst a process for recruiting a permanent replacement is agreed. This is expected to take place before the end of the calendar year.
4. David Robinson (President of Speedo and business leader on the Board for Nottingham City) has also stood down with effect from September 2012 due to changes to his job role within Speedo which mean that he will no longer have the time or capacity to commit to D2N2. Nottingham City Council is currently working to identify a business replacement for David Robinson in time for the next meeting of the Board in December.
5. The Board has agreed to proceed with recruitment to a new D2N2 Chief Executive Officer post. The job description and person specification for this role are being finalised and it is anticipated that recruitment will take place during October and November. Plans to increase the central staffing resource of the LEP were also approved. This should result in an extension to the existing LEP Co-ordinator role and a new post of Communications Officer.
6. The Government announced core funding for LEPs on 17<sup>th</sup> September. Up to £5 million will be made available across the 39 LEPs in the current financial year. Beyond that, each LEP will be able to access up to £250,000 in 2013-14 and 2014-15, subject to being able to

deliver £ for £ match funding from local sources. The D2N2 Board has not yet discussed the offer of core funding or how any local match funding might be sourced. However, it is anticipated that some core funding will be accessed to support the development of the LEP's executive staffing function.

7. The D2N2 area's allocation of Growing Places Fund monies from the Government is in the region of £24.5 million. A bidding round for this fund was held in the summer and due diligence is now being undertaken on 15 projects that the Board has endorsed as potential beneficiaries of the fund. Due diligence on these projects should be complete by December, in order to enable final sign off of commitments by the Board.

#### LEP Capacity Fund and accountable body role

8. The LEP was awarded a Capacity Fund allocation of £76,800 in May 2012. This allocation covers the period 2012-13 to 2014-15. Activities to be funded from this allocation include:
  - a. Quarterly reports on economic intelligence and trends to enable the D2N2 Board to set a clear strategic direction and investment priorities;
  - b. Support to develop and deliver a sustainable funding model for the LEP going forward. This will include assessing core resource needs and financing mechanisms and investigating how LEP income (from the Growing Places Fund and Enterprise Zone business rate uplift) can best be secured and utilised;
  - c. Communications and business engagement work, including a programme of business meetings, improvements to the D2N2 website and a co-ordinated and consistent approach to surveys across the D2N2 area.
9. Local authority partners to the LEP are fulfilling accountable body roles as the partnership is not legally established. Nottingham City Council is acting as accountable body for the Growing Places Fund and Derby City Council will take on the role for the recently announced core funding. Nottinghamshire County Council offered to take on the accountable body role for the Capacity Fund at a D2N2 Board meeting in the spring.
10. Subject to Committee approval, Nottinghamshire County Council will manage the Capacity Fund and will commission activity in line with its own Financial Regulations. Funds will be released quarterly and in arrears by the Department for Business, Innovation and Skills (BIS). The LEP Officer Group (chaired by Nottinghamshire County Council's Chief Executive) will monitor progress against financial targets and wider outputs.

#### Strategic issues

11. The D2N2 Board has tasked lead officers with finalising an economic strategy for D2N2 by December. This will set out priority actions for the next three years, and also be used as the basis for future investment decisions. It is hoped that the strategy will be launched at a D2N2 conference in the New Year.
12. The Board has approved the D2N2 area as the basis for a submission to the Department for Transport (DfT) for 'Local Transport Body' (LTB) status. If approved, the Local Transport Body will gain control of funding previously delivered through DfT's local major transport scheme (i.e. schemes with a value of £5 million or more) from 2015.



13. The Board has also requested that a Skills Commission be established for the D2N2 area. This will complement the work of the existing Employment and Skills Boards and be responsible for developing a Skills Strategy for the area. In addition, the Board agreed to support the 'Have a Go' campaign which will help young people get hands on experience in vocational trades.

### **Other Options Considered**

14. In terms of the accountable body role for the Capacity Fund, Nottinghamshire County Council could decide not to take this on and an alternative arrangement would have to be negotiated. This could result in some delay to the availability of the fund to support the development of the LEP

### **Reason/s for Recommendation/s**

15. To secure Committee approval for the County Council to act as accountable body for the LEP Capacity Fund.

### **Statutory and Policy Implications**

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

### **Financial Implications**

LEP Capacity Fund monies will be released by BIS quarterly and in arrears, subject to the receipt of claims from the County Council. This will be factored in to the operational management of the Economic Development budget.

## **RECOMMENDATION/S**

That members note the content of this report and approve the County Council's role as accountable body for the LEP Capacity Fund.

### **Report of the Chairman of the Economic Development Committee**

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

### **Constitutional Comments (SLB 04/10/2012)**

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

### **Financial Comments (DJK 04.10.12)**

18. The contents of this report are duly noted; and the financial implications have been brought out in the context.

**Background Papers**

D2N2 LEP bid for Capacity Funds (Round 2).

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

All



**16 October 2012**

**Agenda Item:**

## **REPORT OF SERVICE DIRECTOR HR AND CUSTOMER SERVICE**

### **WORK RELATED LEARNING OPPORTUNITIES AT NOTTINGHAMSHIRE COUNTY COUNCIL**

#### **Purpose of the Report**

1. To provide members of Economic Development Committee with an Overview of the work that the County Council is doing to enable young people to access a variety of work related learning opportunities at Nottinghamshire County Council.

#### **Information and Advice**

2. The unemployment figure for young people aged 16-24 exceeded one million nationally in the autumn of 2011. In Nottinghamshire between July 2006 and July 2011 unemployment amongst 16-19 year olds rose from 1255 to 1720 and amongst 16-24 year olds from 3055 to 5530.
3. Work has already begun with Futures (formerly Connexions) regarding the development of a Youth Employment and Employability strategy which will focus on increasing employment opportunities for the 16-24 age group and developing the skills and employability of this age range across the County. Apprenticeships has been identified as one of the key areas of activity to drive improvement in this area.
4. Each year the County Council has a statutory requirement to produce its overall workforce monitoring information. The latest figures for the 12 months up to September 2011 showed that the proportion of young people under 25 employed by the County Council is now less than 5% of the total workforce.
5. It is against this backdrop that the County Council has been developing three key strategies to offer more young people the opportunity to gain valuable learning and work experience which will at the same time promote the many and varied career opportunities at the County Council. These 3 key routes are as follows:
  - Short term work experience
  - Apprenticeships
  - Graduate traineeships

### **Short term work experience:**

6. This is intended to give young people from the start of year 10 an experience of working life and the key skills needed in the workplace and is generally unpaid. The County Council offers a wide variety of these placements generally for a week to a month. It is proposed to develop further opportunities across the County Council and monitor their take up on a corporate basis thus providing information across the whole organisation which can be used to help plan and target activity in the future.

### **Apprentices:**

7. The County Council has a long history of supporting and employing small numbers of apprentices but in the light of the recent trend for rising youth unemployment has recently developed and extended this scheme.
8. The County Council is working in partnership with 'Futures' Apprenticeship Agency who act as an 'employment brokerage service' between employers, young people and training companies. This model is known as an Apprenticeship Training Agency (ATA). Although other agencies also offer this model, Futures are well placed to provide this service because of their close liaison with schools through their personal advisors. The benefit of this approach is:
  - The ATA recruits and employs the apprentice, charging the host employer a weekly fee. This means that they are responsible for any employment issues
  - Provision of pastoral and other support to young people on the programme
  - The weekly fee is used to cover the apprentice's wage and an administration charge
  - The apprentice is placed with a host employer to provide both the practical and work experience necessary to gain the appropriate qualification
9. The apprenticeship scheme provides opportunities in a range of areas across the County Council. The placements usually last for 52 weeks. The scheme was initially set up to provide 25 placements on a rolling programme with the intention of growing the scheme on an annual basis. There are currently 46 apprentices placed with the authority in a wide range of areas such as business support, HR, Customer Services, Youth Service, Highways, and Libraries etc. A further 21 opportunities are being advertised - 5 of these opportunities are at the interview stage. The rest it is hoped will be secured over the coming weeks as young people start to firm up their decisions about what they want to do now that they have got their A level and GCSE results.
10. The County Council is under no obligation to offer employment to the apprentice at the end of the placement. However clearly this would be the desired outcome if a suitable vacancy was available at the time and the apprentice met the appropriate requirements. Even if a job was not available there would still be a benefit to the apprentice from:
  - the opportunity to work in a large diverse organisation and gain valuable work experience which would stand them in good stead for future job applications either within or outside the County Council.
  - the opportunity to gain a recognised qualification whilst receiving some remuneration.
  - other targeted support in terms of letter and CV writing, interviewing skills etc.

## **Graduate Trainees:**

11. Over recent years the County Council has also supported the national graduate development programme as part of its overall provision of work opportunities for young people.
12. The programme is a two year fast track management development programme for high calibre graduates with the potential to become senior managerial leaders. It is led by the Local Government Association (LGA) which provides the infrastructure for the programme.
13. Over 135 local authorities have already participated in the scheme which is firmly placed within the Times Top 100 Graduate Employers and the Guardian UK300 survey. This year the LGA received 2250 applications for the programme.
14. Despite the current financial situation it is felt that this scheme offers considerable benefits to the Authority, as well as to the individuals. Results from trainees over the last 3 years have been extremely positive with them making significant contributions to the initiatives and projects within which they have been placed. They have provided good value for money and have received positive commendations.
15. The graduate trainees are employed to help deliver a range of projects across strategic, support and front line services over the two years. This will involve substantial placements across all departments. Due to the calibre of the candidates this year the County Council has offered placements to 5 graduate trainees.
16. There is no commitment given to the graduates that they will be found work within the Council at the end of their placement with us; however, in the last year two of the trainees have achieved employment within the Council. Current work being undertaken by those involved in the programme includes social care transformation projects, Looked After Children services and The Multi-Agency Safeguarding Hub.
17. This programme offers the Council the opportunity to recruit and develop possible future managers as 'One Council' ambassadors who gain experience of working across the organisation offering them valuable insight and understanding of the work of the County Council.

## **Financial Implications**

18. The apprentices and graduate trainees are paid at the nationally recommended rates.

## **Other Options Considered**

19. Increasing the take up of apprenticeships is a key aspect of strategy both locally and nationally and benefits both young people and employers. The County Council has a key role to play in this. Improved access to work experience opportunities can further support young people in gaining valuable experience and enhancing employability.

## **Reasons for Recommendation**

20. The benefits to the Council are outlined in the report. In summary, the apprenticeship scheme is a good opportunity for young people to gain valuable work experience, could potentially contribute to improving the age profile of the workforce with the associated benefits this brings and is a key plank in the developing Youth Employment and Employability Strategy.
21. The national graduate development programme is the leading management development programme for local government. The Council will have the benefit of additional independent support to key areas of activity in a cost effective way which will help the Authority plan for the future.

## **Statutory and Policy Implications**

22. This report has been compiled after consideration of implications in respect of finance, equal opportunities, personnel, crime and disorder and those using the service. Where such implications are material, they have been described in the text of the report.

## **Human Resources Implications**

23. The personnel issues are identified within the report. The trades unions have previously been consulted and have commented on the Council's approach.

## **RECOMMENDATION**

It is recommended that:

The Committee note the positive steps the County Council is taking to offer more young people the opportunity to access a variety of work related learning opportunities.

**Marjorie Toward**  
**Service Director – HR and Customer Service**

**For any enquiries about this report please contact:**  
Mandy Steel, Group Manager HR  
E mail: [mandy.steel@nottsc.co.uk](mailto:mandy.steel@nottsc.co.uk). Telephone 0115 9774898

**Constitutional Comments (KK 04/10/12)**  
This report is for noting only.

**Financial Comments (MB 04/10/12)**  
Provision for the Apprenticeship scheme and the National Graduate Development Programme has been made in the County Council Budget from 2012/13.

**Background Papers**  
None

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



16<sup>th</sup> October 2012

**Agenda Item:**

**REPORT OF THE CHAIRMAN OF ECONOMIC DEVELOPMENT COMMITTEE**

**RESPONSE TO RECOMMENDATIONS FROM THE COMMUNITIES AND  
ENVIRONMENT STANDING COMMITTEE REVIEW OF TOURISM AND  
ECONOMIC DEVELOPMENT**

**Purpose of the Report**

1. To agree the final report and recommendations of the Communities and Environment Standing Committee scrutiny review of tourism and economic development and to propose responses from this Committee to the recommendations.

**Information and Advice**

2. During late 2011 and early 2012, the Communities and Environment Standing Committee undertook a scrutiny review of tourism and economic development. The review was supported by the Economic Development team and by Jennifer Spencer, Chief Executive of Experience Nottinghamshire.
3. The Communities and Environment Standing Committee met for the last time at the end of April 2012, where a final report and recommendations on tourism and economic development were discussed. Given the subsequent change to the Committee system in May 2012, a response to the recommendations of the Communities and Environment Standing Committee is now required.
4. Much of the focus of the review was on the potential of tourism to drive economic growth in Nottinghamshire. Recommendations in the final report reflect this and should therefore be considered by the Economic Development Committee.
5. Copies of the final report are available on request. The key recommendations and proposed responses are as follows:

<b>Recommendation</b>	<b>Proposed response</b>
<p>The County Council should work more closely with District and Borough Councils and the D2N2 LEP to align capital investment plans in 'anchor' tourist attractions over a five-year time period. Securing additional resources to support the development of these anchor attractions should be a top priority</p>	<p>Senior level discussions with District and Borough Councils on economic development include consideration of tourism. A 'task and finish' approach could be adopted in relation to visitor attractions with key District and Borough Council partners.</p>
<p>The County Council's commitment to Experience Nottinghamshire as the marketing and promotions organisation for the County should be re-stated. Analysis of performance against SLA targets should be robust and new SLAs should incorporate outputs agreed with the Council's communications team.</p>	<p>Policy Committee agreed an increased contribution to the core costs of Experience Nottinghamshire of £218,000 per year for three years at its meeting in September. The increased contribution will run from 2012-13 to 2014-15, and will be backed up by a new SLA.</p>
<p>The County Council should work with District and Borough Councils to ensure a balanced contribution to the core costs of Experience Nottinghamshire which can be maintained over a three-year period.</p>	<p>Several District and Borough Councils are considering enhanced contributions to Experience Nottinghamshire in future years. The County Council's additional contribution will ensure stability for the organisation going forward.</p>
<p>The County Council should support efforts by Bassetlaw District Council to maximise opportunities afforded to the District by the Pilgrim Fathers and Dukeries offers. These should be aligned with the Sherwood Forest offer as closely as possible. Opportunities to link the use of the Robin Hood Airport with the tourism offer around Pilgrim Fathers and Dukeries should be prioritised and explored with the Airport.</p>	<p>A condition of the Council's increased contribution to Experience Nottinghamshire's core costs should be a discrete project on the Pilgrim Fathers, in partnership with Bassetlaw District Council. Additional County Council resources in terms of archives and/or conservation expertise should be offered to support the development of the Pilgrim Fathers offer. Discussions should be held with Robin Hood Airport to pursue linkages.</p>
<p>Experience Nottinghamshire should explore the possibility for themed trails to be developed aligned to the four new marketing campaigns. Opportunities for promotional offers and/or discounted enter to Nottinghamshire's attractions should also be investigated.</p>	<p>This should be factored in to the new Service Level Agreement with Experience Nottinghamshire.</p>
<p>District and Borough Councils should consider innovative ways of</p>	<p>To be discussed through Notts Chief Executives and Leaders</p>



supporting Experience Nottinghamshire, for instance by seconding tourism staff to the organisation, in order to ensure a collective effort and drive economies of scale.	meetings.
The County Council should develop, with District and Borough Councils, a forward plan for Tourist Information Centres in the County. Co-location in existing attractions or in libraries and virtual solutions should all be explored.	
Experience Nottinghamshire should review its investment in printed material on an annual basis, alongside exploring new online and social media marketing opportunities.	This is included in Experience Nottinghamshire's operational plans.
The County Council and its District and Borough Council partners should promote membership of Experience Nottinghamshire to the business community, in order to support the organisation's efforts to move away from dependence on public sector funds.	The County Council promotes Experience Nottinghamshire through its business engagement forums and at business clubs in the County. Rushcliffe Borough Council is considering offering businesses 50% of the membership fee to Experience Nottinghamshire in a bid to increase new members in the Borough. This approach could be replicated elsewhere in the County.
A more concerted effort should be made to attract school visits to Nottinghamshire's attractions and particularly those with historical connections.	Children's and Families Services to comment.

### Other Options Considered

6. None. The Committee is required to offer a response to the recommendations of the Communities and Environment Standing Committee.

### Reason/s for Recommendation/s

7. The Committee is required to offer a response to the recommendations of the Communities and Environment Standing Committee.

## **Statutory and Policy Implications**

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

### **Financial Implications**

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

## **RECOMMENDATION/S**

That the Committee agrees the recommendations of the Communities and Environment Standing Committee on tourism and economic development and agrees the proposed responses set out in paragraph 5 of the report.

### **Report of the Chairman of the Economic Development Committee**

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

### **Constitutional Comments (SLB 04/10/2012)**

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

### **Financial Comments (DJK 04.10.12)**

10. The contents of this report have been duly noted.

### **Background Papers**

Final report of the Communities and Environment Standing Committee review of tourism and economic development (April 2012)

### **Electoral Division(s) and Member(s) Affected**

All

**23 April 2012****Agenda Item: 4****REPORT OF COUNTY COUNCILLOR SUE SADDINGTON****REPORT TITLE: TOURISM AND ECONOMIC DEVELOPMENT REVIEW  
FINAL REPORT****Purpose of the Report**

1. To present the findings and recommendations of the Communities and the Environment Standing Committee's review of tourism and economic development.

**Information**

2. The Communities and Environment Standing Committee commenced a review of issues associated with tourism and economic regeneration in September 2011. Matt Lockley (Team Manager, Economic Development) gave an overview of the Council's approach towards tourism and economic development, which is largely handled through the Council's partnership with Experience Nottinghamshire. Jennifer Spencer, Chief Executive of Experience Nottinghamshire, attended to explain the background to Experience Nottinghamshire; its aims and objectives; its funding model and delivery priorities. Jennifer's introduction also covered the national picture and strategic relationships with Visit England and Visit Britain.
3. Experience Nottinghamshire is the recognised 'Destination Management Organisation' (DMO) for Nottingham and Nottinghamshire, and was established in 2004. The City and County Councils are founding partners and supporters of Experience Nottinghamshire, and both Councils transferred responsibility for their tourism marketing and promotions work to Experience Nottinghamshire when it was created. Both Councils have Service Level Agreements with Experience Nottinghamshire which govern the funding allocated to the organisation. Members

noted that Nottinghamshire County Council was currently in the second year of a three year commitment to provide £118,000 per year to Experience Nottinghamshire (this commitment currently runs until March 2013). Experience Nottinghamshire also manages the Nottingham Tourist Information Centre on behalf of the City Council.

4. Issues relating to tourist information centres across the County were referenced at various points throughout the review. Members agreed that some form of tourist information presence is essential in attracting tourists and advising them of what to see and do in Nottinghamshire, whilst recognising that the costs associated with running discrete centres may not be sustainable in the long-term. Members agreed that partners should work together to set out a longer-term plan for tourist information in the County that reflects new technology and offers a more financially sustainable approach. It was noted that Experience Nottinghamshire is already leading work on virtual and online tourist information, and that an online Q&A and iPhone app would be launched soon.
  
5. In her introductory presentation, Jennifer Spencer described the value of the visitor economy to Nottinghamshire, which is estimated to be in the region of £1.38 billion/year. Over 16,000 jobs in Nottinghamshire are directly linked to the visitor economy, and national targets set by Visit England suggest that the visitor economy has the potential to grow by 5% year-on-year to 2020. Jennifer Spencer also outlined the work she has been doing with the D2N2 (Derbyshire and Nottinghamshire) Local Enterprise Partnership, which has recognised the visitor economy as a key growth sector for the two cities and counties. This work is being led by the Duke of Devonshire.
  
6. The Committee also noted the national and international work being undertaken by Visit England and Visit Britain respectively. Visit England has a specific remit to encourage UK citizens to holiday in England, whilst Visit Britain's role is to attract overseas visitors. Both Visit England and Visit Britain are using the forthcoming Diamond Jubilee and London 2012 Olympics as drivers for growth in the tourism sector. Jennifer Spencer stated that Experience Nottinghamshire had worked hard with Visit England to secure 'attract brand' status for Nottingham and Sherwood

Forest, which had been agreed. Nottingham and Sherwood Forest form part of Visit England's strategy for 14 attract brands across England.

7. The Chair of the Committee invited Jennifer Spencer to attend subsequent meetings in an advisory capacity to Members of the Committee. Members agreed that the review should focus on the economic impact and potential of the Nottinghamshire visitor economy, with a view to visiting some parts of the County to assess the visitor 'offer' first-hand. Members were mindful of the fact that many of the County's visitor attractions were visited as part of the Conservation and Heritage review which immediately preceded this review, and were keen to avoid duplication of effort. Members also wanted to gain a greater understanding of how the County is promoted to visitors, and how local tourism businesses are supported.
8. The second meeting at which tourism and economic development was considered had presentations from Martin Done, the County Council's Service Director for Communications, and Erin Huckle, the PR Manager at Experience Nottinghamshire. Martin Done focussed on the Robin Hood Festival in 2011, and used this as a case study for how the Council's communications team have improved the visibility of the festival and the positive message about Nottinghamshire's visitor attractions. Members noted the significant increase in visitor numbers to the festival as a result of more focussed communications activity, but also raised concerns about some of the feedback from attendees. Members made suggestions about how the festival could be improved, including potential support for a local food and drink event to run alongside the festival itself. Members agreed to invite Patrick Candler, Group Manager Country Parks, to the next meeting to further explore the Robin Hood Festival and its potential to grow.
9. Erin Huckle updated the Committee on recent PR campaigns undertaken by Experience Nottinghamshire, and again used the Robin Hood Festival as a case study. Erin outlined the coverage that Experience Nottinghamshire had secured for the festival in the national press, and stressed the continued strong relationship between Experience Nottinghamshire and the Council's communications team. Erin demonstrated to the Committee further national press coverage that Experience Nottinghamshire had achieved or that was in the pipeline, and explained that Experience Nottinghamshire's PR strategy was focussed on audience segmentation

and targeting through relevant national media and the trade press. This strategy would be expanded further subject to the outcome of Visit England's bid for Regional Growth Fund monies, which Nottingham and Nottinghamshire would stand to get a share of.

10. At its December 2011 meeting, the Committee heard from Patrick Candler, Group Manager Country Parks, who provided more detailed feedback on the 2011 Robin Hood Festival and also outlined plans for the festival in 2012. Members were keen to be involved in planning for the 2012 festival, which has been moved to later in August to avoid clashing with the Olympic Games. Members also suggested greater involvement of the local business community in the festival. It was agreed that this would be facilitated by Economic Development in conjunction with the Country Parks service.

11. Subsequent meetings focussed on specific elements of the visitor 'offer' in the County, with presentations from Bassetlaw District Council and from the County Council's heritage and conservation team on Newark town centre. On a visit to Bassetlaw, Members were impressed by the story behind the Pilgrim Fathers and the enthusiasm of the local story tellers, but they recognised the lack of a defined tourist attraction to act as an anchor for overseas visitors, and the patchy nature of the Pilgrim Fathers Trail. Local signage and cross-marketing and /or the development of tourist packages (i.e. with Boston (Lincs), Plymouth and the Netherlands) were noted as being areas of weakness. The local accommodation and hospitality offer was highlighted as an area of potential growth, particularly if an attraction could be developed which would tap into the American visitor market. Finally, Members noted the proximity of the Pilgrim Fathers trail to more established attractions such as Clumber Park, Thoresby Hall and Sherwood Forest, and agreed that more could be done to package these Nottinghamshire strengths together.

12. Members heard from the County Council's heritage and conservation team about the historical heart of Newark, and its potential to become a major visitor attraction in its own right. A visit to Newark to see ongoing work to develop a Civil War Centre was subsequently cancelled; however Members recognised the significant work undertaken by the County Council to improve the visitor offer in Newark on the back of the town's Tudor and Civil War history, and to improve access more generally

through the new bus station and improved pedestrianisation of the town centre. Newark's position on the river Trent and its potential to act as the gateway to the rest of the County offer was emphasised.

13. Finally, the Committee heard presentations from Keith Laird (Business Development Manager at Experience Nottinghamshire) on how the organisation's membership model works and the benefits that local tourism businesses gain from Experience Nottinghamshire; and Jennifer Spencer, who gave an update to the Committee on Visit England's latest research and priorities, Regional Growth Fund and Experience Nottinghamshire's new strategic themes for marketing and PR.

14. Keith Laird used case studies to demonstrate the exposure that local businesses (including B&Bs, restaurants and attractions) get when they subscribe to Experience Nottinghamshire. Web-based advertising was particularly successful, and QR codes were now being used in print material to link directly to Nottinghamshire's tourism businesses. Keith also described the Experience Nottinghamshire business model and plans to move to a more balanced and sustainable financial position, with greater private sector contributions.

15. Jennifer Spencer updated Members on Visit England's successful bid for Regional Growth Fund monies. Given Nottingham and Sherwood Forest's status as a national 'attract brand', Experience Nottinghamshire will have access to up to £400,000 for marketing campaigns over the next three years. These funds will be used to support four new marketing campaigns under the following headings:

- a. Love local – food, drink, traditions and crafts
- b. What legends are made of – heroes, villains, famous Nottinghamshire authors / artists
- c. Do it outdoors – exploring the County's green estate, country parks and hidden gems. Walks, cycling, horse-riding and sport in Nottinghamshire's quiet countryside
- d. Cultural inspiration – art, heritage, history and events

Local match funding of £220,000 will be required to ensure access to the full allocation. The Regional Growth Fund monies will only be able to be used in

Ashfield, Bassetlaw and Mansfield (and Nottingham City) as these are priority areas for Visit England.

16. Jennifer Spencer outlined ongoing discussions with Nottinghamshire's district councils about the Regional Growth Fund monies and about future delivery of tourism marketing in the County. Most of the discussions had been positive to date. Experience Nottinghamshire is hopeful about establishing stronger relationships with district councils and other stakeholders going forward which will enable a more coherent visitor offer to be marketed in the national and international media and contribute to the future sustainability of Experience Nottinghamshire.

17. The Chair of the Committee requested that special thanks be offered to Jennifer Spencer for her contributions (and those of her staff) to the Committee's review over the past six months. In addition, the Chair requested that the very positive contribution of Sandra Withington to the review and the visit to Bassetlaw also be formally noted.

### **Recommendations:**

18. On completion of the review, the recommendations of the Standing Committee are as follows:

- The County Council should work more closely with District and Borough Councils and the D2N2 LEP to align capital investment plans in key ('anchor') tourist attractions over a five-year time period. Securing additional resources to support the development of these anchor attractions should be a priority;
- The County Council's commitment to Experience Nottinghamshire as the marketing and promotions organisation for tourism in the County should be re-stated. Analysis of performance against Service Level Agreement targets should be robust and new Service Level Agreements should incorporate outputs agreed with the County Council's Communications team [note: copy of 2011-12 SLA and performance against targets will be circulated with this paper]
- The County Council should work with District and Borough Councils to ensure that a balanced contribution to the core costs of Experience Nottinghamshire can be



maintained over a (minimum) three-year period (aligned to the Regional Growth Fund allocation);

- The County Council should support efforts by Bassetlaw District Council to maximise opportunities afforded to the District by the Pilgrim Fathers and Dukeries offers. These should be aligned with the Sherwood Forest offer as closely as possible (including joint marketing initiatives);
- Opportunities to link the use of the Robin Hood Airport with the tourism offer around Pilgrim Fathers and Dukeries should be prioritised and explored with the Airport.
- Experience Nottinghamshire should explore the possibility for themed trails to be developed aligned to the four new marketing campaigns. Opportunities for promotional offers and/or discounted entry to Nottinghamshire's attractions, which could form part of the Experience Nottinghamshire brochure, should also be investigated;
- District and Borough Councils should consider innovative ways of supporting Experience Nottinghamshire, for instance by seconding tourism staff to the organisation to ensure a collective effort and drive economies of scale;
- The County Council should develop, with District and Borough Councils, a forward plan for Tourist Information Centres in the County. Co-location in existing attractions or in libraries and virtual solutions should be explored as options;
- Experience Nottinghamshire should review its investment in printed material on an annual basis, alongside exploring new online and social media marketing opportunities. [*note: further information on the print and distribution costs of the annual Experience Nottinghamshire brochure will be circulated with this report, as requested*];
- The County Council and its District and Borough Council partners should promote membership of Experience Nottinghamshire to the business community, in order to support the organisation's efforts to move away from dependence on public sector funds;
- A more concerted effort should be made to attract school visits to Nottinghamshire's attractions and particularly those with historical connections.

**Councillor Sue Saddington**  
**Chair of the Communities and the Environment Standing Committee**

**For any enquiries about this report please contact:**

Lead Officer: Matt Lockley

Scrutiny Co-ordinator: [martin.gately@nottsc.gov.uk](mailto:martin.gately@nottsc.gov.uk)

**Background Papers**

Nil

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

All



**16 October 2012**

**Agenda Item:**

**REPORT OF THE CHAIRMAN OF ECONOMIC DEVELOPMENT COMMITTEE  
UPDATE ON THE NOTTINGHAMSHIRE LOCAL BROADBAND PLAN**

**Purpose of the Report**

1. The purpose of this report is to inform the Economic Development Committee of the latest position regarding the Nottinghamshire Local Broadband Plan. This update report covers:
  - (a) the work going on towards procuring a commercial delivery partner, and:
  - (b) demand stimulation activities.

**Information and Advice**

**Background**

2. As Committee Members are aware, Nottinghamshire was awarded £4.25 million from the Government's broadband funding to deliver superfast connectivity to 90% of the County by 2015. This Government contribution has to be matched locally, and will also lever in a substantial private sector contribution. The total estimated investment in Nottinghamshire will be in the region of £17 million.
3. The focus of the investment is on rural areas which suffer from low or no access to broadband, and on delivering business benefits and making the County a more attractive place to do business and invest. The Council agreed in December 2011 to establish a small project team and to allocate capital and revenue resources to the project.
4. Nottinghamshire's Local Broadband Plan was signed off by the Secretary of State in April 2012. Since that time, delays have been encountered at the national level as the Government has been negotiating State Aid (competition related) clearances and Framework Agreements with the European Union and principal commercial providers.

**Procurement and delivery**

5. The Secretary of State announced in his speech in August 2012 that he anticipated one procurement a week being progressed from October onwards with a view to all procurements being concluded by the summer of 2013.
6. In order to facilitate this timetable, Broadband Delivery UK (BDUK) have been working to incorporate the learning that has come from existing procurements into the assurance and pre-procurement process. In practice this means BDUK have replaced existing

'checkpoints' (which Nottinghamshire had passed in August 2012) with a new and enhanced assurance checkpoint – alongside a new training workshop for project teams.

7. These steps are aimed at giving greater certainty at the start that projects will progress smoothly through the procurement process. The new assurance and training workshop is being held on 11 October 2012. It is understood that approximately a month after the workshop, Nottinghamshire will commence its pre-procurement activities.
8. The government has negotiated a *Framework Agreement* to facilitate the procurement for the broadband programme. BT and Fujitsu signed the Framework in June 2012. The advantages for Nottinghamshire of using the *Framework Agreement* is that the Council will follow a standardised process and benefit from: template documents; technical guidance material and BDUK technical support; compliance through Gateway reviews and checkpoints at key points in the process [Pre-procurement; Procurement & Contracting].
9. The Broadband Model that Nottinghamshire will be adopting is NOT a typical procurement of services and will be adopting a **CO-INVESTMENT MODEL**:

Investment Gap	There is often no commercial case for suppliers to roll-out (invest) broadband in many rural locations – so public money is being used to 'fill the gap' – essentially changing the economics of suppliers infrastructure investment plans making them commercially viable.
Wholesale Access	The supplier contracts to provide Wholesale Regulated Services to any provider. The chosen supplier will bring Internet Service Providers (ISPs) who will offer retail services to <u>any</u> end users on terms <u>equivalent</u> to that offered in the suppliers commercial footprint. The Council is <u>NOT</u> buying services directly; rather, facilitating the market to provide them on terms available to anywhere else in the country.
Risk Transfer	The supplier takes on the risk of surveying then designing, building and maintaining the new infrastructure. The Council is <u>NOT</u> buying the kit and is <u>NOT</u> responsible for managing or maintaining it.
Clawback	Suppliers model expected customer take-up – state aid regulations allow that where this exceeds planned uptake the local authority can claw-back excess profit and reinvest in additional infrastructure capability. This clawback mechanism operates for seven years. Note also that poor take-up is a risk the supplier takes on not the local authority.

10. The procurement process is a total of 28 weeks from start to finish. On passing the assurance checkpoint Nottinghamshire will be given details on the specific timetable for our project.

<b>Procurement Process – 28 week from start to finish.</b>	
Open market Review (supplier consultation	1 <sup>st</sup> Checkpoint (B0)
Public Consultation	

Supplier Engagement (structured meetings)	2 <sup>nd</sup> Checkpoint (B1)
Draft ITT	
Issue Final ITT	3 <sup>rd</sup> Checkpoint (B2)
Evaluate Tender Responses	
Preferred Supplier notified	
Grant agreement & Contract Award	4 <sup>th</sup> Checkpoint (C)

## **State Aid**

11. However, before the Council can spend money on broadband, we have to (a) secure state aid approval from the European Commission and (b) have defined our intervention area (i.e. where you will spend money). The EU have indicated that they do not want to be responsible for evaluating 50+ broadband projects and have invited the UK to set up a *National Competency Centre* (within BDUK) to do the job for them. BDUK's State aid approval is expected September/October 2012. No broadband project can contract without state aid approval.
12. For State aid compliance, the Council will be undertaking an Open Market Review (OMR). The OMR is intended as a precursor to formal public consultation and will be issued to all recognised broadband infrastructure and internet providers in our area to understand what the private sector is doing to invest in next generation broadband. The results of the OMR will assist Nottinghamshire with understanding the broadband infrastructure (basic broadband and Next Generation Access (NGA)) already in place and where there are plans for investment in such infrastructure in the coming three years and will act as a significant step in the design of the Nottinghamshire intervention area.

## **Demand stimulation activities**

13. Work is underway on the *Superfast Broadband for Notts* campaign with the aim of achieving 5000 pledges (of which as many as possible will come from businesses) by autumn. The circa 4,400 pledges to date, will be used to lobby telecoms companies to prioritise Nottinghamshire. Analysis has concluded that Rushcliffe is leading the way with 39% of the total amount of pledges received so far, followed closely by Newark & Sherwood at 29% and Bassetlaw at 20%. The remainder of the pledges are broken down as follows: Ashfield at 3%, Broxtowe at 2%, Gedling at 3%, Mansfield at 2% and Nottingham City at 2%.
14. A series of marketing and public relations activities have (and continue) to be undertaken involving case studies, attendance at events (such as the Robin Hood Festival, the Southwell Ploughing Match and various business engagement meetings), radio and BBC and Central TV coverage and the use of social media – particularly through the Nottinghamshire Broadband Facebook page<sup>1</sup> (which currently has 83 'friends').
15. A total of 10,000 blank survey forms have been produced for wider circulation. A letter was sent to all Nottinghamshire Parish and Town Councils asking them to encourage their communities to get behind the campaign and this is being chased up with a telephone call to

<sup>1</sup> <http://www.facebook.com/nottinghamshirebroadband>

see if additional pledges forms and posters are required. All partners have been asked to host the pledge button on their websites.

16. Running simultaneously with the pledge campaign will be a range of demand stimulation initiatives to (a) improve people's (particularly businesses) readiness to use broadband technologies, (b) encourage an increase in online usage and (c) identify and encourage innovation in what can be done with broadband. The overriding aim is to increase the rate of broadband take-up to be at or above the UK average across rural areas of Nottinghamshire. The tender opportunity for demand stimulation work was launched late September via the Source Nottinghamshire website; the site brings together buyers and suppliers, making it easier for (particularly local) businesses to find out about new sources of potential revenue. The successful tenderer is expected to be appointed by the end of November 2012.

## **Statutory and Policy Implications**

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

### **Financial Implications**

18. The report contains the financial figures for the Broadband project.

### **Equalities Implications**

19. An Equalities Impacts Assessment has been produced for the Nottinghamshire Broadband Plan. It concluded that it is difficult to predict what the real implications of superfast broadband will be for the 116,011 premises (both business and residential) that are the subject of the Plan and there is the possibilities of additional, as yet unforeseen, implications for rural communities from such a digital divide.

## **RECOMMENDATION/S**

20. It is recommended that members note the on-going process towards delivering superfast broadband in Nottinghamshire.

### **Report of the Chairman of the Economic Development Committee**

**For any enquiries about this report please contact: Nicola M<sup>c</sup>Coy-Brown ext 72580**

### **Constitutional Comments (SLB 04/10/2012)**

21. This report is for noting only.

### **Financial Comments (DJK 04.10.12)**

22. The contents of the report are duly noted; the project spend will be contained within the capital and revenue budgets for the financial years to 2015.

**Background Papers**

Nottinghamshire Local Broadband Plan.  
Report to County Council (December 2011)

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

All







**16 October 2012**

**Agenda Item: 10**

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

**WORK PROGRAMME**

**Purpose of the Report**

1. To consider the Committee's work programme for 2012/13.

**Information and Advice**

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

**Other Options Considered**

6. None.

**Reason/s for Recommendation/s**

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

## **Statutory and Policy Implications**

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

## **RECOMMENDATION/S**

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

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

**For any enquiries about this report please contact: David Forster, x 73552**

## **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>
<b>November 2012</b>				
Nottinghamshire Growth Plan	To review and endorse the final draft of the Nottinghamshire Growth Plan, following consultation in October	Decision	Celia Morris	Celia Morris
Supply chain readiness: update on work with procurement on improving access to public sector opportunities for Nottinghamshire SMEs	Report and presentation to update Committee on work commissioned through the 2012-13 economic development budget to improve the readiness of local companies to access public sector contracts.	Information	Matt Lockley	Hilary Porter
Nottinghamshire Business Engagement Group	To review the progress of the Nottinghamshire Business Engagement Group and consider the future development and priorities of the group	Decision	Matt Lockley	Matt Lockley
Economic development budget 2013-14: outline proposals	To discuss and approve outline plans for the economic development budget in 2013-14	Decision	Celia Morris	Matt Lockley
Nottinghamshire Work Clubs: update	To receive an update on progress on the roll-out of the Nottinghamshire Work Club programme	Information and decision	Trish Adams	Trish Adams
<b>January 2013</b>				
Corporate Economic Development Strategy	To consider and approve a corporate economic development strategy / statement for the County Council.	Decision	Celia Morris	Celia Morris
Economic development budget 2013-14: final proposals	To sign off the economic development budget for 2013-14, including the entry into the Council's budget book	Decision	Celia Morris	Matt Lockley
D2N2 LEP – progress, programme of activities and funding opportunities <i>[n.b. standing item]</i>	To receive an update on the D2N2 LEP, its work on priorities, key programmes and funding opportunities. Feedback from latest D2N2 Board meeting.	Information	Matt Lockley	Matt Lockley
<b>March 2013</b>				
Invest in Nottingham: review and future joint working	To consider progress to date on the joint working arrangements for inward investment with Nottingham City Council	Information (possible decision)	Matt Lockley	Tom Rawsterne

<b><u>Report Title</u></b>	<b><u>Brief summary of agenda item</u></b>	<b><u>For Decision or Information ?</u></b>	<b><u>Lead Officer</u></b>	<b><u>Report Author</u></b>
Experience Nottinghamshire: 2013-14 Service Level Agreement	To consider and approve the service level agreement between Nottinghamshire County Council and Experience Nottinghamshire for 2013-14	Decision	Celia Morris	Celia Morris
<b>April 2013</b>				