

Minutes of a meeting of the **Economic Success Panel** held at Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich on **Tuesday 2 July 2019** at **6pm** when there were present:

Mrs J K Copplestone – Chairman

Mr S C Beadle
Mr N J Brennan
Mr P E Bulman

Ms S J Catchpole
Mr A D Crotch

Mrs T M Mancini-Boyle
Mrs K A Vincent

Also in attendance were the Assistant Director of Economic Growth, the Economic Development Manager, the Economic Development (Partnerships & Growth) Manager and the Committee Officer (DM).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Ms R M Grattan and Mr D King.

2 MINUTES

The Minutes of the meeting held on 27 November 2018 were confirmed as a correct record and signed by the Chairman.

3 OVERVIEW OF THE WORK OF THE ECONOMIC DEVELOPMENT DEPARTMENT

Members received a presentation from officers (a copy of which is attached to the signed copy of these Minutes) on the following:

Economic Development Strategy and Joint Position – Members noted the commonality between Broadland and South Norfolk Councils in their economic ambitions. South Norfolk Council's key priority in delivering its ambitions had focussed on support at a strategic level whilst the Broadland offer also included a desire to continue to provide support to emerging and small businesses. There was now a shared acknowledgement of the merits of supporting a whole range of economic development from emerging businesses through to strategic support and the alignment of the two officer teams would enable expertise in both areas to be shared across both Councils.

Delivering Economic Growth – Members noted the various ways in which the Council supported economic growth, both at a strategic level and a local level and that ways to extend or improve support were always being explored. The Chairman commented that indications were that economic growth was set to increase exponentially in the region, particularly in relation to agri-food,

agri tech, clean energy and in relation to ICT/digital. Reference was also made to SETI – the Smart Emerging Technology Institute and its innovative and ambitious aims to enable the acquisition and sharing of data by providing a high performance data management facility linking major research sites.

Economic Development Services – Members noted the range of activities promoted and support given to economic development in the district. The service was successful in achieving very high levels of engagement with its customers but one of the key areas for attention was to continue to raise awareness and enhanced marketing. Members felt this was particularly important to make sure small businesses and those thinking of starting up a business were aware of the support available to them. This year, 322 businesses had engaged with the Council, 138 of which were new, the remaining were existing businesses returning for further support / advice. Reference was made to the Council's support for the Young Enterprise Scheme and work undertaken within schools as part of the Learn to Earn project. Members commended the value of this work and welcomed any feedback from young people at schools in their wards. They also commended the Choices scheme which sought to help people back into work and was predominantly being taken up by those aged 50+. The changes to the pension age for women would potentially lead to a need for some women to change careers / retrain. Members commented on the value of ongoing training opportunities, including short-term evening courses which officers commented they had been investigating.

Members also noted that a comprehensive review was needed in relation to car parks. The Council was part of the Norfolk Parking Partnership and had received parking enforcement services as part of this for a number of years. However, the Council had now contributed £15,000 (50% of the cost of the Council's enforcement service) for 2018/19 and would be asked to contribute this amount for the current financial year as a contribution to the Partnership costs and would need to take a more active role in the Partnership. A review of car parking was being prepared for consideration at the next meeting of the Panel. Members welcomed the opportunity to be involved in the review having regard to some of the issues caused by parking in the district's towns and parishes which could potentially be better controlled with a mix of appropriate parking restrictions.

Members thanked the officers for the presentation and commended them for the excellent work being undertaken. They agreed that continued and enhanced marketing and publicity / promotion of the services was essential and encouraged all to spread the word.

4 WORK PROGRAMME

Officers updated Members on the latest position on Broadland Gate – this was an extension of approximately 20 hectares (10 units) to the Broadland Business Park and all utilities and services were now in place and the main anchor tenant would soon be taking up their unit.

It was agreed that the next meeting on 19 August 2019 would be held at Carrowbreck and the substantive item of business would be to consider a report on car parks in the district.

The meeting closed at 7:15pm