

Minutes of a meeting of the **Economic Success Panel** held at Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich on **2 October 2018** at **10.00am** when there were present:

Mrs J K Copplestone – Chairman

Mrs C H Bannock

Mr P H Carrick

Mr S M Clancy

Mr J J Emsell

Mr G K Nurden

Mrs K A Vincent

In attendance were the Economic Development Manager, the Tourism Officer, the Economic Development Project Officer and the Committee Officer (DM).

15 APOLOGIES FOR ABSENCE

An apology for absence was received from Mr G Peck.

16 MINUTES

The Minutes of the meeting held on 7 August 2018 were confirmed as a correct record and signed by the Chairman.

Minute no: 10 Minutes – (Eco Cube)

Members noted that a Time and Task Panel had been set up to get a better understanding of the matters surrounding the lease and disposal of the Eco-Cube.

Minute no: 11 Grants Review

The proposal to establish a Member Grants Scheme had now been considered by the Overview and Scrutiny Committee and Cabinet and a draft scheme would be considered by the Economic Success Panel at its next meeting on 27 November 2018.

17 BROADLAND ECONOMY UPDATE – REPORT FOR OVERVIEW AND SCRUTINY

Members considered the report of the Head of Economic Development setting out the Broadland Economy Update for consideration by the Overview and Scrutiny Committee at its next meeting. The Economic Development Manager invited Members to comment on the report before its submission to Overview and Scrutiny.

It was agreed that the following amendments be made:

- Include figures of individual businesses attending the Business Breakfasts to monitor attendance patterns.
- Include figures of those attending free/paid courses delivered by Broadland Training Services.
- Include costs for the Tots2Teens scheme.

It was noted that, whilst staff with children attending Tots2Teens courses did not benefit from any discounts, their children were supervised before and after courses and transported to courses – the costs of which were covered by HR.

With regard to the WW1 celebrations, and concern that parishes might not be forthcoming in supporting the District Council's celebration as many were organising their own events, the aim was to promote all celebrations and link them together to encourage support for both district and parish events. A number of the commemorative "There But Not There" life size figures had been purchased and would be used at various locations throughout the district as part of the "Broadland Remembers" celebrations which would commence on 9 November 2018 at Whitwell Station, Reepham for one week. Anyone wishing to offer memorabilia / information for the displays could do so direct to Council officers.

Mr Nurden and Mrs Vincent indicated they wished to attend the Financial Industries Group (FIG) event on 6 November 2018.

Members noted the latest situation regarding apprenticeships and that discussions had been held with the County Council regarding a countywide initiative to encourage continued support for apprenticeships, particularly in relation to smaller enterprises. Members noted the figures for apprenticeships offered and taken up in Broadland continued to be the highest in Norfolk, despite a general decline in recruitment nationally.

Members welcomed the report which was very positive.

A Member commented that they hoped ways of enhancing existing schemes could be explored as part of collaborative working with South Norfolk.

With regard to collaborative working, the Chairman handed round a draft design for a new joint investment website for Broadland / South Norfolk which South Norfolk Council had been developing. A soft launch of the website was planned for 8 October with a view to launching the website in time for the MIPIM property market trade show on 17/18 October 2018. The Chairman had raised concerns about the deadline for the launch and asked for this to

be extended to 12 October. She had also raised a number of other concerns about the design / detail of some elements of the proposed website which it was felt did not reflect the fact that it was a joint Broadland / South Norfolk website. She also wanted to see the inclusion of a “construction” section and officers at Broadland had drafted some wording for this. The Chairman had also put forward the idea of organising a trade delegation towards the end of November, following the launch of the website, to enable businesses to visit the area and encourage investment in Greater Norwich. Members welcomed the proposal for the website and supported the Chairman in raising concerns about the launch date and seeking amendments to the design / detail.

18 TOURISM REPORT

Tourism Volume and Value Report for 2017

Members received a presentation from the Tourism Officer on the statistics relating to tourism and visitor numbers for 2017 (a copy of the information is attached at Appendix 1 to the signed copy of these Minutes). Essentially the statistics demonstrated that tourism in Broadland had increased in 2017, in particular in relation to domestic visitors, with food and drink becoming more important to visitors. There was a need to continue to maintain high standards of products and to monitor the impact on attractions which had seen a drop in importance amongst visitors.

A question was raised as to how the data was collected and how reliable it was and officers undertook to circulate the full statistical report to Members as this included the methodology for data collection.

It was noted that officers would be issuing a press release in the near future to highlight the increase in tourism in the district.

Delegates at the recent Broads Tourism Forum had learnt that tourism contributed £3.25bn to the Norfolk economy. Visitors were now looking for lifestyle experiences /activities as part of their trips.

Members welcomed the report and the increase in tourism in the district.

Repton 200 Season – Evaluation Report

Members received a copy of the evaluation report for Repton 200 – a Norfolk-wide celebration of landscape gardener Humphrey Repton as part of the nationwide campaign in partnership with the Gardens Trust to raise awareness and to mark 200 years since his death (a copy of the report is attached at Appendix 2 to the signed copy of these Minutes).

Members congratulated the Tourism Officer for putting together such a successful series of events and welcomed the positive feedback and increase in visitor numbers to the area. The events were very good value for money and offered the opportunity for local communities to get together.

Arising from the success of the events, the Tourism Officer had been invited to speak about the Repton celebrations at the Tourism Conference and at a Gardens Trust event in London.

Members thanked the Tourism Officer for her presentation.

19 WORK PROGRAMME

- Member Grant Scheme
- MIPIM Update
- Car parks and electric charging points

20 DATE OF NEXT MEETING

27 November 2018 (possibly to be held at Carrowbreck)

The meeting closed at 11.20 am