

Economic Success Panel

Agenda

Date

Tuesday 2 October 2018

Members of the Economic Success Panel

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
Mr G Peck
Mr S Riley
Mrs K A Vincent

Time

10.00am

Place

Trafford Room
Thorpe Lodge
1 Yarmouth Road
Thorpe St Andrew
Norwich

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**The Chairman will ask if anyone wishes to
film / record this meeting**

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27 November 2018

P C Kirby
Chief Executive

Minutes of a meeting of the **Economic Success Panel** held at Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich on **7 August 2018** at **10.00 am** when there were present:

Mrs J Copplestone – Chairman

Mrs C H Bannock
Mr G K Nurden

Mr P H Carrick
Mrs K Vincent

Mr J J Emsell

Also present was Miss J Keeler.

In attendance were the Head of Economic Development, the Economic Development Manager, the Economic Development (Partnerships & Growth) Manager and the Committee Officer (DM).

The Chairman paid tribute to the work of Mr S Clancy the previous Portfolio Holder for Economic Development since 2002 during which time he had championed many projects including apprenticeships and at times taken some difficult decisions. She was grateful for the support he had given her since her appointment.

9 APOLOGIES FOR ABSENCE

An apology for absence was received from Mr G Peck.

10 MINUTES

The Minutes of the meeting held on 5 June 2018 were confirmed as a correct record and signed by the Chairman.

Minute no: 2 – Minutes – Better Broadband for Norfolk

The Chairman reported that, as part of the project, a sum of £560,000 was currently being held in the capital fund and was required to be held until the end of the project period. The objective was to achieve 97% Broadband coverage in Broadland and, to date, coverage had reached 95%. Any funds not used in achieving this target would be earmarked to help improve the service for the remaining 3%.

Minute no: 3 – Local Economy

Members received an update on the local economy and work of the Economic Development Department on the following:

- Job Seekers Allowance – 595 people aged 16-64 were currently in receipt of JSA – 0.8% of the total in that age group: Broadland being the lowest in Norfolk.
- Broadland Business Forum – Chris Skargill of Larking Gowen and Pete Waters of VisitNorfolk had attended the July Forum to present on Tourism. The next forum on 10 October had Brexit as the main topic. Local MPs were being invited to attend together with the Leader and the Portfolio Holder.
- Business Support / Training – a wide range of support and training continued to be offered for the whole spectrum of businesses in the district. One particular course would be led by Shaun Lowthorpe, previous editor of the EDP, and it was agreed to extend an invitation to this course to Members. Training courses were advertised by a range of means including a brochure, word of mouth, visits to industrial estates and using a database of businesses.
- Tots2teens was seeing a rise in the numbers of children with difficulties attending.
- VisitNorwich – the Council continued to subscribe to this and ensure it received value for money. The Council had been invited to take part in a pilot initiative to review tourism attractions in Broadland with a view to rolling it out to other districts. Support would be given to help Brundall to revamp the VisitBrundall website. An update report on Tourism would be made to the next meeting of the Panel on 2 October 2018.
- Business Plan / performance reports – these had recently been considered by Overview and Scrutiny and Cabinet and two additional performance targets on tourism and business rate incentives were being developed. The timeline for consideration of the quarterly performance reports had been modified and a performance report would be submitted to the Panel's next meeting on 2 October 2018.

A concern was raised about the manner in which the disposal of the Eco-Cube business training facility had been managed. Officers explained the circumstances leading to the closure of the facility and the disposal of the building and that this had been dealt with appropriately within the Council's accounts which had subsequently been audited and approved. The decision to implement the disposal had been taken by the Portfolio Holder in accordance with the Council's constitution but a Member felt that, in view of the value of the surrender, this should have been dealt with by way of a report to the Council. The facility had originally been funded by way of a grant to the Council which also provided for a period of no rental costs. The aim had been to provide a facility to bring together businesses and schools which despite being sought by them had not received the support necessary to keep it running. Alternative uses of the

building had been explored but were not successful. A decision was taken to dispose of the premises before its retention resulted in any financial burden to the Council.

- The Cambridge / Norwich Tech Corridor – an initiative to maximise connectivity, promote tech based business clusters locations at either end of the corridor and attract investment to the area. The initiative provided another means of promoting investment opportunities within the Broadland area. The current website would be revamped and a project lead had been appointed, as well as marketing staff to promote the concept. In response to a question regarding the alignment of LEPs with the Corridor, the Economic Development (Partnerships & Growth) Manager explained the current arrangements but advised that the Government was planning a reform of the LEPs.
- The Financial Industry Group continued to progress and grow. The third annual finance conference was to be held in November.
- The Greater Norwich Manufacturing Group, part of New Anglia Advanced Manufacturing and Engineering (NAAME) had grown from 25 members when launched to approximately 100. Its tenth meeting had recently taken place. Among other things, the Group was actively fostering networking and collaboration amongst members.
- Bernard Matthews - a programme of investment was being developed by interested parties to help secure the future of the business and jobs. The element of the business associated with the slaughter of animals was being relocated.

With regard to the role of the Council in supporting businesses facing potential closure, there was scope to support small scale local businesses with help and advice and with support by way of the business rates scheme etc. It was more difficult to help large scale major companies but opportunities were still taken to support them as had been the case with a recent boat company.

- Local Business Support – schemes in Aylsham, Reepham and Reedham continued to be supported and work was underway to help relaunch the Brundall initiative. A request was made to look at support for other areas, particularly those with a Neighbourhood Plan who were looking to implement action plans, but it was noted that there needed to be a local commitment to taking this forward.
- Heritage Open Day – a brochure had recently been launched at Catton Park promoting heritage events in Broadland.

- Multi Cultural event – plans were being drawn up for an event in September.
- WW1 Celebrations – a week of commemoration/celebration was being explored for November.
- Broadland News – this had recently been released and the future of the Buy in Broadland vouchers was being looked at in the light of GDPR.
- Community Activity Officer – following the recent retirement of a member of staff, a service review had been undertaken and savings of £15,000 achieved by delivering a revised service over 4 days per week. The remaining 1 day a week would be utilised to deliver a project on falls prevention using remaining funds from the Public Health grant.
- Broadly Active – a new web based record system was being developed, commissioned by Places for People, which would allow for the collection of data and client information which was GDPR compliant and which would help provide a more significant evidence base for the service, simpler reporting mechanisms and more thorough client tracking information.
- Dementia Cafés – work had begun to provide training and officer support to all cafes in the district to become more dementia aware.
- LEADER Funding – a team at the County Council were looking at options going forward for rural funding when LEADER funding ended following BREXIT.
- Local Investment in Future Talent – no suitable schemes in Broadland had as yet come forward.

11 GRANTS REVIEW

The Economic Development Manager reported that the Council had agreed in June last year to outsource management of its grants scheme to Norfolk Community Foundation. This had led to a redundancy and savings of £40,000 for the Council. Two schemes had been operating, one offering grants of up to £500 with no match funding for small scale projects, the other involving grants of up to £2,000 which needed 50% match funding. A capital grants scheme also existed up to £5,000 for up to 50% of capital costs. At that time, funding was available for a 2 year period and this was now coming to an end with approximately £35,000 remaining in the revenue fund and £36,000 in the capital fund. The NCF currently provided a good service processing and reporting on applications received with the Council deciding on applications by way of a portfolio decision.

Looking forward, discussions had started regarding the potential for individual Member grants for them to support projects in their communities. Such schemes were already being run by the County Council and South Norfolk Council. There was currently no budget provision for such a scheme and a growth bid would need to be made and arrangements made to manage and oversee the scheme. A range of issues needed to be explored such as the allocation of funds to Members, noting concerns that some Members represented a number of parishes and others jointly represented one parish. It was noted that South Norfolk was currently reviewing its scheme and there was an opportunity to engage with them during this process and explore options for a scheme serving both councils. Members were generally supportive of the proposal and it was agreed that officers explore the options further for a report to Cabinet in September. The Economic Development manager undertook to consult members of the Panel by email on the draft report.

RESOLVED

To agree that officers explore further the options for a Member grant fund and prepare a report for consideration by Cabinet in September and to consult members of the Panel by email on the draft report.

12 UPDATE ON COLLABORATION

The Head of Economic Development reported that work was progressing on fulfilling the actions contained in the feasibility study and the route-map. It was however becoming apparent that some of the timelines for work on economic development were very ambitious and were dependent on other factors outside the control of Broadland officers, including the appointment of the new Managing Director. Assurances were sought that the timelines were indicative and an acknowledgement that they may have to slip. Officers were keen to ensure a considered, cautious approach to delivering the target objectives rather than being propelled forward with urgency.

Members were supportive of a measured approach being taken. They were also keen to ensure that Broadland continued to prioritise its community work and to retain its working relationship with the business community in Broadland.

The Chairman commented that she would be attending a shared culture workshop shortly and would reinforce these views.

13 WORK PROGRAMME

- Tourism report – 2 October 2018
- Performance report – 2 October 2018
- Collaboration and Strategic Growth
- Car parks and electric charging points

14 DATE OF NEXT MEETING

2 October 2018

The meeting closed at 11.50 am

DRAFT

BROADLAND ECONOMY UPDATE

Portfolio Holder: Economic Development
Wards Affected: All

1 LOCAL BUSINESSES

- 1.1 The Job Seekers Allowance claimant's rate in Broadland at the end of August 2018 was 570 people which is a slight decrease from the last reported figures. We will continue to monitor these statistics and periodically report them back to the Council.
- 1.2 Two Broadland Business Breakfasts have been held. On 18 April at Sprowston Manor Hotel in Sprowston the speakers were Karl Gessner and Grant Rudgley from Price Bailey who spoke about choosing the right way to grow and designing a business strategy that fits and Ben Gaskins from Poultec who gave an update on Apprenticeships. In July at the newly relaunched Roarr Dinosaur Adventure in Lenwade, the theme was Tourism with speakers including Pete Waters from Visit Norfolk, Chris Scargill who publishes the Larking Gowen Tourism and Leisure Survey, BDC Tourism Officer Chloe Griffin and Adam Goymour, Park Manager of Roarr. The breakfasts were attended by around 80 people.
- 1.3 The 2018-19 'Buy in Broadland' voucher booklet continues to be used widely by residents utilising the offers from over 90 local businesses who have agreed to take part in the scheme by offering a discount. A further 5 vouchers were distributed in the summer edition of the Broadland News. The scheme has been well received and through the launch other businesses have stepped forward who would like to be included in the future.
- 1.4 On Saturday 16 June the Economic Development team were asked to support the "Join in with Reedham" Community event hosted by the Village Team. 17 community groups exhibited at the event alongside two performances from the Zumba group and the local Primary School. Whilst there were initial issues with contacting groups and attendance was low the feedback was very positive with several groups recruiting new members/participants.
- 1.5 The Choices group has continued to meet weekly at Carrowbreck. The Choices programme tackles long term unemployment and barriers to work, often relating to low level maths and English skills, lack of confidence and low self-esteem. After building trust we are able to suggest a range of potential volunteering and work experience options (through our contacts with local businesses) that can gradually ease residents back into work.

After a positive news article about the programme the April course was completed by 8 attendees who, alongside building their confidence and CV and interview skills also gained training in areas such as Basic Computer Skills, Face to Face Communication and Level 2 Food safety. The latest group, which finished in August, was attended and completed by 8 people and the outcomes of this will be reported in due course.

Previous attendees have also set up their own follow on group to continue the

support and camaraderie that the programme has offered.

- 1.6 The last meeting of the Greater Norwich Manufacturing Group was on 30th July at the UEA. There were 41 attendees and the theme for the meeting was 'Productivity in Manufacturing'. Speakers included Professor Fiona Lettice from the UEA, Will Taitt and Jordan Sharman from Hethel Innovation and Jamie Thums from Lintott.

Through the group, to date there have been 6 examples of businesses making contact and exploring potential business opportunities. These have included examples of collaborative control systems projects and shared staff resources. There have also been 3 examples of firms learning from each other and implementing changes to their production environments and time-keeping systems.

3 members of the GNMG group have established contact with education providers and local authorities regarding apprenticeships.

- 1.7 The Financial Industries Group (FIG), of which we have officer representation on the Board, held its 2nd Annual Conference at the UEA in November 17. Over 100 financial businesses attended last year's event and it is hoped that this year's event, to be held on 6 November 2018 will be even bigger and even better. FIG has also launched its new website <https://fignorwich.org/> which includes a trade directory, job vacancies pages and has started quarterly business breakfasts to grow the network.
- 1.8 Since the last report 2 further Broadland businesses have had LEADER funding approved grants of £40,825.60 and £4,580.40. There are also another 5 Broadland applications totalling £335,132 in the pipeline however deadlines are rapidly approaching for final applications to be decided over the next 2-3 months. All businesses that could be eligible that we work with are supported to apply so that we can make sure all of this European funding is allocated before the March 2019 deadline!

2 SPORT, LEISURE & CULTURE

- 2.1 Over the Easter and Summer half-term school holidays 401 and 75 respectively Tots2Teens places were filled by Broadland residents with a total income of £7939.20. The Summer holidays saw 1139 places booked, 79% of the places available, with a total income of £18,376.80.

Over the three holiday periods 819 sessions were booked for children from low income families at a reduced rate, and 20 children with disabilities such as ADHD, Autism and other behavioural issues attended 170 sessions.

Staff children were also supported with 20 Broadland District Council staff booking 226 sessions, 1 Norfolk County Council staff member booking 20 places and 1 Audit staff booking 4 places.

Sessions were well distributed with 16 different urban venues and 35 different rural venues across the district used.

- 2.2 Broadly Active has been successful in securing funding totalling £42k from 3 Norfolk Clinical Commissioning Groups (North Norfolk, Norwich and South Norfolk) for 2018/19. This funding is to continue providing exercise referral in

Broadland and Norwich City plus expand the service to ensure equity to residents across all 3 CCG areas. A wider provision will be provided by working closely with existing providers to ensure parity in service plus identifying gaps and then commissioning or providing delivery where necessary. It is hoped this could be a test model that could eventually become a directly commissioned service offering cost savings and improved access across the 3 CCG areas. Broadland residents continue to receive high quality exercise referral provision which will potentially improve further with access to facilities outside of the district that may be convenient to them. Broadly Active has continued to provide services to other NHS programmes such as Norwich CCG's Weight Management programme and the National Diabetes Prevention Programme.

- 2.3 The Weight Intervention Norwich (WIN) Service continues to commission BDC to deliver Why Weight courses and exercise sessions as part of their NHS Tier 3 Weight Management programme. This 12-month service run by a multi-disciplinary team aims to reduce the weight and improve the health of referred patients. This collaboration has helped to raise the profile of the Why Weight and Broadly Active schemes as well as helping to raise a small profit.
- 2.4 Why Weight continues to deliver successful programmes across the district with schemes in Brundall and Dussindale attended by a total of 13 attendees. The current programme is running at Carrowbreck House with 3-5 people attending. A support session for previous attendees was delivered in June and 8 people attended.
- 2.5 With the limited accessibility of the programme to people, particularly those who work or haven't got their own transport, an online support platform is being developed through the Why Weight Facebook page. Longer term aims are to support local communities to run their own sessions with some support from the Council.
- 2.6 The Repton 200 Season, a nationwide celebration of the bicentenary of the death of Humphrey Repton, was very successful. The launch night in Aylsham welcomed approx. 130 attendees, ranging from local Norfolk professionals and volunteers, to guests from as far as Gloucester. The festival included over widely varying 50 events including both community engaging events and visitor focused events, such as a variety of concerts, themed walks and lectures, and also gardening workshops. It has been calculated that approximately 1000 people from across the globe, viewed the exhibition which Broadland created on the life of Humphry Repton. Broadland received not only new visitors to the area but also positive PR throughout the campaign, and will now be considered more when the subject of historic landscape gardening and Humphry Repton come up.
- 2.7 We have again participated in Heritage Open Days, encouraging historic properties and groups to take part, and sponsoring the Norfolk Heritage Open Days brochure. This year we had 15 events in the district including new events including exhibitions at Blofield Church, a viewing of Oulton Chapel and the Family Culture Day at Catton Park. Broadland was also able to secure the launch of the Norfolk Heritage Open Days brochure within Catton Park for additional PR. The Family Culture Day was organised by Broadland District Council and Catton Park Trust, and was very successful in attracting new

visitors into the district and into the park, that were not aware of it previously. Approximately 500 visitors attended the day, with representation from a variety of different cultures providing activities for people to engage with.

- 2.8 The World War One Exhibition is currently being planned and will be a weeklong event to include histories from the war by a variety of different Broadland parishes, as well as pop up events throughout the week, such as lectures, stories and poetry.

3 TRAINING AND YOUTH EMPLOYMENT

- 3.1 Broadland Council Training Service has delivered 52 courses since the publication of the new training brochure in April 2018, welcoming 268 learners up to mid-Sept. New additions to the brochure include Cloud Accounting with Price Bailey and Basic Computer studies. An additional course, How to think like a Journalist, has also been delivered with much interest.

In June 2018 BCTS became the first official supporter member of the Buy Local Norfolk social enterprise.

- 3.2 Since the introduction of the Apprenticeship levy in May 2017 there has been some reported decline in recruitment nationally. However Broadland does not yet seem to have been affected. During August 2018 27 employers in Broadland posted 49 Apprenticeship Vacancies on the government website comprising of 10 at Advanced level and 39 at Intermediate level. This compares to August 2017 when there were 27 employers advertising 44 vacancies 10 of which were at advanced level and 34 at Intermediate level. A broad range of sectors are represented over both years including digital, manufacturing engineering, hospitality, business & finance, agriculture retail and health. There has been a national move towards delivery of the new employer created standards from the traditional framework approach. During 2017 only 15% of vacancies were for Standards related Apprenticeship. In 2018 this proportion has now increased to 55%.

Broadland District Council currently employs 4 Apprentices, 3 of these are new recruits and 1 is an existing employee.

- 3.3 The Local Investment in Future Talent (LIFT) project is now approximately half way through its delivery period so far there have been no Broadland Based Projects which have attracted match funding from Broadland District Council. The Council continues to support the programme by attending meetings and promoting the project. It now has 16 approved projects underway and more in the pipeline for approval. There are 3 funding strands; Jobs, Skills and Trials. Should all currently approved and pipeline projects be successful the jobs strand funding will be 93% allocated., the skills strand 19 % allocated and the trials strand 80 % allocated. An awareness event is being hosted at Barnham Broom on 26 Sept 2018.
- 3.4 The Norfolk Community College Project is part of the Building Better Opportunities programme which has received funding from the National Lottery through the Big Lottery Fund, the European Social Fund and Big Lottery Fund to support long term unemployed people facing complex and multiple barriers across rural areas of Norfolk. Their 'Information and Advice Bus' has visited Spixworth, Acle, and Brundall with plans to visit Aylsham and

Hellesdon during the autumn. The project has recently formed partnerships with a range of local learning providers to deliver first step into employment programmes. This involves participants learning about specific areas of work whilst gaining a work-based level one qualification along the way.

Hamish Melville

Head of Economic Development

Background Papers - none

For further information on this report contact

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