

Economic Development Sub- Committee

**Minutes of the Meeting held on 21st September 2015 at
10.00 am at County Hall.**

Present:

Mrs C Walker (Chairman)

Mr R Bird

Mr J Childs

Mr S Clancy

Mr T Jermy

Mr I Mackie

Mr B Spratt

Mr J Timewell

Mr M Wilby

Also Present:

1. Apologies and Substitutions

- 1.1 Apologies received from Mr B Spratt (substituted by Mr A White).

2 Minutes

- 2.1 The minutes of the meeting held on 13th July were agreed as a correct record and signed by the Chairman.
- 2.2 In reference to point 4.2 the Sub-Committee were informed that Great Yarmouth Racecourse had been badly affected by the recent rain and it was unlikely to re-open again this year due to the damage that had been caused.
- 2.3 In reference to point 6. The letter to Brandon Lewis had been written and would be sent in due course. The Sub-Committee agreed the momentum needed to be maintained on this.

3 Declaration of Interest

- 3.1 No declarations were made.

4 Items of Urgent Business

- 4.1 No items of urgent business

5 Local Member Issues / Questions

5.1 No Local Member questions were received.

6. Update from Outside Bodies

6.1 North West Norfolk Economic Development Working Group

- The chairman of the Working Group, Mr R Bird, provided an overview of the aims and terms of reference for the group (Please see **Appendix A**)
- Members raised concerns over the wide scope of the group and whether the goals would be achievable.
- The chairman advised that the wide scope of the aims was required as the need for joined up working with different agencies was key to affecting real change.
- It was mentioned that although the terms of reference incorporated a wide range of issues the focus of the group was on a small geographical area.
- The Working Group could be seen as providing an operational identification tool where the methods could be transferred to other areas of Norfolk if successful.
- The Sub-Committee **Agreed** that the following members should make up the Working Group:
Mr R Bird (Chairman)
Mr M Chenery
Mr J Dobson
Mr T Jermy
Mr J Law
- The Sub-Committee **Agreed** that there would be an open invitation to all local members of the relevant areas the work of the group covered.

6.2 County Farms

- The Sub-Committee were advised that the rent reviews for the County Farms should be done by the end of October.
- Easton and Otley College had been working closely with the staff farms and also with the apprentice for agriculture.
- The County Farms Group had been engaged with the A47 working group as funding for the A47 project would be partially found from the County Farms estate.
- At the next meeting of County Farms the branding of the estate would be considered.

7. Developing Norfolk's Future Workforce

7.1 The Sub-Committee received the report from the Executive Director of Community and Environmental Services which informed members of the progress with Developing Norfolk's Future Workforce including new developments and the planned next steps.

7.2 The following points were raised during the discussion:-

- There were good signs of growth being shown with 5440 new apprenticeships starting between August and April, this was a 20% increase and meant that Norfolk was performing above the average national standard in this area.
- Developing the network for organisations in Norfolk had been key. Ensuring that the network was adaptable to cope with any big changes from central government had been a necessity that had been achieved. Further development of the social media campaign was seen as the next key goal.
- It was discussed that generally 70% of apprentice's continue to stay on at place of employment once the apprenticeship had finished.
- There were currently 35 schools on the network which would enable providers to access the students, however the goal was to get all Norfolk schools involved.
- Engineering was viewed as being an essential skill area that should be focused on. Support was being given to providers to try and improve engineering provision as there was currently a shortage of training available. The team wanted to try and develop a new apprenticeship that would provide a multi skill that would enable the future workforce to work across energy sectors such as oil and wind. The goal would be to create a skilled workforce that could move seamlessly across the sector and should make working in the energy sector more sustainable.
- The Future You application was launched at the end of the summer term which officers felt may be why the figures for those accessing this was so low and that they hoped to see figures increase now the web based application had been launched.
- The different areas of Norfolk had seen varying levels of engagement. Areas such as Breckland had seen a significant rise due to the traditional businesses that were located in the area such as the food manufacturing industry.
- Working with the Local Enterprise Partnership scheme meant that the team were trying to focus on areas where there was deemed a skills shortage such as within health and social care.

- 7.3 The Sub-Committee received a presentation from two of Norfolk County Council's apprentice's, Kieren Buxton and Jessica Whyte. (Please see attached **Appendix B**)
- 7.4 The Sub-Committee gave thanks to both Kieren Buxton and Jessica Whyte and congratulated them on the valuable job they were doing.
- 7.5 The Sub-Committee **Agreed** to endorse the approach outlined in the paper and promote Developing Norfolk's Future Workforce to the communities with whom Members work – schools, employers, parents and carers.

8. Scottow Enterprise Park update

- 8.1 The Sub-Committee received the report from the Executive Director of Community and Environmental Services which updated the Sub-Committee on the progress that had been achieved and sought support, in line with resolution of the infrastructure constraints, to move away from a 'building by building' basis to a more consolidated regeneration programme for the varied collection of the buildings that are not currently let.
- 8.2 It was discussed that the team had found there was a need to move away from the current 'building by building' approach for gaining planning permission previously agreed by the Sub-Committee. The need for the approval of the Change of Use planning applications and the Overarching Statement to be used to ensure future applications ran through more smoothly was key.
- 8.3 The Sub-Committee were informed that currently the best way for a potential client to contact the Scottow Enterprise team was to go through NPS or NCC and enquiries would be directed to the relevant agent until the new commercial website went live.
- 8.4 Mr J Timewell proposed, seconded by Mr T Jermy that the member representation on the Scottow Enterprise Park Member Working Group be:
Mr M Baker, Mr M Castle, Mr J Childs, Mr N Dixon, Mr T Garrod, Mr D Harrison and Mr J Timewell.

Mr M Wilby proposed as an amendment, seconded by Mr S Clancy, that the membership on the Scottow Enterprise Park Member Working Group should be as follows:

Mr S Clancy, Mr A White, Mr B Spratt, Mr N Dixon, Mr T Fitzpatrick, Mr T Garrod and Mr J Timewell.

The amendment to the motion was **LOST** with **4** votes in favour and **5** votes against.

The original motion was then agreed with **5** votes in favour and **4** votes against.

8.5 The Sub-Committee **RESOLVED:-**

- To support the submission of the 'suite' of Change of Use Planning Applications with accompanying Overarching Statement
- To note the new branding and website used to assist the commercial marketing of Scottow Enterprise Park
- To confirm support for the principle of minimising prudential borrowing
- To note the proposed review of management arrangements building on the lessons learned from Hethel and elsewhere.
- That the new membership of the Scottow Enterprise Park Member Working Group would be:
 - Mr M Baker
 - Mr M Castle
 - Mr J Childs
 - Mr N Dixon

- Mr T Garrod
- Mr D Harrison
- Mr J Timewell.

9. Finance Monitoring report

- 9.1 The Sub-Committee received the report from the Executive Director of Community and Environmental Services which provided the Sub-Committee with the financial position for the service to the end of June, including planned use of reserves. It also gave an overview of progress against plan in relation to the service's 2015/16 service plan.
- 9.2 The Sub-Committee noted the report.

10. Forward Plan

- 10.1 The Sub-Committee received the report from the Executive Director of Community and Environmental Services which set out the Forward Plan for the Economic Development Sub-Committee.
- 10.2 The Sub-Committee noted the report.

The meeting closed at 11:45am

Chairman



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Appendix A

North West Norfolk Economic Plan Development and Delivery

Development

The proposed boundary for the extent of the Economic Plan needs to be agreed by members of the Economic Development Sub-Committee. It is being proposed that the scope of the task & finish member working group (MWG) is restricted to the Divisions, (1) North coast, (2) 11 Docking (12) Snettisham. (Div13?)

Once the boundary of the area is set this will allow for appropriate research to be carried out relating to the headings as detailed below.

It should be noted that there are limitations on the data available relating to small geographical areas. Wherever possible the data will be collated for the agreed area but in some instances ward level data will need to be used.

There is the potential to use focus groups, possibly broken down into various sectors e.g. Business, Community and Youth, with the assistance of a facilitator. The results of the focus groups would feed into the Economic Plan.

Delivery- North West Norfolk Economic Plan

1. Context of the area

Physical description

Demography

Skills/education

Inclusion

Employment

Enterprise/business

Tourism/visitor economy. Retirement & Care. Hospitality. Retail.

Housing needs

Environmental factors

Other relevant plans and strategies

The data will be bench marked against the Division, Norfolk and England

2. Finding of the Business Survey

3. Issues and Opportunities

4. Actions

North West Norfolk Economic Development Plan Overview

Introduction

The Norfolk County Council Through its Economic Development Sub-Committee agreed in May 2015 the establishment of the Member working group (MWG) to enable Partners with members & officers to come together and develop a common vision and plans for the area.

The MWG should have an understanding of the economic issues facing the community and develop a plan for making improvements. The plan should focus on a defined local area and be published by early in 2016.

Aims

The overall aims of the team are to:

- Encourage greater local partnership in the area
- Support the development of local solutions to economic issues facing the community
- Encourage the sustainable use of heritage/cultural/AONB assets to provide both a focus for community activities and enhanced economic opportunities.

The MWG will also act as the mechanism to co-ordinate and manage the implementation of the working model that could be rolled out across other areas within the county of Norfolk in the future. The role of the MWG is to develop a shared view on the priorities; provide a mechanism to secure joint working to address and implement these priorities; and monitor and review progress.

To ensure that the organisations with a distinct interest in the economic priorities and development of the area are aware of the issues being considered and have the opportunity to express their views and to input their specialist knowledge and expertise to assist in shaping and delivery of priorities contained in the plans.

Outputs

In line with the key criteria set in the N.W. Norfolk economic plan guidance, The MWG is expected to produce an economic plan for the area that they are focussed on. This plan should contain information on the needs of the area and the challenges it faces particularly with respect to the local economy, along with actions that the team has agreed should be prioritised to help address those challenges. The plan should set out identified means of delivering the actions, such as possible sources of funding and support, or further work which is needed to develop solutions.

North West Norfolk Economic Plan

Aims and Terms of Reference

1. Introduction

The Norfolk County Council Economic Development Sub-committee decided in May 2015 the establishment of a members working group (MWG) to enable the opportunity of developing a financial development plan

The MWP should have an understanding of the economic issues facing the community and develop a plan for making improvements. The plan should focus on a defined local area and be published by early 2016.

2. Aims

The overall aims of the MWP are to:

- Encourage greater local partnership in the area
- Support the development of local solutions to economic issues facing the Community
- Encourage the sustainable use of heritage/cultural/AONB assets to provide both a focus for community activities and enhanced economic opportunities.

The MWG will also act as the mechanism to co-ordinate and manage the implementation of a master plan for the area. The role of the MWG is to develop a shared view on the priorities; provide a mechanism to secure joint working to address and implement these priorities; and monitor and review progress.

To ensure that the organisations with a distinct interest in the economic priorities and rejuvenation of the area, are aware of the issues being considered and have the opportunity to express their views and to input their specialist knowledge and expertise to assist in shaping and delivery of priorities contained in the plans.

3. Scope

a) To develop the economic plan for North West Norfolk, to agree the priorities and oversee the implementation of agreed actions.

b) To provide the main mechanism for liaison and consultation on proposals to Rejuvenate the defined area.

c) To enable a positive contribution to be made to the formulation and implementation of proposals by organisations with a distinct interest in the area.

c) The MWG itself has no decision-making authority but acts as mechanism for updating the members and officers of Norfolk County council Economic Development Sub-committee.

d) The MWG would not have the authority to commit other partners' action or

expenditure, or supersede any statutory processes.

e) The MWG will have a particular focus on the area of Norfolk referred to as North West Norfolk, referred to as (A) Division 1 North Coast. (B) Division 11 referred to as Docking. (C) Division 12 referred to as Snettisham. (NOTE: Area to be discussed and agreed)

4. Terms of Reference

The Terms of Reference are:

1. To develop a shared view on the priorities and the actions required.
2. Identify the resources required and available for each priority and where necessary work together to secure additional funding.
3. Ensure effective co-ordination between the activities and actions of the agencies and organisations involved.
4. To monitor and review the progress of the programme and effectiveness of the actions.
5. Facilitate effective communication on the economic priorities and the regeneration of the built environment of the area between partner organisations, other Partnerships and residents of the area.

5. Operating Arrangements

The Project Team is to:

1. Meet at quarterly but more frequently should the need arise;
2. Be chaired by the Richard Bird Norfolk County Council;
3. Vice chair be sought.
4. Establish Task Groups to progress specific initiatives if necessary;
5. Respect confidentiality where this applies and this will be explicitly highlighted at the meeting for the particular agenda item concerned;
6. It is expected that members will consult within their particular interest groups and Partners/organisations on non-confidential matters so that the widest possible range of views can be represented;
7. Receive specialist reports and be advised by officers from Norfolk County Council & The KL&WNBC except where confidentiality is an issue.

Norfolk County Council will provide secretarial services.

The individual expertise and interests of any individual members any stage where this is relevant to facilitate informed discussion may be sought at.

Substitutes cannot attend in place of nominated representatives unless previously agreed. The Chair and/or secretariat must be informed who will be attending as a substitution within a reasonable timescale prior to the meeting.

Any wider consultation with interested parties including the public will be carried out using the appropriate mechanism on a case-by-case basis depending on the specific project.

Appendix B

Employment & Skills Team Apprenticeship Programme



Who are we and what we are doing

We are the apprentices in the Employment & Skills team, employed on behalf of the Apprenticeships Norfolk Network (ANN) and our job is to raise awareness of Apprenticeships in Norfolk in order to upskill and develop Norfolk's future workforce.

Our Apprenticeship is in youth work and we are Apprenticeship ambassadors building relationships with other agencies and employers.

Our aim is to encourage individuals to look at different options when thinking about their education and career and to help them to be work ready.



Meet Katie and Chris



What we have achieved so far...

- 1 Helped in the organization and running of the Apprenticeship Graduation ceremonies
- 2 Created and actioned a social media plan (handout)
- 3 Given presentations at various high schools in Norfolk regarding Apprenticeships
- 4 Shadowed training providers and met NCC staff to build our knowledge base
- 5 Co-ordinating of ANN attendance at information events
- 6 Chosen our Apprenticeship units and starting applying them to our jobs, ie working for vulnerable young people, NEET or those at risk of becoming NEET and mentoring.



Upcoming Projects!

- Sector work - Working with ANN members to identify skills gaps in key sectors and to increase the number, level, range and quality of the Apprenticeship offer in Norfolk. See table below
- Piloting the new recruitment model – 1-2-1 support through the application and interview process
- Increased partnership working with schools to raise awareness of Apprenticeship opportunities

Sector specialisation	
Health and Social Care	Kate
Construction	Kate
Energy	Karen
Financial and Insurance Services	Karen
Tourism and Culture	Jess
Advanced Manufacturing & Engineering	Jess
ICT and Digital Creative	Chris
Agriculture, food and drink & Life Sciences (and Agri-tech)	Chris

How are we addressing NCC's priorities?

Excellence in education

- By raising awareness of the importance of preparing for the world of work and offering support to individuals. Working with a range of partners to continue to make skills/career events available to young people

Real jobs

- By promoting quality Apprenticeships

Good infrastructure

- By working with colleges and training providers to develop a network of post 16 provision that meets current and future employers needs

Supporting vulnerable people

- By working with external and internal colleagues to give vulnerable people the information and support around Apprenticeships and employability and helping to achieve a smooth transition from education to the workplace

Apprenticeships Norfolk – Target

The LEP target is an extra 2,500 Apprenticeships over 5 years (2014-2019) for Norfolk.

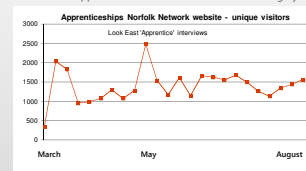
We are looking at increasing Apprenticeships by 500 a year

Quite a big ask, but achievable!

Raising the profile of Apprenticeships is key in the upcoming years!

How we are raising the profile – journey so far!

The graph below shows the number of unique visitors to the Apprenticeships Norfolk Network's website since its launch in March 2015 on a weekly basis (up to August 2015). The 'spike' of 2,487 visitors in May was immediately after the Look East broadcast of the Youth Worker apprentices and the innovative interviewing by Norfolk County Council.



Final Thought...

We feel we have accomplished a lot of innovative and exciting things in the short time we have worked for Norfolk County Council and are looking forward to the upcoming events and projects lined up for us not only in our youth work but in our Apprenticeship journey.

Thank you & Questions

Thank you for taking the time to listen to us. Please feel free to ask us any questions!

