

Economic Development Sub-Committee

Minutes of the Meeting held on Thursday, 30 March 2017 at 10:00am in the Edwards Room at County Hall

Present:

Mr S Clancy (Chairman)

Ms C Bowes

Mr J Childs

Mr C Foulger

Mr B Iles (Vice-Chairman)

Mr T Jermy

Mr J Timewell

Mrs C Walker

Mr A White

Also Present:

Councillor Bev Spratt

Councillor Denis Crawford

1. Apologies and Substitutions

1.1 There were no apologies or substitutions.

1.2 Mr Clancy welcomed members to the last meeting of the Sub-Committee before the Election in May (2017). He spoke of the positive impact he had seen of the work of the Sub-Committee, and thanked Members for their work and for conducting constructive meetings.

2. Minutes

2.1 The minutes of the meeting on the 19 January 2017 were agreed as an accurate record and signed by the Chairman.

2.2 Matters Arising from the Minutes:

Notice of motions, paragraph 7 of the minutes: the acting Assistant Director of Economic Development and Strategy had sent letters to three district Councils and asked them to cascade the information to relevant organisations. He had received a response from the Borough Council of King's Lynn and West Norfolk who were happy to enter into discussions regarding co-financing provision of toilets and beaches with Norfolk County Council.

3. Declarations of Interest

3.1 There were no declarations of interest.

4. Items of Urgent Business

4.1 There were no items or urgent business.

5.(a) Local Member Issues / Questions

5.1.1 Cllr Bev Spratt raised concerns over issues experienced by some Members caused by the unavailability of the iPad email system "Good", and queried when this would be resolved.

5.1.2 Other Sub-Committee members echoed this concern, discussed their frustrations over the email system being unavailable for the past 11 days, and the impact of this such as difficulties communicating with constituents.

5.1.3 It was queried whether members of the public were receiving an automated response explaining the issues. The Chairman was disappointed that no Officers from ICT or Democratic Services were available at the meeting to answer Members' questions regarding these issues.

5.1.4 Mr Timewell raised a motion: "Members of the Economic Development Sub-Committee ask for a statement in the EDP (Archant) apologising to the public for the breakdown of communication from Members owing to ICT failings at Norfolk County Council". The motion was duly **AGREED**.

5.1.5 The Chairman **requested** an update from ICT and Democratic Services.

6. Public Question Time

6.1 No public Questions were received.

7. Update from Outside Bodies and Member Working Groups

7.1 The Chairman requested a brief update from Cllr Spratt on the County Farms Advisory Board. The AGM had been held, attended by County Farms tenants who had expressed they were happy with the improvements made to County Farms

8. Presentation on Growth Hub

8.1 The Sub-Committee heard a presentation by the recently appointed Manager of the New Anglia Growth Hub, a service provided by the New Anglia Local Enterprise Partnership (LEP), see appendix A.

8.2.1 During discussion the following points were raised:

8.2.2 The Growth Hub Manager noted that there was scope for the Growth Hub to improve its performance.

8.2.3 Information on geographical spread of spend was requested. The Growth Hub

Manager noted that information by district showed Yarmouth and the surrounding areas were not benefiting as much as they could, although he was unsure why; this was an area the Growth Hub were looking into.

8.2.4 The Chairman and Sub-Committee thanked the Growth Hub Manager for his presentation and invited him to provide future updates on the performance of the Growth Hub.

8.3 The Sub-Committee **NOTED** the current and planned future operation of the Growth Hub.

9. Agenda order

9.1 The Committee chose to take item 12 next (Presentation on the Integrated Transport Strategy), followed by an update from the Head of ICT and Information Management and the Executive Director of Finance & Commercial Services in response to issues raised at paragraph 5.1, and then return to the running order set out on the Agenda.

10. Presentation on the Integrated Transport Strategy

10.1 The Sub-Committee heard a presentation by Giles Perkins, Technical Director of Mouchel, on development of the Integrated Transport Strategy; see appendix B.

10.2.1 The Chairman noted that the presentation covered generic information and was not specific to Norfolk. The Technical Director of Mouchel reported that the Integrated Transport Plan would be specific to Norfolk, to places within Norfolk and their specific challenges.

10.2.2 Comment was made on the effect of technological advances on policy, for example driverless cars. The Technical Director of Mouchel acknowledged that it would be difficult to quantify these changes which were dependent on market changes and the market response. It was noted that similar work was underway in the economic plan which would link up with this.

10.2.3 The Principal Infrastructure Growth Planner clarified that the Integrated Transport Strategy was still under development by the Transport Strategy Reference Group.

10.4 The Sub-Committee **NOTED** progress in development of the New Anglia Integrated Transport Strategy and agreed that it should come back to Committee for agreement about the Norfolk-specific priority infrastructure requirements

5.(b) Update on ICT Issues raised under Paragraph 5.(a)

5.2.1 The Executive Director of Finance & Commercial Services and the Head of ICT and Information Management updated Sub-Committee Members on the issues raised under paragraphs 5.1.1 to 5.1.5 related to problems with the iPad email system, "Good":

- Problems had been experienced since Wednesday 23 March with Vodafone, Blackberry and Good;
- iPad access to email had been disrupted;
- Since this had not yet been resolved by Vodafone, Members were being offered the opportunity to have AirWatch set up on their iPads to give access to emails;
- AirWatch was due to be the email system on iPads for Members after May 2017;
- Installation and set-up would take approximately 15 minutes;
- An out of office reply message had been set up for Members earlier in the week notifying email senders of the ICT problems.

5.2.2 Members discussed their concerns over the recent unavailability of the email system and the performance of the iPad system. The Executive Director of Finance & Commercial Services apologised for the service supplied by Norfolk County Council.

5.2.3 The Head of ICT and Information Management explained that the problems with Good were a national issue and therefore out of the control of Norfolk County Council.

5.2.4 The Head of ICT and Information Management clarified that Airwatch was the external class leading product across the public and private sectors. Having been trialled with Officers, it had proved to be reliable over the previous 6 months.

5.2.5 The Head of ICT and Information Management confirmed that Norfolk County Council was leaving Vodafone; a formal complaint had been made to Vodafone and reparations would be sought on behalf of the Council.

5.2.6 The Sub-Committee and Officers revisited the motion agreed in paragraph 5.3 and clarified that they were “asking for a statement in the EDP (Archant) apologising to public in breakdown of communication from Members owing to ICT failings at Norfolk County Council”; Mr Timewell clarified that the intention of his motion was that this statement come from the Managing Director. The Sub-Committee **agreed** with this suggestion.

5.2.7 The Executive Director of Finance & Commercial Services **agreed** that a statement would be issued. The Committee **agreed** that the Chairman could agree the statement on behalf of the Committee if needed.

11. New Anglia Economic Strategy

11.1.1 The Sub-Committee received the report giving information on the refreshed Strategic Economic Plan (SEP), now called the New Anglia Economic Strategy, to be launched in October 2017.

11.1.2 The acting Assistant Director of Economic Development and Strategy reported that Officers intended to bring a draft of the New Anglia Economic Strategy to Members in June 2017.

- 11.2 Members **NOTED**:
- i. The New Anglia Economic Strategy, which would be produced by October 2017;
 - ii. That an update would be brought to the sub-committee on 1 June 2017, to brief the new set of Council members on the Strategy.

12. Growth Deal Update

- 12.1 The Sub-Committee received the report providing information on projects being funded from the existing Growth Deal funding, and on the next round of Growth Deal funding.
- 12.2.1 Members felt communication with County Councillors was an area for improvement the Principal Infrastructure Growth Planner agreed this needed addressing.
- 12.2.2 The acting Assistant Director of Economic Development and Strategy **agreed** to feedback to the New Anglia Local Enterprise Partnership (LEP) about improving their communication and accountability with Members.
- 12.3 Members **NOTED**:
- The further round of Growth Deal to New Anglia LEP;
 - That a further report would be brought to Committee later in the year, 2017, setting out a proposed priority list of infrastructure with projects assessed against the New Anglia Local Enterprise Partnership (LEP)'s criteria.

13. County Farms

- 13.1 This item had been withdrawn from the agenda.

14. Apprenticeships Update

- 14.1 The Employment and Skills Manager gave a verbal update to the Sub-Committee on the uptake of apprenticeships across all age groups in Norfolk compared to the East Of England. Data was circulated showing the uptake for August 2016-January 2017; see appendix C.
- 14.2.1 The Chairman noted the importance of encouraging and increasing uptake of apprenticeships and asked for updates and monitoring to continue. The Committee sent thanks to the Employment and Skills Manager and her team.
- 14.2.2 The Employment and Skills Manager confirmed that meetings had been held with NHS trusts to look at how they could work with the levy and maximise its use.
- 14.2.3 The Employment and Skills Manager clarified that costings had been carried out for the Apprenticeships Training Agency to look at the best business model, and towards it becoming financially sustainable in the future.
- 14.3 The Sub-Committee **NOTED** the update about the Norfolk Apprenticeships Scheme.

15. Forward Plan and delegated decisions

- 15.1 It was **noted** that the proposal agreed at Policy and Resources Committee to disband the Sub-Committee would now be taken to Full Council for approval; it was **noted** that the forward plan would be amended to reflect any decision made by Full Council.
- 15.2 The Sub-Committee **REVIEWED** the Forward Plan.

16. Finance Monitoring

- 16.1 The Sub-Committee received the report providing the Sub-Committee with the financial position for the service as at the end of February, period 11 - 2016-17 financial year, covering the revenue budget, capital programme and balance of reserves.
- 16.2.1 It was clarified that projects for the £200,000 allocated for youth employment were under development. The acting Assistant Director of Economic Development and Strategy reported that an award of £100,000 was made to the Princes Trust in July 2016, endorsed by the Sub-Committee; this project started in September 2017. Projects were being looked into involving match funding for allocating the second £100,000.
- 16.2.2 The acting Assistant Director of Economic Development and Strategy confirmed that the Apprenticeships Training Academy was one of the options under consideration for use of the second £100,000.
- 16.3 The Sub-Committee **NOTED** the budgets for Economic Development and Strategy for 2016-17.

Matters Arising – Press Statement

- 16.4 The Head of ICT and Information Management and the Executive Director of Finance & Commercial Services brought a draft press statement to the Chairman. The Sub-Committee **agreed** the wording of the statement and that they would like it to be signed by the Managing Director.

The meeting closed at: 11:52 PM

Chairman



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NEWANGLIA GROWTHHUB

for Norfolk and Suffolk

Free support for growing businesses

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Set Up

- Project delivered by Suffolk Chamber of Commerce (SCoC) on behalf of the LEP currently paid for through ERDF funding
- Norfolk Chamber of Commerce had chance to bid/join the bid. They have supported the contract since it has been running
- Main office base is at SCoC headquarters in Felaw Maltings in Ipswich
- Currently seeking some dedicated office space in Norwich/Norfolk
- Do have access to many Hot Desk facilities in both counties
- We offer an information, diagnostic and brokerage service via telephone and face-to-face adviser support
- The Growth Hub service is free, impartial and confidential



Team Split

1. NORFOLK AND SUFFOLK TEAM :- 1 x Lead Adviser, 3 x General Adviser, 1 x Desk-based Adviser and 1 x Admin Assistant each.
2. CENTRE TEAM:- Me, 1x Comms & Events Manager, 2 x Innovation Specialists, 1 x Training officer/part time adviser and 1 x Admin assistant.

NORFOLK TEAM:

Lead Adviser :- **James West**
General Advisers :- **Glen Moore, Dean Pierpoint, Kate Colchester**
Desk Based Adviser :- **Interviews 5th April**
Admin support :- **Interviews 3rd April**

Innovation Specialist :- **Dr Morgan Potter**



Main targets (under ERDF)

Target Description	Target	As at end Feb 2017
Businesses assisted via IDB process (i.e. 3 hours of support).	2640	472 (18%)
Businesses Intensively assisted (i.e. 12 hours of support).	430	127 (30%)

There is also an assumption that all partners (e.g NWES, Menta, etc) will assist with the promotion of the Micro Grant Scheme, this is how the 'match' is achieved.

NEWANGLIA GROWTHHUB
for Norfolk and Suffolk



- £1,000 to £10,000 (hopefully going up to £25,000) EU funded grants (£1.6m in the pot) at 20% of project based spending (30% for AA status)
- To help businesses expand and grow, introduce new products and services or become more efficient or productive
- Capital and Revenue spend
- Job creation not needed
- Business and project must be eligible. GH can provide guidance
- One stage application with support from advisers
- GH is first point of contact

NEWANGLIA GROWTHHUB
for Norfolk and Suffolk



- Infusions Ltd, based in Rougham
- Supply catering equipment and ingredients to hotels, restaurants and food businesses
- Problem: Was using satellite freezers to store produce. Expensive to run and limits stock holding
- Solution: £1,500 'micro grant' (20%) towards cost of new walk-in freezer
- Impact: Increased stock holding, cut bills and saved energy



NEWANGLIA GROWTHHUB
for Norfolk and Suffolk

What else is in our toolbox?



- ✓ Growing Business Fund
- ✓ BEE Anglia
- ✓ Dept for International Trade
- ✓ R&D Tax Credits
- ✓ Funded training
- ✓ Manufacturing Growth Programme
- ✓ Growing Places Fund
- ✓ KEEP+ and Innovation Bridge
- ✓ And more

NEWANGLIA GROWTHHUB
for Norfolk and Suffolk

Growing Business Fund (Grants £25k - £500K)
Since it started and up to Feb 2017

	LEP	Norfolk	Suffolk
Number of Grants.	167	105	62
Amount in £000	14,802	10,194	4,608
Number of Jobs to be created.	1850	1317	533

Figures updated monthly at :-
www.newangliagrowthhub.co.uk/stats



Small Grant Scheme (£5,000 - £24,999)
Since it started and up to Feb 2017

	LEP	Norfolk	Suffolk
Grants awarded	171	84	87
Total Grant Value £,000	2,757	1,265	1,492
Jobs to be created	453	222	231

Figures updated monthly at :-
www.newangliagrowthhub.co.uk/stats



Recent and Upcoming Changes

- New 'Access to Finance' platform sourced
- New CRM system and marketing 'add on' sourced. All partners are encouraged to access for greater information sharing
- New Data Platform sourced to assist with marketing etc
- A new website to be tendered for
- Additional resource in Norfolk
- Inclusion of new sectors (e.g. Tourism and Leisure) in eligibility for MGS
- Easing of ERDF procurement rules should make grant application quicker
- Uplift of MGS threshold to £25,000 if approved, will widen appeal (no link to job creation as with SGS and GBF)
- New Man / New Style?

• **Questions?**



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New Anglia Integrated Transport Strategy

30th March 2017

Our work

Overview:

- Development of economic futures for the region with associated scenarios for the development of the region's transport system

Activities:

- **Development of economic futures** reflecting local policy objectives
- **Evaluation of transport scenarios** what technologies will be available to meet the requirements) and strategies corresponding to economic futures
- **Presentation of a trajectory** based on three future points (2030, 2040 and beyond)

Output:

- Promotional document for Future of the East describing the future economic and transport scenarios & associated evidence report

Transport strategy, overarching approach

Focus on **accessibility** – *how individuals and businesses access opportunity / needs*

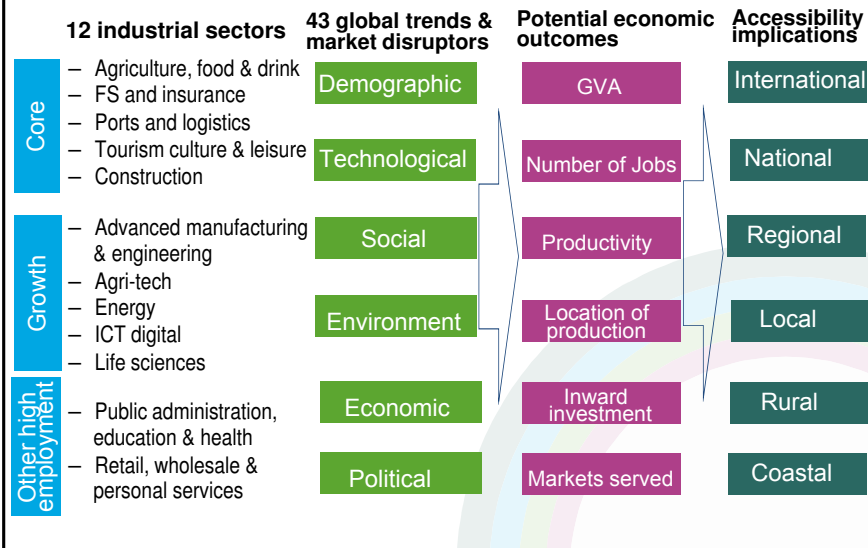
- Social interactions
- Employment opportunities
- Educational attainment
- Healthcare needs
- Leisure and tourism
- Goods and services
- Crops, raw materials and products

Fundamental, economic activities

Global trends

- **Demographic challenges** – growing and ageing population, net migration and ongoing trend of urbanisation
- **Technology change** – automation, digitisation, 3D printing, virtualisation and artificial intelligence
- **Social change** – rise of the 'sharing' economy and growth in 'immediacy'
- **Environmental focus** – climate change, scarcity of resource, role of renewable energy
- **Economic shift** – rise of the 'gig' economy, pre-fabrication of assets, development of 'new' business models
- **Political landscape** – devolution of decision making, globalisation and protectionism of markets

Economic sectoral analysis



Economic scenarios

- **Scenario 1 (status quo)** – balanced growth path where recent patterns of development continue into the foreseeable future, with no single global trend disrupting that pattern. This can be considered a continuation of the status quo.
- **Scenario 2 (high productivity growth)** – rapid technological advanced lead to automation of many low skilled and medium skilled jobs, particularly in manufacturing but also in the service sector.
- **Scenario 3 (inclusive growth)** – job creation keeps pace with jobs lost to technology and a balanced and inclusive pattern of faster growth emerges.

Transport demand

- Total demand for transport in Great Britain has plateaued. Considerable debate over future levels of demand.
- Population growth and potentially much lower transport costs as a result of automation and changing asset ownership models could increase demand for transport.
- Ageing population and lower levels of driving licence holding amongst the young will change traditional transport choices.
- Reductions in traditional 9 to 5 employment and rise of new business models could disperse demand across geographical areas and across the day, especially in urban areas.

Investment priorities overview

- Empirical evidence clearly shows the importance of transport connectivity to economic prosperity, although advances in technology may reduce the need for physical connectivity.
- **Short term:** Connectivity to London, Cambridge, national and international networks will continue to be important, as will agglomeration economies in major urban areas.
- Growth sectors in particular need strong connectivity to national and international supply chains and markets, especially for the briefcase traveller.
- **Longer term:** Peak capacity could be less important with the emphasis on transport operations and technology rather than infrastructure.

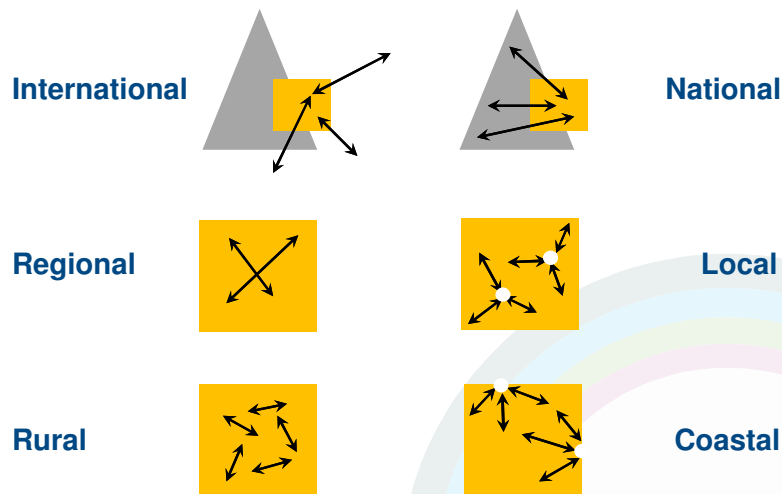
Transportation trends / disruptors

- **Digital connectivity** – movement of information between people, other people and assets
- **Data, Artificial Intelligence and cognitive thinking** – the application of self-learning systems
- **Automation and robotics** – the replacement of humans with technology
- **Propulsion and energy** – the decarbonisation of energy consumption
- **Materials science** – the development of new approaches to material production and use
- **Additive / on-demand manufacturing (inc. 3D printing)** – dis-integration of production using advanced manufacturing
- **Collaborative consumption** – the sharing of services and assets

Overview of a transport scenario for 2030

- **Society, users /customers**
 - Significantly improved digital connectivity
 - Home and hub working realistic
 - Shared (inc autonomous) transport available in some urban areas
 - Seamless payment options available
 - ‘Spreading’ of peak time travel
- **Infrastructure**
 - Capacity improved, pinch points tackled
 - Data helping balance supply and demand
 - Connected highways development for strategic / key routes
 - Autonomous vehicles operating in some places
 - Changes to distribution for first mile / last mile
 - Planning underway for digital railway
- **Services**
 - Shift in car ‘ownership’ to car access for some users
 - Shared mobility solutions available in some places
 - Improved rail service frequencies on all routes
 - On demand supplementing traditional bus
 - New local distribution services

Spatial approach to transport strategy



A transport strategy to support the economy

Overarching **principles** to provide and improve access to;

- International, national and regional centres for markets, opportunities and skills
- New and emerging employment opportunities to enable growth
- Support the development of new and existing businesses
- Existing centres of population, new developments, airports, ports, business and industry
- Deliver increased personal and economic productivity
- Support the needs of the population and enhance health & wellbeing

Primary themes for the transport strategy Seven

multi-modal (inc. digital) **themes** of;

- **Connectivity** – improving links to and within networks
- **Capacity** – providing for existing and future demands
- **Reliability** – improving journey time predictability
- **Resilience** – improving continual network availability
- **Agility** – the need to anticipate and react to future change
- **Mobility** – provision of movement solutions
- **Policy** – to facilitate the above in an pro-active manner

...in order to satisfy the overarching vision and deliver productivity, growth, health, well-being, education, environmental, safety and economic benefits

Thank you

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Apprenticeships Data for August 2016 to January 2017 (Release Date 23 March 2017)

	2015/16 August- January	2016/17 August- January	diff	%
Under 19				
Norfolk	1,310	1,250	-60	-4.6
East of England	8,660	8,520	-140	-1.6
Grand Total	84,200	82,600	-1,600	-1.9

	2015/16 August- January	2016/17 August- January	diff	%
19-24				
Norfolk	1,170	1,160	-10	-0.9
East of England	6,960	6,990	30	0.4
Grand Total	77,100	75,900	-1200	-1.6

	2015/16 August- January	2016/17 August- January	diff	%
25+				
Norfolk	1,520	1,420	-100	-6.6
East of England	7,840	8,730	890	11.4
Grand Total	89,800	100,300	10,500	11.7

Headline figures for Norfolk for the period demonstrate that there have been **reductions throughout all age groups** for Apprenticeship starts for the period August 2016 to January 2017.

The most significant fall can be found in the number of 25+ apprentices starting their programme during this period. Investigations have led us to believe that this is almost entirely as a result of the NHS trusts in Norfolk reducing their support for Apprenticeships as a conscious decision in the light of the Apprenticeships levy introduction in April. The Norfolk and Norwich University Hospital NHS trust have confirmed that their overall commitment to Apprenticeships reduced by half when compared to the previous years figures. This has affected Norfolk adversely as we have had a strong NHS Apprenticeships programme historically delivering hundreds of Apprenticeships.

The drop in Apprenticeship starts at 16 to 18 is mirrored to a lesser degree across the Country. This is, in part attributed to the fall in the overall cohort size when compared with the previous year. This does not however account for the level of reduction seen in Norfolk being greater than the East of England or National totals.

Actions being taken to address this issue

Apprenticeships Strategy Manager is working closely with the Health Trusts to ensure that delivery recommences from May 2017.

“Apprenticeship First Aid” sessions for 16 to 24 year olds delivered across the county from April 2017

Level	Age	Geography	LEA/LA/Region/England	2015/16 August-January	2016/17 August-January	diff	%
Intermediate	All	LEA/LA	Norfolk	2170	1,960	-210	-9.7
Intermediate	All	Region	East of England	13,000	12,850	-150	-1.2
Intermediate	All	Total	Grand Total	144,200	141,400	-2800	-1.9

Level	Age	Geography	LEA/LA/Region/England	2015/16 August-January	2016/17 August-January	diff	%
Advanced	All	LEA/LA	Norfolk	1,520	1,520	0	0.0
Advanced	All	Region	East of England	9,250	9,670	420	4.5
Advanced	All	Total	Grand Total	95,800	101,200	5400	5.6

Level	Age	Geography	LEA/LA/Region/England	2015/16 August-January	2016/17 August-January	diff	%
Higher	All	LEA/LA	Norfolk	300	340	40	13.3
Higher	All	Region	East of England	1,210	1,710	500	41.3
Higher	All	Total	Grand Total	11,100	16,200	5100	45.9

The data on level demonstrates that the reduction in intermediate level (level 2 Apprenticeships) has been significantly higher in Norfolk than the rest of the country. This correlates with the issues around 16 to 18 year olds who traditionally start at this level. There has been no growth in 19 to 24 age group in Norfolk which is not mirrored regionally or nationally and growth at higher level is weaker than regional or national. This is thought to be down to the adverse effect of the health service cuts.

Actions being taken to address this issue

The Employment and Skills Team will actively target young people leaving school, college and 6th form this year to support them to apply for and prepare for an Apprenticeship.

Economic Development are working on the development of an Apprenticeship Training Agency for Norfolk that will support the recruitment of 637 learners aged 16 to 24 onto Intermediate Apprenticeships between 2018 and 2022. A funding application for this should become available during June 2016.