

**Economic Development and Cultural Services
Overview and Scrutiny Panel**

Minutes of the Meeting held on Wednesday 19 May 2010 at County Hall, Norwich

Present:

Mr R Rockcliffe	Mr R Hanton
Mr M Carttiss	Mr M Hemsley
Mr S Clancy	Mr C Jordan
Mr N Dixon	Mr G Nobbs
Mr J Dobson	Dr M Strong
Mr P Duigan	Ms H Thompson
Mr S Dunn	Dr F Williamson

Cabinet Members Present:

Mr D Murphy	Cultural Services
Mrs A Steward	Economic Development

Deputy Cabinet Member Present:

Mr J Mooney	Economic Development
-------------	----------------------

1 Apologies and Substitutions

1.1 Apologies were received from Mr G Jones, Mr M Langwade, Mrs J Murphy (Mr N Dixon substituting), Mr G Plant and Mr T Tomkinson (Mr C Jordan substituting).

2 Election of Chairman

2.1 Mr R Rockcliffe was elected as Chairman for the ensuing year.

3 Election of Vice Chairman

3.1 Mr G Nobbs was elected as Vice-Chairman for the ensuing year.

4 Minutes

4.1 The minutes of the meeting held on 10 March 2010 were agreed as a correct record and signed by the Chairman.

5 Declarations of Interest

5.1 There were no declarations of interests.

6 Matters of Urgent Business

6.1 There were no matters of urgent business.

7 Public Question Time

7.1 There were no public questions.

8 Local Member Issues/Member Questions

8.1 There were no local member issues.

9 Cabinet Member Feedback

9.1 The Cabinet Member for Economic Development reported that the Economic Development Team had been awarded the first prize in the Ambitious category in the Outstanding Contribution Awards together with the Chief Executive's Award for non-frontline Team of the Year.

Discussions with stakeholders in order to capitalise on wind energy opportunities in Great Yarmouth were taking place.

HRH the Duke of York had visited Hethel Engineering Centre recently, and phase two of the development of the centre had begun. The new extension had 12 units and of these 7 were already pre-let.

World Class Norfolk and Shaping Norfolk's Future continued to highlight Norfolk's top priorities – for example the broadband infrastructure and duelling of the A11 – and to seek to attract investment into the county.

9.2 The Cabinet Member for Cultural Services reported that the self-service booths in libraries were being rolled out across Norfolk and usage was increasing. Norfolk Celebrating Talent was becoming more focussed on 2012, and the Tour of Britain preparations were moving forward.

Items for Overview

10 Economic Development Integrated Performance and Finance Monitoring Report

10.1 The annexed report (10) was presented by the Economic Policy and Performance Manager. An updated to paragraph 1.1.1 was given as follows:

Output	Target	Actual
Jobs created	30	91.5
Businesses created	117	172
Businesses assisted	232	487
People assisted to get a job	1311	1599
People assisted in skills development	1944	2985
Adults gaining basic skills as part of skills for life	165	1047
People gaining first full Level 2 qualification	65	135
Public funds levered (not NCC)	£2,326,121	£3,187,211
Private funds levered	£586,322	£427,552

10.2 The following comments were made in response to questions from the Panel:

- The link between the World Class Norfolk (WCN) campaign and job creation / inward investment could not be directly attributed, but could be inferred from the upward trend in the figures shown in paragraph 1.1.2. The award that WCN was nominated for was a Local Government Communications Award for promotion of place.

- Positive experience, future outlook and ambition had been reported by service users of the Future Jobs Fund. The majority of clients of the Future Jobs Fund were still within the scheme, it was **agreed** to circulate a full breakdown of the scheme including investment and outcomes. Outcomes at the end of the 6 months would be analysed to measure success.
- The Anglia TV region was chosen (along with the London region) for the WCN TV advertisement because its reach came close to the London area. This contained many of the key audiences that the WCN campaign was aimed at. In addition it was noted that the local audience also needed to appreciate Norfolk's assets more effectively. It was difficult to effectively measure the number of enquiries generated by the TV advert.
- WCN engagement via Twitter / website links focussed on quality rather than quantity, for example targeting influential people who had significant Twitter followings of their own. It was **agreed** that an update showing quality of traffic on the WCN website would be circulated, including time spent and downloads.
- It was **agreed** that the costs for producing and broadcasting the TV advert would be circulated. £200,000 was spent on the whole WCN campaign, the agency selection process and concept testing involved the leaders of all the major political parties.
- The generic skills gaps reported by employers' National Indicator had been withdrawn nationally and it was stated that, as part of the refresh of the Local Area Agreement, a more appropriate sector-specific skills gap indicator would be developed.
- The educational facilities at EPIC were used according to the requirements of the education provider. As much of the facility as possible was made available around commercial users. The EPIC funding was tapered over time, and there was a planned break even point.
- The purchase of land in Great Yarmouth was almost completed, potential uses in accordance with the sites attributes were being explored, although it was stressed that in the short term the main objective was to secure the asset for the future.
- European funding was progressing well and regular updates would be provided in the Member Briefing.

10.3 The Panel **noted** the contents of the report.

11 **Cultural Services Department Integrated Performance and Finance Monitoring Report**

11.1 The annexed report (11) was presented by the Finance and Business Support Manager.

11.2 The following comments were made in response to questions from the Panel:

- Some service disruption was experienced during the period of heavy snow, however mobile libraries were only cancelled where absolutely necessary. Where a service was affected, the local Councillor was informed.
- A suggestion was made that Active Norfolk could involve more people by for example making schools available for sport at weekends for free or for a discounted rate. It was noted that a number of initiatives such as NHS Get Moving (being piloted in the west of the county), Play 90 and village walks for the elderly had been successful. The Cabinet Member for Cultural Services **agreed** to take forward the suggestion of using schools in this way.
- The success of the self-service kiosks within libraries was highlighted. Concern was raised that they would result in staff cuts. It was clarified that the aim of the kiosks was to allow staff to devote more time to users instead of checking books in and out.
- The Migrant Workers Qualification (MWQ) was questioned and it was **agreed** that a written response outlining the scheme would be circulated to the Panel. This included a request for the number of migrant workers in Norfolk and estimates would be provided in the response. Up to date migrant worker numbers would not be known until the 2011 census.

11.3 The Panel **noted** the contents of the report.

Items for Scrutiny

12. Broadband and Mobile Phone Coverage in Norfolk: Progress Report

12.1 The annexed report (12) was presented by the Chairman of the Working Group.

12.2 The following comments were made in response to questions from the Panel:

- At the next meeting the Working Group would be meeting with Shaping Norfolk's Future to scrutinise their report, meetings with districts / health / businesses would then be set up. Further exploration of mobile phone coverage was required.
- It was noted that the lack of exchange infrastructure was a serious constraint. Money for investment by providers was limited, and Members were encouraged to sign up to the website www.broadbandnorfolk.com to show support for the issue.
- It was noted that some initiatives such as Flood Warning Direct relied on an effective, reliable broadband network.
- The Chairman of the Working Group thanked all officers involved for their time given in progressing this.

12.3 The Panel **noted** the contents of the report.

13 Forward Work Programme: Scrutiny

13.1 The annexed report (13) was presented by the Policy Officer.

- 13.2 It was noted that all scrutiny items would be passed to the Environment, Transport and Development Panel.

The meeting closed at 11.20am

CHAIRMAN



If you need this Agenda in large print, audio, Braille, alternative format or in a different language please contact Catherine Wilkinson on 0344 800 8020 or Textphone 08448008011 or email catherine.wilkinson@norfolk.gov.uk and we will do our best to help.