

Economic Development and Cultural Services Overview and Scrutiny Panel

Minutes of the Meeting held on Wednesday 13 January 2010

Present:

Mr R Rockcliffe (Chairman)	Mr M Hemsley
Mr M C Langwade (Vice Chairman)	Ms J A Murphy
Mr M Cartiss	Mr G Plant
Mr S Clancy	Dr M Strong
Mr J Dobson	Ms H Thompson
Mr P Duigan	Mr T Tomkinson
Mr R Hanton	Dr F Williamson

Cabinet Members Present:

Mr D Murphy	Cultural Services
Mrs A Steward	Economic Development

Deputy Cabinet Member Present:

Mr B Collins	Economic Development
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1 Apologies and Substitutions

1.1 Apologies were received from Mr S Dunn, Mr G Jones and Mr G Nobbs. There were no substitutes.

2 Minutes

2.1 The minutes of the meeting held on 12 November 2009 were considered and it was noted that the Cabinet Member for Economic Development should read 'Mrs A Steward'. With this amendment the minutes were agreed as a correct record and signed by the Chairman.

3 Declarations of Interest

3.1 Mr Rockcliffe declared a personal interest as a member of the Nar Ouse Steering Group.

3.2 Mr Hemsley declared a personal interest in item 10 as the business owner of an internet marketing company.

4 Matters of Urgent Business

4.1 There were no matters of urgent business.

5 Public Question Time

5.1 There were no public questions.

6 Local Member Issues/Member Questions

- 6.1 The Local Member for Wells noted that residents in North Norfolk were unhappy with the second home money being reallocated, especially with funding cuts. The Chairman clarified that this would be discussed by a different group.

7 Cabinet Member Feedback

- 7.1 The Cabinet Member for Economic Development reported that the World Class Norfolk campaign had received 1,200 visits to the website, 785 online posts and 50 tweets on Twitter in December 2009. The Farming Conference on 25 February 2010 was highlighted to Panel members. Four business breakfasts had recently been hosted with a good attendance. The Future Jobs Fund had been successful in securing £2.3m for 356 entry level jobs. Communication was being made with Scottish Renewables, who had been successful in winning the license to deliver the Norfolk Array offshore wind farm.
- 7.2 The Cabinet Member for Cultural Services noted that in a recent Audit Commission report, Cultural Services was commended as one of the best in the country. Planning was ongoing for the 2012 Olympic and Paralympic Games. On 15 January Baroness Hayman was due to open a new exhibition at the Archive Centre. Libraries had seen an increase in usage and Adult Education had received a strong Audit Commission report. Adult Education staff who were based at Tanner House in Thetford would shortly be moving to a new, more modern premises.
- 7.3 In response to Member questions, the Head of Adult Education briefed that from April 2010, work previously undertaken by the Learning and Skills Council (LSC) would be moving to Children's Services for 14 – 19 year old learning. Over 19 year old learners would be overseen by the Skills Funding Agency. Provision for young people who are not in education, employment or training (NEET) was building momentum, with NCC having some apprentices and £250k funding for adults, which mainly focussed on health and social care opportunities.

Items for Overview

8 Cultural Services Department Integrated Performance and Finance Monitoring Report

- 8.1 The annexed report (8) was presented by the Finance and Business Support Manager. It was noted that this was an interim report and that a full quarter report would be available for the March meeting.
- 8.2 The following comments were made in response to questions from the Panel:
- It was noted that the recurring budget shortfall related to the Record Office had been rectified.

- 8.3 The Panel **noted** the contents of the report.

9 Cultural Services Service and Financial Planning 2010-13

- 9.1 The annexed report (9) was presented by the Finance and Business Support Manager. The

main updates from the November Panel paper were noted to be the lower contract prices for utilities, and the removal of the Record Office historic deficit (£100,000) which would be funded through lower costs and transfer of money from the museums and library services.

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

- It was noted that the 'damping' mechanism relating to the grant formula introduced in 2006/7 had an unknown timescale for being phased out. This had been lobbied at a national level.

9.3 The Panel **noted** the contents of the report and made the above comments to inform the Cabinet Members' feedback.

10 Economic Development Integrated Performance and Finance Monitoring Report

10.1 The annexed report (10) was presented by the Economic Policy and Performance Manager.

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

- Details of the two Vital Rural Areas EU funding programme projects that were due to start in 2010/11 (noted on page 41 item (h)) would be circulated as a written response to all members.
- Work was under way relating to the Local Economic Assessment (LEA), and further details were available in the Member Briefing. This would be a standing update item in the Member Briefing for each Panel meeting.
- It was noted that a longer term objective of the World Class Norfolk campaign was to support the creation of 5,000 higher value knowledge based jobs by 2021 – this formed part of the 35,000 target for the Greater Norwich Area. Updates would be given via the Member Briefing.
- A report detailing the private sector membership of and participation in Shaping Norfolk's Future (SNF) was requested. It was agreed that this would be attached to the minutes.
- The importance of ensuring that jobs were available for school leavers was noted. While World Class Norfolk is targeting the creation of higher value, knowledge-based jobs, it was confirmed that World Class Norfolk was engaging with a broad range of existing employers.
- It was noted that the advertising for World Class Norfolk campaign had been put out to tender and was being delivered by The Point – a Norfolk based company. The Point were responsible for commissioning and managing all aspects of the campaign, including advertising.
- Questions relating to search engines and tweets were raised, it was agreed that these would be forwarded to officers for a reply.

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

11 Economic Development Service and Financial Planning 2010-13

- 11.1 The annexed report (11) was presented by the Economic Policy and Performance Manager.
- 11.2 The Panel **noted** the contents of the report and made no additional comments to inform the Cabinet Members' feedback.

Items for Scrutiny

12. Forward Work Programme

- 12.1 The annexed report (12) was presented by the Policy Officer. It was noted that the Broadband working group had not met due to the poor weather.
- 12.2 The Panel **noted** the contents of the report.

13. East of England Production and Innovation Centre (EPIC) – Progress Report

- 13.1 The annexed report (15) was presented by the Business Development Manager. It was noted that the business plan would be presented at the March meeting.
- 13.2 The following comments were made in response to questions from the Panel:
- Prior to proceeding with the project, which was originally embarked upon in response to the local business community, considerable research was carried out by an independent consultant who looked into a range of business models and opportunities - full details were presented to Cabinet in May 2006.
 - The BBC had been involved in the project and was supportive from the outset. The bulk of the funding came from the East of England Development Agency (EEDA).
 - It was noted that the new BBC regional sports programme 'Late Kick-Off' was being filmed and produced at EPIC.
- 13.3 The Panel **noted** the contents of the report.

The meeting concluded at 11am.

CHAIRMAN



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