

Great Yarmouth Borough Council



ADDITIONAL PAPERS

for the

ECONOMIC FORUM

13 September 2007

at 4.00pm

**in the Conference Room, Maritime House/TIC,
Marine Parade, Great Yarmouth**

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ECONOMIC FORUM

13 September 2007

ADDITIONAL PAPERS

3. MINUTES

The minutes of the meeting held on 14 June 2007 are attached (pages 35-42).

11. INVESTING IN COMMUNITIES (IIC)

An update is attached for information (pages 43-47).

12. SIMPLIFYING BUSINESS SUPPORT

A consultation document in relation to the above is attached (pages 48-83).

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GREAT YARMOUTH ECONOMIC FORUM

14 June 2007 – 4.00 pm

PRESENT:

T Aydin (GY People), L Brookes (ANGLE), B Burgess (Chamber of Commerce), A Carr (Great Yarmouth Tourist Authority), Councillor B Collins (Norfolk County Council), H Foale (Learning and Skills Council), M Gouldby (Great Yarmouth Port Users Association), Councillor G Plant (Great Yarmouth Borough Council), M Smith (NWES) and C Williams (Chamber of Commerce).

S Baker (Chairman of Financial Wellbeing Group), D Dukes (Norfolk County Council), T Gonzalez (Learning Forum Chairman) R Lewin (Great Port Users Association) and C Shingler (Better Futures - Norfolk Guidance Service) attended by invitation.

T Howard, P Warner, P Wright and S Davis (Great Yarmouth Borough Council Officials).

1. APPOINTMENT OF CHAIRMAN

Members were asked, in accordance with the provisions of the Constitution, to confirm the appointment of Mike Gouldby as Chairman for the 2007/08 Municipal Year.

RESOLVED:

That Mike Gouldby be appointed as Chairman for the 2007/08 Municipal Year.

2. APPOINTMENT OF VICE-CHAIRMAN

RESOLVED:

That this item be deferred to the next meeting.

3. APOLOGIES FOR ABSENCE

Apologies for absence were received from P Barry, J Best, I McCreadie, J Steward and T Leonard.

4. MINUTES

Minutes of the meeting held on 21 March 2007 were confirmed subject to the addition of D Dukes in the list of attendees.

5. MATTERS ARISING

It was noted that there were no matters arising from the minutes which were not covered elsewhere on the agenda.

6. BETTER FUTURES

The Forum received a presentation from Chris Shingler – Unit Manager for Norfolk Guidance Service in relation to the Better Futures Project which aimed to provide information, advice, guidance and support to enable beneficiaries to enter learning, self-development and/or work. It was noted that the Projects Manager of Better Futures was now Liff Pedersen. Members received the following figures which showed the progress at the end of Year One of the project:-

- 202 participants (Target 197)
- 127 starts in learning/work (Target 111)
- 130 accessing job search (Target 150).

Chris Shingler reported further on the number of attendees at two elements of the Project namely, Better Chances and Future Skills:-

Better Chances

- 32 workshops (Target 26)
- 251 starts on workshops (Target 138)

Future Skills

- 14 taster courses (Target 8)
- 91 starters on tasters (Target 64).

It was noted that additional funding had helped to exceed the targets for the Better Chances Project. He concluded that 419 participants had been seen, 238 had been male with 181 female.

Clarification was sought as to whether there was a link through to the LEGI Programme and a suggestion was made that reference could be made to NWES to ensure the link was made and to ask them how many people they had referred to these projects.

RESOLVED:

That Chris Shingler be thanked for his progress report in relation to the Better Futures Project and a copy of his presentation be circulated to all Members.

7. FINANCIAL WELLBEING GROUP

Simon Baker referred to the discussions held at the last meeting which suggested the need for a link between the Financial Wellbeing Group and the Economic Forum. He explained that the Wellbeing Group had struggled with its direction as the Social Forum's target for increasing income by 2008 had been unrealistic and the timescale to achieve this needed to be extended. It was felt that the Wellbeing Group had a natural affiliation to Economic issues although some of its work would still need to be reported to the Social Forum. He queried whether the present link was strong enough or whether the Wellbeing Group should become a Sub-Group of the Economic Forum and undertake projects whilst also maintaining its links with the Social Forum.

The point was made that it was important to at least have a dialogue between the Groups to stop the silo effect that currently existed. It was

suggested that the benefits of stronger links between the Wellbeing Group and the Economic Forum might become clearer in due course.

RESOLVED:

That the principle of stronger links between the Financial Wellbeing Working Group and the Economic Forum be agreed.

8. NEIGHBOURHOOD RENEWAL FUNDING – UNDERSPEND

The Forum received the LSP Officer's report which gave details of the underspend in the projects supported by the Economic Forum. It was noted that NWES had identified an underspend for their element in the current year of £35,000 and the Forum was asked to identify the best way of re-investing the money. NWES had discussed the issue with CTS who had agreed that they could deliver additional tasters, offsite safety inductions, CSCS training and testing, mobile tower scaffolding abrasive wheels training for up to 36 extra candidates per year. Concern was expressed that whilst CTS were very successful in starting people on to taster courses etc they had not provided any information on outcomes from the project. A suggestion was made that further information should be requested from CTS and if Officers deemed that they could undertake the training and meet the outcomes targets underspend be re-allocated to them. If it was unlikely that they would meet the specified outcomes, further discussions could then be held in relation to a project which would further the issues raised in the Employment and Skills Action Plan. The point was made that construction skills were needed locally particularly bearing in mind the progress of the Outer Harbour.

RESOLVED:

That further information relating to the progress of CTS be circulated to Members.

9. MEMBERSHIP OF FORUM

The Chairman suggested that a reciprocal arrangement be made with the Waveney Enterprise Partnership whereby a Member of each Group be co-opted to ensure that links were maintained. Whilst this was agreed in principle, the point was made that there was a need to ascertain if it would be worthwhile for a Member of the Great Yarmouth

Economic Forum to attend the Waveney Enterprise Partnership meetings. Reference was made to the fact that the Port Authority and Business Link had recently changed their functions and a query was raised as to whether it would still be beneficial to include them as full voting Members. A suggestion was made that the Business Support Alliance be asked how they could resource information locally before a decision on Business Link representation was made. Members noted that the Learning Community was now defunct and accordingly the Learning Forum would shortly be holding a workshop to discuss how to fill the gap this would create. Bearing in mind the high importance of the skills agenda to the Economic Forum, it was felt that the two Fora should be intrinsically linked. A suggestion was made that a representative of "College in the Community" should be invited to give a presentation at the next meeting to ascertain if it would be beneficial to ask them to join the Economic Forum. A query was raised as to whether Renewables East should be approached to join the Economic Forum bearing in mind the huge importance of renewables to Great Yarmouth. The point was made however that this Forum should be more of a strategic overarching Group and could not include all sectors of businesses.

RESOLVED:

- (i) That an invitation to join the Waveney Enterprise Partnership and a reciprocal arrangement be agreed in principle.

- (ii) That a representative from College in the Community be invited to the next meeting and further consideration be given by Officers as to whether the Port Authority/Port Company and Business Link should be full Members bearing in mind their recent changes in function.

10. GAPTON HALL TASK FORCE

The Forum received the draft minutes of the last Task Force meeting held on 21 May 2007. It was noted that following pressure from the Task Force, the Highways Agency had brought forward the Traffic Surveys which would now be conducted over the Summer period. The main proposal from the Highways Agency was to fully signalise the roundabout but this was not likely to be put in place until 2009/10. It was hoped that an interim meeting would be held in July with a further meeting with the Highways Agency in September.

RESOLVED:

That the position be noted.

11. NOMINATION FOR LEGI BOARD

The Economic Development Officer reported that following Chris Hacon's resignation from the Primary Care Trust he was no longer a Member of the Economic Forum and therefore could not now be the Forum's representative on the LEGI Board. He added that a steer had been received from the National DCLG Committee during their recent visit that private sector representation on the Board would be preferable. Several suggestions of representatives were made, however, as they were not present it was agreed that an approach would be made to them which would be confirmed by e-mail.

RESOLVED:

That the Officers be requested to approach the suggested private sector representatives of the Forum to replace Chris Hacon on the LEGI Board and confirmation be sent to all Economic Forum Members once a nomination had been made.

12. EMPLOYMENT AND SKILLS ACTION PLAN

The Forum received the latest version of the Action Plan. Members' attention was drawn to a number of questions which had been identified by the Sub-Group as key questions that needed to be resolved in order for the benefits of the EastPort and Outer Harbour Initiatives to be maximised for local people. The point was made that there was a need to find out what gaps there were within the skills provision available locally and to match supply and demand, ie through the Train to Gain Programme. A suggestion was made that the Sub-Group involve Connexions as it was felt their input was vital. Whilst it was acknowledged the Plan was focussed on 24 to 59 year olds, the point was made that there was a need to recognise that there would be gaps in provision but focus was needed in order to achieve the aims of the Plan. It was also pointed out that if focus was narrowed down even further there was a danger of duplication in provision.

RESOLVED:

That the latest Action Plan be noted.

13. LOCAL ENTERPRISE GROWTH INITIATIVE (LEGI)

The Forum received the Programme Manager's report which gave details of current activities, 2006/07 outcomes and the first half (2007/08) targets.

14. UNEMPLOYMENT STATISTICS

The unemployment statistics dated March 2007 were noted.

15. UPDATES ON MAJOR PROJECTS/SCHEMES

The Forum received updates on major projects and schemes which included details of the latest events attended by GYMI and the fact that the A47 Alliance would shortly be launching a website to enable businesses to give details of their experiences of the A47. In relation to the URC, it was hoped that a summary of responses on the preferred options would be available within the next month or so. A suggestion was made that a representative from 1st East be invited to the next meeting to provide a progress report.

Members also received details of the IIC project which was linked to the Employment and Skills Action Plan. Reference was made to Shaping Norfolk's Future and it was noted that they wanted to re-focus themselves and look at governance in the early Autumn. The Group had commissioned an Activity Mapping Database which should go live in September and this would enable a gap analysis to be undertaken.

RESOLVED:

That the updates provided on major projects and schemes be noted and a representative of 1st East be invited to attend the next meeting.

16. MINUTES FROM THE OTHER FORA

The Forum received minutes of the Social Forum of 1 March, Learning Forum of 14 March and Environmental Forum of 6 March 2007.

17. DATE OF NEXT MEETING

It was agreed that the next scheduled meeting of the Economic Forum would be held on 13 September 2007 at 4.00 pm.

18. CLOSURE OF MEETING

The meeting ended at 5.55 pm.

**Investing in Communities funding - Paper to Great Yarmouth Economic
Forum
13th September 2007**

Background

Norfolk Investing in Communities (IIC) is a programme aimed at addressing deprivation under the themes of skills, employment and enterprise. It has been awarded £16m over the next 4 years from the East of England Development Agency (EEDA) to deliver interventions which will tackle deprivation in Norfolk by encouraging the co-ordination of public sector resources and interventions to deliver agreed priorities. The funding is split approximately 50/50 between capital and revenue projects.

Great Yarmouth priorities

The IIC Business Plan 2007-11 identifies employment as the priority for Great Yarmouth. While overall levels of benefit claimants and unemployment in Norfolk are not much higher than for the Eastern Region, there are hotspots in the most deprived areas of the county. In Great Yarmouth, levels of unemployment, sick and disabled and lone parent claimants are about double those for the region. In Nelson Ward in Great Yarmouth, those levels are more than four times the regional average and one SOA is ranked second worst in the country in the employment domain.

Maximising the impact of IIC investment

The Norfolk Partnership has an objective to maximise the impact of IIC investment by aligning with other funding initiatives through LSPs. We have set a minimum target of 30% revenue leverage and 50% capital leverage for the programme as a whole. In Great Yarmouth there is the opportunity to maximise IIC investment using funding streams such as LEGI and NRF.

IIC investment in Great Yarmouth to date:

A presentation to the LSP by the IIC Manager, Vince Muspratt, in January 2007 suggested an approximate figure of £1.5M capital and £1.6M revenue in Yarmouth over the IIC Business Plan period (2007-11). To date a number of projects have been benefiting the area, totalling £934K revenue and £830 capital of IIC investment.

Capital

Alchemy: Capital funding to provide an enterprise centre with designated workspace for young entrepreneurs and access to advice, guidance and professional support

LEGI Enterprise Centre: Hub building for the LEGI programme, providing a central point for the delivery of a range of partnership activities, all targeted at raising a culture of enterprise in the Borough

BRETTS: Learning Zone for homeless and vulnerable people in a centre providing accommodation and support services.

Revenue

HAVES: Project identifying and supporting the homeless and vulnerable (primarily young people) using art and media activities and developing educational opportunities and projects

Skills for Life: Training Skills for Life and vocational staff to deliver embedded numeracy, literature and language learning within their vocational offer (the Health and social care and Construction sectors).

Employment in Gt Yarmouth: Research in to the employment needs of disadvantaged individuals and employer needs in terms of skills and barriers to work. Results will inform design and delivery (in 2008/09 and beyond) of an integrated and tailored programme of short-term vocational/soft and basic skills training for local job seekers, out of work between 3 and 15 months, with in-work support and training offers.

Current investment:

| | Capital | Theme |
|-----------------------------|-----------------|------------|
| Alchemy (07/08) | £360,000 | Enterprise |
| LEGI Enterprise Centre | £245,000 | Enterprise |
| BRETTTS | £225,000 | Skills |
| Total | £830,000 | |
| | Revenue | |
| HAVES | £149,000 | Employment |
| Skills for Life | £345,000 | Skills |
| Employment Project Research | £ 40,000 | Employment |
| Total | £534,000 | |

Expected future investment:

| | Capital (None proposed) | |
|---|---|------------|
| | Revenue | |
| Employment in Gt Yarmouth (delivery) | £200,000 (est) each year for 3 years | Employment |

This leaves an approximate budget of £666K revenue and £770K capital remaining to invest in Great Yarmouth. EEDA are expecting plans for this investment to be developed.

Countywide (revenue) projects that benefit Great Yarmouth:

In addition, the projects below have been and will continue to funded by IIC for the next 3 years. They are not included in Great Yarmouth's IIC allocation:

| | | |
|----------------------------|------------------|--------|
| STEP (Skills 4 Life/HAVES) | £410,000 (total) | Skills |
| Raising Aspirations | £37,000 (total) | Skills |

Ensuring Seamless Support

£169,994 (total)

Enterprise

Area based investment packages

The IIC Programme is committed to embedding the direction of the IIC programme with Local Strategic Partnerships. At Board level Great Yarmouth is represented by Peter Wright (Economic Development Officer for Great Yarmouth) but we are seeking LSP commitment in determining a package of investment in the Great Yarmouth area to the end of the IIC Business Plan period ((March 2011).

We suggest that the Great Yarmouth Skills and Employment Group (responsible for the Employment and Skills Action Plan) is given the responsibility of developing a package of IIC investment for Great Yarmouth and bringing it to the Economic Forum for approval. The group would be responsible for developing an investment plan (see template at appendix 1) that meets the requirements of the IIC and making the connections with other activities of the LSP.

Current membership of Great Yarmouth Skills and Employment Group is:

- Job Centre Plus
- Great Yarmouth Borough Council
- Local Strategic Partnership
- Learning and Skills Council
- Community Connections
- Investing in Communities
- Norfolk Voluntary Services
- South Yarmouth ?? Neighbourhood Manager

The membership of this group for the purposes of IIC (with the themes of skills, employment and enterprise in mind) is broadly correct.

Other opportunities

Despite the expected pressures on the IIC funds following the Comprehensive Spending Review, there is often the opportunity for Norfolk to mop up underspend from other sub-regions. In 2007/8 EEDA has indicated that the underspend for the region is likely to be approximately £1m capital. Norfolk IIC will be invited to bid for this underspend but any additional monies granted will have to be spent by 31st March 2008. The IIC Board has agreed to submit proposals for the underspend on the understanding that it does come out of the 2008/09 capital allocation for Norfolk.

A potential project to utilise the underspend in 2007/08 is Alchemy 2, providing the same kind of supported start-up facilities as Alchemy 1 but for the construction or IT sectors. Great Yarmouth College has the ability to spend capital on this project quickly (between £250-400K this financial year) but would require a commitment from IIC – and therefore the LSP - of up to £400K of additional capital funds in 2008/09.

The Economic Forum is asked to approve the following:

1. That the Employment and Skills Group take responsibility for developing an area based package of investment for the Great Yarmouth area for the IIC for the remainder of the Business Plan period (to March 2011)
2. To check that the membership of that group is appropriate given the three themes of the IIC programme (skills, employment, enterprise)
3. To approve in principle Alchemy 2 to utilise any underspend from within the region during 2007-08 on the understanding that further capital will be required in 2008-09

Eliska Cheeseman
IIC Programme Manager
11th September 2007

**Area Based IIC Investment Strategy
(Template)**

Background

The group responsible for the Employment and Skills Action plan has been asked to develop a programme of investment for the Great Yarmouth area to be delivered during the 07-11 IIC Business Plan period. The investment strategy is to determine a number of key issues

- Target group – the evidence for and any criteria
- Approach
- Activities and framework
- Alignment and maximising impact
- Capital and revenue investment plan

Target groups

Linked to IIC Business Plan

Employment - Likely to be job seeking working age benefit claimants

Skills?

Approach

E.g. Supported employment

Activities and framework

Employment: IIC project working with Job Centre Plus, Borough Council, LSC and LSP

Alignment and maximising impact

Aligning with other funding streams (LEGI etc) to maximise leverage

Capital and revenue investment plan

2007-2011 for amount remaining

Actions required