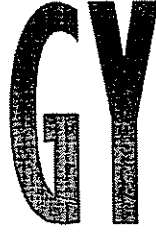


GREAT YARMOUTH



LOCAL STRATEGIC PARTNERSHIP

**MEETING OF THE
GREAT YARMOUTH
ECONOMIC FORUM**

to be held in the Supper Room,
Town Hall, Great Yarmouth

on

Thursday, 11 December 2008

at 4.00 pm

LARGER PRINT COPY AVAILABLE
PLEASE TELEPHONE: 01493 846325

GREAT YARMOUTH ECONOMIC FORUM

**To be held in the Supper Room, Town Hall, Great Yarmouth
on Thursday, 11 December 2008 at 4.00pm**

A G E N D A

DECLARATIONS OF INTEREST

Members should declare interests in any items on the agenda when a decision on it could affect the financial position of himself, a relative or friend. Having declared an interest, the Member should not take part in the discussion of, or voting on, the item if the interest is significant. A "significant" interest is one which a member of the public would consider to be so significant as to prejudice the individual's consideration of the public interest.

1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2. MINUTES

To receive the minutes of the meeting held on 11 September 2008 (pages 1-7).

3. MATTERS ARISING

To consider any matters arising from the above notes not covered elsewhere on the agenda.

PRESENTATION

4. NORFOLK SKILLS ROAD MAP

Howard Foale, LSC, will report further at the meeting.

ITEMS FOR DECISION/DISCUSSION

5. THE CREDIT CRUNCH – IMPACT ON LOCAL BUSINESSES

To discuss the above.

6. DRAFT PROSPECTUS

To consider a summary of the draft prospectus.

ITEMS FOR INFORMATION

7. WORKING NEIGHBOURHOODS FUND

To consider the LSP Officer's report (pages 8-21).

8. THE WAY FORWARD FOR THE LSP

The LSP Officer will give an update at the meeting.

9. FEEDBACK FROM THEMED WORKING GROUPS

To receive an update on the Working Groups.

10. enterpriseGY

To receive an update in relation to the above (pages 22-23).

11. INTEGRATED DEVELOPMENT PLAN

The Economic Development Officer will report further at the meeting.

12. UPDATES

To receive any updates on projects/schemes.

13. DATES OF FUTURE MEETINGS

To agree the date for the next Economic Forum.

14. ANY OTHER BUSINESS

To consider such other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

* * * * *

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GREAT YARMOUTH ECONOMIC FORUM

11 September 2008 – 4.00 pm

PRESENT:

Councillor Plant (in the Chair); Councillor Collins (Norfolk County Council), H Foal (LSC), R Parkinson (Great Yarmouth College), I McCreadie (Chamber of Commerce), S Earl (Heritage Partnership) and R Perkins (Waveney Economic Partnership).

Mr T Howard, Mr P Wright, Mr P Warner and Mrs C Webb (Borough Council Officials).

Mr T Leonard (LSP Officer)

1. APOLOGIES FOR ABSENCE

Apologies for absence had been received from J Holt, T Aydin, Councillor Reynolds, M Pearson and J Steward.

2. MINUTES

The minutes of the meetings held on 18 June and 14 August 2008 were agreed.

3. THE ECONOMIC FORUM – THE WAY FORWARD

The Economic Development Officer reported the work he had undertaken following discussions which had taken place at the recent special meeting held on 14 August 2008. He circulated a paper which detailed the suggested make-up of the four identified groups.

- Group A – Perceptions/Inward Investment
- Group B – Enterprise/Business Growth
- Group C – Skills and Employment (Supply)
- Group D – Infrastructure/Land Availability/Plans/Prospectus

The remit of the four Work Groups would be to deliver the Sustainable Community Strategy (SCS), to set targets and to monitor/report performance. Richard Perkins suggested that the Forum should use the specific LAA 2 targets, the local Indicators being the most important.

The Economic Development Officer envisaged these groups as being focussed delivery bodies which would be free to add new co-opted and seconded members where appropriate and that each group would report to the Economic Forum (acting as a Reference Group), perhaps twice a year. A decision would need to be made regarding how these groups would be serviced.

The circulated paper listed suggested attendees, together with the names of suggested Chairman/Champion, Vice-Chairman and Co-ordinator for each group. These four Groups would need to be populated with names.

The Chairman reported that the remit of the groups were open for discussion.

Councillor Collins stressed the importance of involvement of County Councillors and Officers in the four groups. The Economic Development Officer also stressed that there may be other interests that might need to be represented across the four groups.

The Conservation and Heritage Manager requested that the Great Yarmouth Heritage Partnership be added as a suggested attendee in the Image Group.

The Chairman asked whether the Forum was happy with the proposed structure and themes of the groups, as they would be the tools to drive the Forum forward during the next twelve months. Providing, the main structures were in place, specific targets could be discussed at a future meeting.

The Economic Development Officer informed the meeting that he would write to all Forum members who were not present at the meeting to keep

them fully informed of the proposals. Specific targets would need to be identified and discussed at the first meeting of each group, which would be held before 1st December 2008.

Robin Parkinson was concerned that the skills, employment and business growth issues were presented as two separate packages, when, in his view, they were much closer together. He agreed that it was imperative to draw together activities to meet both the supply and demand of labour market within the Borough.

There was a fine line dividing the supply of labour and employment and a brokerage system could be introduced to bring the two sides together. He agreed that he could identify the people concerned who could act as brokers, which could lead to a lightweight, semi-permanent structure, similar to a "clearing house", which could perhaps be facilitated and funded by the LSC.

The Head of Regeneration and Environment reiterated that these four identified Working Groups should meet prior to the next Forum meeting, which would take place on 11 December 2008. These groups should consider their remit and produce delivery plans which corresponded to the requirements of the SCS.

The Chairman reminded the Forum that business growth in these uncertain times would be unlikely. Business competitiveness and business retention were perhaps more appropriate.

RESOLVED:

- (i) That the proposed Working Groups:
 - Image
 - Enterprise/Growth
 - Skills/Employment
 - Infrastructure be agreed as the way forward.
- (ii) That these Groups would report twice a year to the Economic Forum, acting as a Reference Group, which would monitor and evaluate their progress.
- (iii) That each of the Groups would meet to set targets prior to the next meeting of the Economic Forum which would be held on 11 December 2008.

4. SUSTAINABLE COMMUNITY STRATEGY

The Forum considered the Sustainable Community Strategy and the delivery plan, together with the Economic Development Officer's proposed alternative key aims.

The Economic Development Officer reported that the Economic Forum was concerned with Key Aim 4, A Flourishing Economy, and that he had reviewed the objectives set out in the draft Sustainable Community Strategy and was proposing an amended set which would relate more to the remit of the Forum. It was imperative that the Forum understood how it related to the Sustainable Community Strategy and that it should set targets and outcomes which the Forum wished to be judged by.

The Head of Regeneration and Environment reported that in setting goals and targets flowing from the SCS, it was important that the correct syntax and grammar was used, as otherwise, confusion could arise over both meaning and intention.

The Forum was concerned about objective 4.6 Sustainable Transport, as transport provision was largely out of the hands of the Council. It was suggested that the heading for 4.6, should be Transport, with a sub-group heading Sustainable. It was agreed that Peter Wright should hold discussions with Peter Warner to identify an acceptable title for Key Aim 4.6.

Robin Parkinson felt that the SCS was lacking in that it did not seem to recognise the full value of education and the impact of public spend on education on the local economy. A university, which could be sited between Great Yarmouth and Lowestoft, would create sustainable tourism throughout the year, with students and visiting parents using holiday accommodation. By including this, the SCS would be supporting an ambition of the Economic Forum.

The Economic Development Officer stated that it was important that the SCS covered all aspects, as, if ambitions were not stated within the document, this could be the crucial hook for future funding. If it was not detailed in the strategy, it might be overlooked for funding.

The Chairman asked whether officers had identified these potential funding "hooks". The Conservation and Heritage Manager reported that

he had not considered this implication and would, therefore, need to have an in depth look at the document to ensure that funding opportunities for heritage projects were not missed.

Tim Leonard reported that in the original 20/20 Vision document, the provision of an outer harbour had been included, which gave the document a "Visionary" feel. He felt that other projects which the people of the Borough of Great Yarmouth aspired to, should be included, for example, the third river crossing. If this was included in the strategy, this could prove to be central in the lobbying process for the road transport infrastructure within the Borough.

The Chairman suggested that the TENS "Priority Route" Network could be included in the strategy. This would be aiming for European money to complete the transport infrastructure between Great Yarmouth and Europe, including the dualling of the Acle Straight, improvements to the A11 and the A47. It could be that if this was not contained within the strategy, then it might be omitted by the ISC for further bidding consideration.

The Head of Regeneration and Environment endorsed the inclusion of the third river crossing and the TENS network, as it was imperative that the SCS not only sets out specific actions but also highlights "big ticket" aspirations for which the Borough would need external support.

The Chairman expanded the point further by stating that the wish list could include links to the University of East Anglia, for example, Bournemouth University provided sustainable tourism through education.

Further higher education would lead to a workforce which could be employed in the Renewables and Engineering sectors of the Borough. Education was paramount in the building of a strong sustainable community.

Robin Parkinson endorsed this suggestion and offered to submit a short document in support and suggested that this could become part of the remit of the Image Group.

The Chairman highlighted that the URC was omitted from the strategy. The URC affected employment areas, residential areas and the

upgrading of brownfield sites, by bringing them back into productivity for community use and that this should be included within the strategy.

The Chairman reiterated that as a result of these discussions, the Forum felt it needed more time to finalise its consultation submission.

RESOLVED:

- (i) That the eleven revised headings for key aim 4, A Flourishing Economy, be adopted by the Economic Forum, apart from 4.6, Sustainable Transport, which required clarification.
- (ii) That the Key Aim 4 document prepared by the Economic Development Officer, including the revised headings to Key Aim 4, which had been agreed today, be forwarded to the SCS Co-ordinator with a request that these modifications be made to the Sustainable Community Strategy.

5. LSP STOCKTAKE – CONSULTATION

The Economic Forum was asked to consider the LSP Stocktake document. The Forum discussed the report which considered whether the LSP was fit for purpose, its strengths, whether there were areas for improvement and suggested solutions. The consultation period for the LSP Stocktake ended on 26 September 2008.

The Head of Regeneration and Environment reminded the Forum that they should take note of the proposal that the four existing Fora should cease. He stated that if the Fora were dismantled, other groups would need to be set up to deliver the Action Plan. In view of the earlier decision taken regarding the new proposed structure, he felt that it was imperative that the Economic Forum compiled and submitted a response before the deadline for consultation.

The Head of Regeneration and Environment drew attention to page 23, item 7, Managing Resources More Effectively, where it stated that a Resources Strategy would be developed, which would co-ordinate all external funding streams, such as the Working Neighbourhoods Fund and enterpriseGY (LEGI). He was concerned by the proposal to disband the enterprise GY Board and felt that enterpriseGY required a specific governance structure.

Tim Leonard informed the Forum that County had already set up a Resources Advisory Group to ensure the maximum number of links with other similar programmes, which would lead to greater integration of area grant programmes.

The Head of Regeneration and Environment reiterated that this type of service provision needed to be governed and managed and pointed to the fact that there had been no proposal to scrap the Neighbourhood Management Board.

RESOLVED:

- (i) That the Economic Forum did not accept the proposal for the Economic Forum to be disbanded.
- (ii) That the proposal to disband the enterpriseGY Board be not endorsed by the Economic Forum.
- (iii) That the Chairman of the Economic Forum would attend the Sustainable Community Strategy meeting on 25 September 2008.

6. DATE OF NEXT MEETING

The next scheduled meeting of the Economic Forum would take place on 11 December 2008 at 4.00 pm, venue to be announced.

7. CLOSURE OF MEETING

The meeting ended at 5.55 pm.

Working Neighbourhoods Fund Commissioning – The Next Steps

Background

Last December we were informed that Great Yarmouth was being awarded £7.1 million over a three year period to invest in measures to reduce worklessness, improve skill levels and increase enterprise in the Borough. It was decided that research was needed to map the needs of Great Yarmouth in these areas, updating and drawing on past work which had been carried out on, amongst others, employers' needs, employees and incapacity benefit claimants.

This work was carried out by Holden McAllister and was funded jointly by Norfolk Investing in Communities and Opportunities GY. The following six Key Challenges were identified in the report:

- Linking those with low Skills to the Labour market
- Retaining and attracting higher skills groups
- Increasing enterprise levels
- Tackling work limiting illness
- Increasing aspirations and horizons
- Improving outcomes for young adults

Breakdown of Investment

The original advised sum available to us was £7.1 million. This figure may increase marginally due to a revision in DCLG's method of calculation. Of the original sum, £0.5 million has been committed to former Neighbourhood Renewal Fund projects and interventions which meet the WNF criteria. The available balance of £6.6 million was considered by the specially formed WNF Commissioning Group on 5 November.

This group was drawn from LSP members not involved in and seeking funds from the Remaining "pot"; that is not having a vested interest in the outcome of the meeting.

Pam Fox's report and recommendations on WNF, which drew on the workshop in early September, and which has been endorsed by the LSP Executive was noted by Commissioning Group. There was confirmation of the projects and initiatives recommended for funding in this report.

The paper as agreed by the Commissioning Group is appended to this paper.

It was agreed that the remaining fund should be divided as follows:-

- A. Information and evidence gathering (£150 thousand)
- B. Labour supply, soft skills, accredited skills and barrier removal (£3,000 thousand).
- C. Employment demand and enterprise (£1,400 thousand)
- D. Infrastructure projects (£1,100 thousand)
- E. Small grants (£200 thousand)
- F. Management and administration (£400 thousand)
- G. Unallocated reserve (£350 thousand)

Next Steps

It was concluded that a resource would be brought in, for a limited period to assist the WNF team in commissioning and the writing of project specifications.

A workshop on Soft Skills is being arranged, informed by the views of the Learning Forum.

The Economic Development Department will lead on the commissioning of the Intermediate Labour Market Hub which will involve the use of brokerage services to provide support for private and public sector employers.

Will the Executive:

Note and endorse the next steps in commissioning Great Yarmouth's Working Neighbourhoods Fund

TEL 11 November 2008

FUNDING CATEGORY: A. INFORMATION & EVIDENCE GATHERING
 definition Identify client group/s & Identify client group/s' 'needs'
 Identify provision & Identify gaps
 (NB. All mapped to 6 Challenges)

A. i. OUTCOMES: "an awareness of local/regional provision on worklessness, skills & enterprise"

A. ii. 'SMART' OUTPUTS:

from page 12 n/a

A. iii. RECOMMENDED INITIATIVES FOR FUNDING (per workshop)

	<u>Amount</u>
NB. Taken from "The Commissioning Recommendations for WNF" (Pam Fox)	£50k
1.1. further information gathering <i>as definition and after mapping, set an action plan</i>	£50k
1.6. a study of various aspects of working in the local economy <i>including contribution from the cultural sector: renewable energy in CV</i>	£20k
1.7. research about social marketing	£30k (P.Wright)
1.8. feasibility of setting up ILM etc. training into work i.e. recycling	

Mapped to Challenges:-

	<u>Yes/No</u>
1	
2	
3	
4	
5	
6	

A. iv. Author(s) of project specifications:

1.

1.4. detailed information of needs of people living in rural areas (see IiC Study/OCSI)

A. v. Known Current Suppliers:

- o GYROS

Additional Notes from 5.10.08:

- 1.1.
 - Not Migrant workers
 - JCP figures regional not local (& only priority groups); data only measures 'moving into jobs' not jobs sustained
 - Evaluate effectiveness > NM Pilot
 - Decide age range (from>)
 - Workhouse Study (significance of?)
 - Value for money
 - Commission organisation to do mapping exercise (2 research jobs & gap analysis)

- 1.6.
 - Analysis of where people can work & what at
 - Broaden to wider area (sub-regional)

- 1.7.
 - Social marketing a. to change perception, b. to attract business in and c. market value of work
 - Raising aspirations & profile
 - Include employers in this
 - Ask GPUBLIC about their 'perception'
 - Some businesses would be keen to be engaged on this

WORKING WITH INDIVIDUALS
COMMISSIONING PROCESS

FUNDING CATEGORY: B. PROJECTS:- 'LABOUR SUPPLY' (Working with Individuals)
 Category includes - new & extended existing & some infrastructure (4.1.). Plus Barriers to learning/work

B. i. OUTCOMES:
 Workless people made more employable or who become employed.
 Those in work who are upskilled
 Young people prepared for employment etc.
 People with a new recognised qualification
 Childcare
 Transport
 Access
 Accommodation
 Etc.

B. ii. SMART OUTPUTS: confidence building course attendance
 volunteer weeks
 job tasters
 work experience for adults
 adults benefiting from IAPT (improved access to psychological therapies) etc.
 childcare
 People benefiting from social & personal development
 Advice & Guidance sessions
 Number of qualifications i.e. NVQ's Skills for Life.
 Those starting apprenticeships, CSCS Cards, H&S, Driving licence, HGV, Fork Lift certificate

from page 12 OP.1 – OP.10, OP.11, OP.14 – OP.18. & OP.23 – OP.26

B. iii. RECOMMENDED INITIATIVES FOR FUNDING (per workshop)

		Amount <i>(if known)</i>
NB. Taken from "The Commissioning Recommendations for WNF" (Pam Fox).		
2.2	Role model mentoring	
3.1.	Extension of current Family Intervention Program	

WORKING IN FUTURE PROOF
COMMISSIONING PROCESS

3.2.	Target Opportunities (Voluntary Norfolk)	
3.3.	Community Advice (Transit from benefits)	
3.4.	Soft skills for adults (25+)	£250kpa
4.1.	Virtual 'two-way' Gateway (NM funds?)	£50k pa
5.6.	Business In The Community	£22k pa
5.9.	Ageless Opportunities (<i>extend to younger age group</i>)	£100 pa
5.10.	Norfolk Guidance Service (Better Futures)	

Mapped to Challenges:-		Yes/No
1		
2		
3		
4		
5		
6		

B. iv. Author(s) of project specifications:

B. v. Known Current Suppliers:

<ul style="list-style-type: none"> <input type="radio"/> The Priority <input type="radio"/> College In The Community <input type="radio"/> Blue Cat <input type="radio"/> Move On East <input type="radio"/> Ormiston <input type="radio"/> FE Colleges <input type="radio"/> Business In The Community 	<ul style="list-style-type: none"> <input type="radio"/> CAB <input type="radio"/> Norfolk Guidance <input type="radio"/> Connexions <input type="radio"/> Norfolk Learning Partnership <input type="radio"/> Community connections <input type="radio"/> CTS <input type="radio"/> VSP
--	--

WORKING NEIGHBOURHOODS FUND
COMMISSIONING PROCESS

o Children's Centre	o Kickstart
---------------------	-------------

Additional Notes from 5.10.08:	<ul style="list-style-type: none">- Getting people into work- Upskilling- Retaining workforce- 'outcome' related funding- contacting through community groups etc.
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**WORKING NETWORKING OPPORTUNITIES
COMMISSIONING PROCESS**

FUNDING CATEGORY: C. (NEW) PROJECTS:- EMPLOYMENT DEMAND (working with Employers)
 Category includes - Enterprise & workforce development

C. i. OUTCOMES: Employment of local residents (not in work)
 More vibrant local business

C. ii. SMART OUTPUTS: Jobs created
 Jobs safeguarded
 No. of local employers with employer volunteering scheme
 Start up business
 Small businesses taking on employees
 Social enterprise training attendance

from page 12 OP.1, OP.2, OP. 4 – OP.9, OP.21 – OP.23, OP.25 & OP. 26

C. iii. RECOMMENDED INITIATIVES FOR FUNDING (per workshop)

	Amount (if known)
NB. Taken from "The Commissioning Recommendations for WNF" (Pam Fox).	
2.1. *Common Purpose Scheme (leadership)	
2.2. Role model mentoring	
2.5. Long term project working with employers to make aware of mental health issues	
2.6. Coordination hub to provide support for public and private sector employers	
2.7. Social enterprise promotion scheme	
3.5. Opportunities Week	
3.7. Extension of IiC Steps	Part fund

Mapped to Challenges:-

	Yes/No
1	
2	

WORKING NEIGHBOURHOODS FUND
COMMISSIONING PROCESS

3	
4	
5	
6	

C. iv. Author(s) of project specifications:

C. v. Known Current Suppliers:

<ul style="list-style-type: none"> <input type="radio"/> *CPS <input type="radio"/> Business in the Community <input type="radio"/> Meridian East <input type="radio"/> The Priority <input type="radio"/> MIND 	<ul style="list-style-type: none"> <input type="radio"/> WEETU <input type="radio"/> LEGI <input type="radio"/> NWES <input type="radio"/> Volunteer Norfolk/GYROS (?) <input type="radio"/> Etc.
--	--

Additional Notes from 5.10.08:

	<ul style="list-style-type: none"> - Marketing the borough £75k - Enterprise context (age limit?) - Mental health issues - Employability - Help support existing businesses - Stress related leave etc. in county & borough council - This is a major issue & therefore a sound investment
2.5.	
2.5.	

WORKING NEIGHBOURHOODS FUND
COMMISSIONING PROCESS

FUNDING CATEGORY: D. INFRASTRUCTURE PROJECTS INCLUDING SOME RECOMMISSIONING OF TRANSITION FUNDED PROJECTS

D. i. OUTCOMES: Engagement with local residents at grass roots various

D. ii. SMART OUTPUTS: from page 12 Should cover OP.1 – OP.26

D. iii. RECOMMENDED INITIATIVES FOR FUNDING (per workshop)
NB. Taken from "The Commissioning Recommendations for WNF" (Pam Fox).

	Amount (if known)
4.2. Roll out of Locality Working (50% WNF)	£127k pa
3.6. 'Yourmouth' 50/50 SCF/WNF	For 09/10 & 10/11
5.2. Community Development	£119k pa
5.3. Voluntary Sector	£64k. pa
5.4. GYP Core Costs (50/50 with SCF)	£23k pa

Mapped to Challenges:-

	Yes/No
1	
2	
3	
4	
5	
6	

WORKING PRACTICES FOR THE
COMMISSIONING PROCESS

D. iv. Author(s) of project specifications:

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D. v. Known Current Suppliers:

<ul style="list-style-type: none"> <input type="radio"/> ComeUnity <input type="radio"/> Community Connections <input type="radio"/> VSP 	<ul style="list-style-type: none"> <input type="radio"/> BTC <input type="radio"/> The Priority
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Additional Notes from 5.10.08:

- | | |
|------|--|
| 3.6. | <ul style="list-style-type: none"> - Yourmouth area should be expanded - Contact community via community groups etc. |
|------|--|

WORKING NEIGHBOURHOODS FUND
COMMISSIONING PROCESS

FUNDING CATEGORY:
E. SMALL GRANTS

E. i. OUTCOMES: Various (inc. engagement of third sector organisations)

E. ii. SMART OUTPUTS:

from page 12 May contribute to OP.1 – OP.26

E. iii. RECOMMENDED INITIATIVES FOR FUNDING (per workshop)

	Amount (if known) £200k
NB. Taken from "The Commissioning Recommendations for WNF" (Pam Fox).	

Mapped to Challenges:-

	Yes/No
1	
2	
3	
4	
5	
6	

WORKING WITH THE COMMUNITY
COMMISSIONING PROCESS

E. iv. Author(s) of project specifications:

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E. v. Known Current Suppliers:

<ul style="list-style-type: none"><input type="radio"/> GYP<input type="radio"/> VSP

<ul style="list-style-type: none"><input type="radio"/> Children's Centre<input type="radio"/> Kickstart

**WORKING NEIGHBOURHOODS FUND
COMMISSIONING PROCESS**

“Page 12”

SUGGESTED WNF OUTPUTS LIST

Ref.	Description
OP.1	Number (No.) of jobs created
OP.2	No. of Jobs Safeguarded
OP.3	No. of Pupils Benefiting from Projects Designed to Enhance/Improve Attainment
OP.4	No. of People Trained Obtaining Qualifications
OP.5	No. of Residents of Target Area Accessing Employment through training, careers advice, other specifically targeted assistance
OP.6	No. of Training Weeks
OP.7	No. of People Trained Obtaining Jobs (of which, no. who were unemployed)
OP.8	No. of People Entering Self Employment
OP.9	No. from disadvantaged groups being targeted who Obtain a Job, e.g. Disabled People
OP.10	No. of People Benefiting from projects to Promote Personal and Social Development
OP.11	No. of Employers Involved in Collaborative Projects with Educational Institutions to improve Student Performance
OP.12	No. of Teachers on Placement into Business
OP.13	No. of Businesses Advised
OP.14	No. of local people given access to new community health opportunities/facilities
OP.15	No. of local people given access to new community sport opportunities/facilities
OP.16	No. of local people given access to new community cultural opportunities/facilities
OP.17	No. using improved health facilities
OP.18	No. using improved sport facilities
OP.19	No. of Voluntary Organisation Supported
OP.20	No. of Individuals Involved in Voluntary Work
OP.21	No. of Local Employers with Employee Volunteering schemes
OP.22	No. of Community Enterprise Start Ups
OP.23	No. of new child care places provided
OP.24	No. of people benefiting from initiatives to improve health
OP.25	No. of people given access to new learning opportunities
OP.26	No. of people given advice about/access to new learning opportunities

Outputs compatible with WNF?

Outputs may be (with adjustment) compatible with WNF?



enterpriseGY (LEGI) PROGRESS REPORT TO ECONOMIC FORUM

December 2008

Introduction

In late 2005, a successful bid was submitted by the Great Yarmouth Borough Council (GYBC) for the National Government's Local Enterprise Growth Initiative (LEGI) fund. GYBC was awarded in an initial grant of £8.7m for the first three years of a proposed ten year programme.

Following confirmation of funding in mid 2006, the LEGI (now enterpriseGY) Board was formed and held its inaugural meeting on 16 August, 2006. The Board's role is to provide advisory oversight to the Great Yarmouth LEGI Programme, for which GYBC is the accountable body.

Financial monitoring is undertaken by GYBC, and the enterpriseGY Board provides regular reports to the Local Strategic Partnership and the Economic Forum.

The broad aim of enterpriseGY is to promote enterprise and an entrepreneurial spirit within the Borough. This twin aim has led to two major areas of activity – marketing to promote a positive attitude to business in the Borough, and commissioned projects targeted at specific areas of need.

Current Position

March 2009 will see the conclusion of the first three year funding tranche for enterpriseGY (although, technically, most commissioned project activity under the Programme only commenced in year two). The commissioned delivery partners for enterpriseGY operate under service level agreements with specified targets – many of which were considered stretch targets when set. Despite this and the deferred start, an estimated 83% of the indicator threshold targets will be met or exceeded by March 2009.

A major component of that initial tranche period has been the delivery of a central hub for enterpriseGY. Novus Centre is now fully operational, and the adjoining 13 suite office incubation facility (Catalyst) will officially open on Global Business Incubation Day (8 December).

Future Direction

In 2008, the Government announced further funding for the 20 operational LEGIs; for the Great Yarmouth LEGI Programme this meant an additional £4m for 2009-10/2010-11. During 2007 and 2008, the enterpriseGY Board has undertaken an extensive review of its existing operations, in order to develop a strategy that would best suit the needs of the Borough, within the parameters for which LEGI funding was provided. This involved both internal evaluation and utilization of external consultancies (such as the UEA and UK Business Incubation).

As a consequence of that review, the enterpriseGY Board's future strategy is to concentrate its focus upon business development as its primary activity. This will involve supporting both business start ups and existing businesses. To fully achieve this aim the Board recognised, as a central plank of the strategy, the need to offer additional practical assistance – in the form of a major business incubator - to businesses that have a desire for exponential growth (be they start ups, or existing businesses that want to take the next incremental step).

It is acknowledged that adoption of such a strategy will have an impact on future funding arrangements; some current activities will not be able to be funded to the same extent, whilst some may not be able to be funded at all. This is not to imply that such activities are unimportant; it is just that with limited funds, priority allocation must apply.

Next Steps

- The enterpriseGY Board met on 21 November, at which time they finalised the details of the 2009-11 strategy; these will be presented to the LSP Board meeting of January 12, 2009.
- The Board is cognisant of the need to support the revised LAA/SCS targets, and one of its priorities will be to determine ways in which it can best align its activities to assist in that endeavor.