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**Tuesday, 13 November 2018**

**Chairman: Councillor K Girling**  
**Vice-Chairman: Councillor Mrs P Rainbow**

**Members of the Committee:**

Councillor R Blaney  
Councillor Mrs R Crowe  
Councillor Mrs G Dawn  
Councillor J Lee  
Councillor N Mitchell  
Councillor P Peacock  
Councillor T Roberts  
Councillor F Taylor  
Councillor T Wendels  
Councillor Mrs Y Woodhead

**Substitute Members:**

Councillor M Cope  
Councillor Mrs M Dobson  
Councillor D Staples  
Councillor D Thompson  
Councillor K Walker

**MEETING: Economic Development Committee**  
**DATE: Wednesday, 21 November 2018 at 6.00 pm**  
**VENUE: Civic Suite, Castle House, Great North Road,  
Newark, Notts NG24 1BY**

**You are hereby requested to attend the above Meeting to be held at the time/place  
and on the date mentioned above for the purpose of transacting the  
business on the Agenda as overleaf.**

If you have any queries please contact Helen Brandham on [helen.brandham@newark-sherwooddc.gov.uk](mailto:helen.brandham@newark-sherwooddc.gov.uk) 01636 655248.



## **AGENDA**

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| 1. | Apologies for Absence  |         |
| 2. | Declaration of Interest by Members and Officers and as to the Party Whip |         |
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### **Confidential and Exempt Items**

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| 12. | Exclusion of the Press and Public |  |
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To consider resolving that, under section 100A (4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Paragraphs 3 of part 1 of Schedule 12A of the Act.

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## NEWARK AND SHERWOOD DISTRICT COUNCIL

Minutes of the Meeting of **Economic Development Committee** held in the Civic Suite, Castle House, Great North Road, Newark, Notts NG24 1BY on Wednesday, 12 September 2018 at 6.00 pm.

PRESENT: Councillor K Girling (Chairman)  
Councillor Mrs P Rainbow (Vice-Chairman)

Councillor R Blaney, Councillor Mrs R Crowe, Councillor J Lee,  
Councillor N Mitchell, Councillor P Peacock, Councillor T Roberts,  
Councillor T Wendels and Councillor Mrs Y Woodhead

APOLOGIES FOR ABSENCE: Councillor F Taylor

14 DECLARATION OF INTEREST BY MEMBERS AND OFFICERS AND AS TO THE PARTY WHIP

NOTED that no Member or Officer declared any interest pursuant to any statutory requirement in any matter discussed or voted upon at the meeting.

15 DECLARATION OF INTENTION TO RECORD MEETING

NOTED that the Council would undertake an audio recording of the meeting.

16 MINUTES OF PREVIOUS MEETING

AGREED (unanimously) that the Minutes of the meeting held on 20 June 2018 be approved as a correct record and signed by the Chairman.

17 LIST OF COMMITTEE DECISIONS (JUNE 2016 TO PRESENT DAY)

NOTED the decisions of the Economic Development Committee between June 2016 and the present day.

18 FORWARD PLAN - SEPTEMBER 2018 TO AUGUST 2019

The Committee considered the Forward Plan of some of the items that would be submitted to the Economic Development Committee over the course of the next twelve months.

AGREED (unanimously) that the Forward Plan be noted.

19 OLLERTON & BOUGHTON NEIGHBOURHOOD STUDY

The Committee considered the report presented by the Business Manager – Strategic Housing which provided Members with the final draft of the Ollerton & Boughton Neighbourhood Study.

The report provided general information about neighbourhood studies, the 3 key steps to their development, governance arrangements, responsibilities for all

stakeholders and the specific proposed strategic priorities and objectives for this particular study. Paragraph 3 of the report listed the scope of the study; the appointment of a qualified consultant, the preparation of the final draft of the study and the proposed stakeholder event scheduled for 2 October 2018.

In considering the report Members commented on the viability of the scheme, the percentage of affordable housing included therein and queried whether they could be provided with the financial appraisal that had been undertaken. The Business Manager advised that the financial information could be provided and that there was an opportunity for Members to learn more about the scheme at the aforementioned stakeholder event.

The Local Ward Member, who was in attendance at the meeting, addressed the Committee stating that he would wish to receive more information as to the viability of the scheme and suggested that the report be noted rather than endorsed at this time until the further information had been provided. In response, the Chairman stated that the Committee were not being asked to endorse a decision rather the findings of the Study.

AGREED (unanimously) that:

- (a) the findings of the Ollerton & Boughton Neighbourhood Study as detailed at paragraph 4.1 and in Appendices A and B of the report be endorsed; and
- (b) a report be submitted to a future meeting of the Committee detailing feedback from the Stakeholder event on 2 October, finalising the 'Phasing and Next Steps' section of the Study and prioritising the 'People' action plan.

## 20 NOTTINGHAMSHIRE MINERALS LOCAL PLAN - CONSULTATION

The Committee considered the report presented by the Business Manager – Planning Policy which set out the details of the Draft Nottinghamshire Minerals Local Plan Consultation. The report also sought Members' approval for the Council's response to the Consultation.

The report set out the background to the development of the Plan and that of the previous Draft Plan in 2017 which was submitted for Examination and subsequently withdrawn. The relevant issues to the current document being consulted on were listed at paragraph 3.2 and stated that significant archaeological potential had been identified in South Muskham. The Council's proposed consultation response was reported in paragraph 4.0 of the report.

In considering the report Members welcomed the changes that had been made from the Plan that had been withdrawn and endorsed the proposed response to the consultation.

AGREED (unanimously) that:

- (a) the report be noted; and
- (b) Appendix A be approved as the District Council's response to the Draft Nottinghamshire Minerals Local Plan.

21 LOCAL DEVELOPMENT FRAMEWORK - PROGRESS REPORT

The Committee considered the report presented by the Business Manager – Planning Policy in relation to updating Members on the progress of the various elements of the Local Development Framework (LDF) contained within the Local Development Scheme (LDS) timetable. The report also sought to propose amendments to the timetable to address the issues that have arisen as part of the Amended Core Strategy Examination.

The report set out that the current LDS was adopted by Full Council and became active in July 2017. It was subject to examination in September 2017 with the Amended Core Strategy DPD (ACS) being submitted for examination in September 2017 in line with the LDS. The examinations were undertaken in February 2018 with a small number of issues being identified that required modification in order to make the Plan sound. At that time, the Inspector concluded that a new Gypsy & Traveller Accommodation Assessment (GTAA) would need to be undertaken. Consultation of the main modifications were undertaken between August and September 2018 with the proposed amendments to the LDS being reported in paragraph 4.0. It was further reported that consultants had been appointed to carry out the GTAA with the likely date for the initial Issues paper being January 2019. Paragraph 4.3 highlighted that two Supplementary Planning Documents (SPD) required updating and that an additional SPD required development.

In considering the report a Member queried why the Inspector had concluded that a new GTAA was required. The Business Manager advised that the initial assessment had been development using secondary data. This had not been perceived as an issue and had progressed to the submission stage unchallenged. However, following its submission an individual had made representations and rather than the ACS being lost in its entirety it was decided that the GTAA should be repeated.

AGREED (unanimously) that:

- (a) progress towards meeting the timetable of the adopted Local Development Scheme be noted;
- (b) the Local Development Scheme be amended to reflect the proposed approach as set out in Section 4 of the report; and
- (c) the amended Local Development Scheme would come into force on 13 September 2018.

The Committee considered the report presented by the Conservation Officer which sought to advise Members of the Conservation Team's proposals to review the District's Conservation Areas (CAs). The report also highlighted that a future project to develop online access to items at the resource centre at the Brunel Drive depot was to be progressed at a later date.

The report set out the background to the designation of CAs and the affects they had on property owners and/or businesses. The report noted that the Council had a legal duty to review existing CAs from time to time in accordance with the relevant legislation. Paragraph 3.0 of the report set out the proposal to fully review the district's CAs and, in due course, to amend/designate CAs and publish associated CA Appraisal documents. It was intended to review the Newark, Ollerton, Edwinstowe and Southwell CAs during the following 3 year period. It was reported that it was also intended to publish designation statements for all 47 CAs which would enable a schedule of priorities to be produced.

Paragraph 3.4 of the report highlighted that there was currently a limited resource to progress a more comprehensive and audience focused digitisation project of the museum's collection and that this would be taken forward in the future including, where appropriate, funding bids.

In considering the report the Members sought clarification on a number of issues.

In relation to the consultation period, the Conservation Officer advised that this would extend past the statutory minimum requirement of 6 weeks. The Council's website would be update to reflect the consultation and it was the Team's aspiration to have a rolling programme of updates for the CAs going forward.

The Conservation Officer confirmed that there would be significant involvement with Parish and Town Councils and it was hoped that they would encourage their residents to participate in the process.

Having regard to the formal process of adopting a CA it was reported that it was a legal requirement for the Committee to consider any draft amendment to a CA, together with information gathered from the consultations and the subsequent proposal prior to them being adopted.

In response to whether the information gathered during the review could be used as a marketing tool for tourism, the Conservation Officer advised that there would be many opportunities for sharing the information with other Business Units at the Council.

In considering the implications of a CA, a Member sought clarification on issues relating to Tree Preservation Orders (TPO). The Conservation Officer advised that if a tree required work carrying out on it and was in a CA the Conservation Team would need to be notified. They would then assess the situation and whether the tree was worthy of having a TPO. He added that trees would form part of the CA review.

AGREED (unanimously) that:

- (a) the Conservation Team be given delegated authority to undertake the Conservation Area review work. Updates to be given to the Committee bi-annually, as well as reports at the appropriate time to designate/amend Conservation Areas and adopt the associated Appraisal; and
- (b) that a future project developing online access to items at the resource centre at the Brunel Drive depot be progressed at a later date when resources permit be noted.

*(Councillor Lee did not take part in the vote as he was absent from the room at that time.)*

## 23 THINK BIG LOAN FUND

The Committee considered the report presented by the Business Manager – Economic Growth which sought to update Members about the Growth Investment Fund. The report also recommended that the Loan Fund be closed.

The report set out that the fund was introduced during 2012/2013 with the purpose of providing financial support to small businesses in the district that could not, because of the reluctance of traditional lenders to lend to small businesses, which was partly due to the outcomes of the economic crisis. Information as to the number of loans awarded and the amounts loaned and repaid were contained within the report together with the monitoring process undertaken and the further developments in the regional funding market.

In considering the report all Members agreed that the establishment of the fund had been a success and had achieved its original purpose. It was also agreed that following increased lending by traditional lenders and the establishment of the Midlands Engine Investment Fund it was timely to close the Council's fund.

AGREED (unanimously) that:

- (a) the Think BIG Loan be closed to new applications and existing loans be monitoring by the Economic Growth Team;
- (b) the Economic Growth Team signpost small local businesses to the Midlands Engine Fund and other sources of financial and business support and, wherever possible, support businesses to submit applications for funding;
- (c) the Officers and Panel Members involved in the initiative be thanked for their work in making it a success.



The Committee considered the report presented by the Business Manager – Economic Growth which advised Members of the outcomes of the Newark Gateway First Stage Masterplan that had been completed in July 2018.

The report set out that the funding for the Masterplan was received through the Nottinghamshire Pre-Development Fund with support being received in relation to Feasibility Studies for Ollerton Hall, the Buttermarket in Newark and the Newark Gateway First Stage Masterplan. The aim of the Masterplan was to provide a framework for the development of the area of Newark, extended from Newark Castle State to the Cattle Market Island in the longer term. Potential road development in the area had been considered and it was reported that further work could be undertaken relating to specific recommendations within the report with any proposals being reported to a future meeting. The Masterplan sought to establish a flexible framework which provided for the redevelopment of the key land parcels in the important gateway to the town. Paragraph 4.0 of the report set out the proposals for consideration.

In considering the report a Member suggested that it would be advisable to choose some specific areas for further research rather than agreeing and accepting the full Masterplan and that this may also open up other sources of funding. In response it was stated that the recommendation was worded to allow flexibility.

A Member stated that he welcomed the report and that the presentation given in relation to the matter had been informative. He noted that there may be projects of development in the location covered that were not within the control of the Council e.g. the former Highway's Depot and that adoption of the Masterplan would enable the Council to challenge or resist unsuitable applications. The Member added that the Council should lobby Network Rail to construct a pedestrian and cycle link over the tracks at Castle Station and that if that was not accepted then a means of crossing the tracks, in the event of a barrier failure, should be established.

AGREED (unanimously) that:

- (a) the Newark Gateway First Stage Masterplan report be accepted;
- (b) the proposed approach to integrating the findings into the Local Development Framework as set out at paragraph 3.2 be approved;
- (c) further research proposals may be presented to the Committee relating to specific elements of the Gateways to Newark proposals; and
- (d) Officers approach Network Rail to explore options for installing a pedestrian and cycle link across the railway line at Castle Station.

25 NEWARK BEACON BUSINESS INNOVATION CENTRE

The Committee considered the report presented by the Business Manager – Planning Policy in relation to progress made towards the transfer of the Newark Beacon Business Innovation Centre to ‘in-house’ management on 1 October 2018.

The report set out that following the decisions taken by this Committee and the Policy & Finance Committee in June 2018 the Centre would be brought back under ‘in-house’ management following the conclusion of the existing contract with Oxford Innovations. It was reported that due to vital information to setting a future pricing policy not being available the Business Plan would be presented to the November meeting of the Committee. All other areas of work had progressed to ensure that the proposed changes would be managed successfully.

Members expressed concern that they had not had the opportunity to consider the Business Plan. The Business Manager advised that they considered it prudent to delay this until November to ensure that Members were presented with a robust document for consideration.

AGREED (unanimously) that:

- (a) the report be noted; and
- (b) the Newark Beacon Business Plan be presented to the November meeting of the Economic Development Committee.

26 PROMOTION OF TOURISM SOCIAL MEDIA UPDATE

The Committee considered the report of the Business Manager – Economic Development in relation to an update on the utilisation of social media since the Promotion of Tourism budget was introduced in April 2017.

Appendix A to the report provided detailed statistics on the progress of social media activity since April 2017. Information listed related to: Facebook; Twitter; Reach; and weekly blog posts with paragraph 3.3 providing information on the 2018 campaigns.

A Member stated that he would wish to see the budget provision for social media adding that it was a relatively inexpensive way to advertise. The Business Manager advised that it was a lengthy process to develop such a service from scratch. Another Member stated that there was a visible improvement in the number of views and queried whether it was possible to see what the returns were against the number of views. The Business Manager agreed that going forward the number of views would be recorded.

AGREED (unanimously) that the report be noted.

27 COMMERCIAL PROJECTS UPDATE

The Committee considered the report presented jointly by the Strategic Development Manager and the Policy & Projects Officer which sought to update Members on the commercials group's projects and their progress.

The report set out that it was the Council's ambition to be financially self-sufficient by 2020/2021 through commercial aspirations to meet the funding challenges identified in the Medium Term Financial Plan. This ambition was being led by the Commercial Project Team, details of which were included in Appendix A to the report.

Paragraph 3.2 listed the current 5 projects in progress with paragraph 3.3 listing the 2 strategic projects that were being supported by the Commercial Project Team.

Appendix A also provided a list of commercial projects and included details of project aims, timescales, progress to date, reporting deadlines and projected savings or income generation.

In considering the report it was noted that there was a shortfall of £124K against projected savings with Members querying if this would be met. In response the Strategic Development Manager stated that whilst this could not be guaranteed it was considered likely. In response to the query of how the projects were chosen, the Strategic Development Manager advised that there was a set criteria with the Corporate Management Teams having reviewed all those chosen to-date. The Deputy Chief Executive/Director – Resources added that the Terms of Reference were set out in the Council's Commercial Strategy which had been approved by Full Council. This Strategy also set out the methodology of how projects were progressed.

AGREED (unanimously) that the report be noted.

28 EXCLUSION OF THE PRESS AND PUBLIC

That, under section 100A (4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involved the likely disclosure of exempt information as defined in Paragraphs 3 of part 1 of Schedule 12A of the Act.

29 CASTLE GATEHOUSE REVIEW

The Committee considered the exempt report presented by the Business and Assistant Business Manager – Heritage, Culture & Visitors in relation to a review and proposals for Castle Gatehouse.

(Summary provided in accordance with 100C(2) of the Local Government Act 1972)

Meeting closed at 7.47 pm.

Chairman

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

Document is Restricted

### **Forward Plan of Economic Development Committee Decisions from 1 November 2018 to 31 October 2019**

This document records some of the items that will be submitted to the Economic Development Committee over the course of the next twelve months.

These committee meetings are open to the press and public.

Agenda papers for Economic Development Committee meetings are published on the Council's website 5 days before the meeting <http://www.newark-sherwooddc.gov.uk/agendas/>. Any items marked confidential or exempt will not be available for public inspection.

<b>Meeting Date</b>	<b>Subject for Decision and Brief Description</b>	<b>Contact Officer Details</b>
16 January 2019	Sherwood, Southwell and District DMPs	<a href="mailto:matthew.finch@newark-sherwooddc.gov.uk">matthew.finch@newark-sherwooddc.gov.uk</a>
16 January 2019	Commercials Project – Update Report on BIC Implementation	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
16 January 2019	Local Procurement	<a href="mailto:john.king@newark-sherwooddc.gov.uk">john.king@newark-sherwooddc.gov.uk</a>
16 January 2019	Inward Investment (including Gateways, Industrial Estates etc.)	<a href="mailto:julie.readersullivan@newark-sherwooddc.gov.uk">julie.readersullivan@newark-sherwooddc.gov.uk</a>
16 January 2019	Review of Industrial Estate	<a href="mailto:steven.syddall@newark-sherwooddc.gov.uk">steven.syddall@newark-sherwooddc.gov.uk</a>
16 January 2019	BID Status (Industrial)	<a href="mailto:julie.readersullivan@newark-sherwooddc.gov.uk">julie.readersullivan@newark-sherwooddc.gov.uk</a>
16 January 2019	Ollerton & Boughton FINAL Neighbourhood Study and Next Phase	<a href="mailto:rob.main@newark-sherwooddc.gov.uk">rob.main@newark-sherwooddc.gov.uk</a>
16 January 2019	Allocations & Development Management DPD – Issues Report	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
16 January 2019	Draft Developer Contributions and Planning Obligations SPD	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
7 March 2019	Social Mobility – Full Report	<a href="mailto:julie.readersullivan@newark-sherwooddc.gov.uk">julie.readersullivan@newark-sherwooddc.gov.uk</a>
7 March 2019	Ollerton Outreach Report	<a href="mailto:julie.readersullivan@newark-sherwooddc.gov.uk">julie.readersullivan@newark-sherwooddc.gov.uk</a>
7 March 2019	Developer Contributions and Planning Obligations SPD	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
June 2019	Update Report on BIC Implementation	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
June 2019	Update on Digitisation of Archive Material at Resource Centre	<a href="mailto:oliver.scott@newark-sherwooddc.gov.uk">oliver.scott@newark-sherwooddc.gov.uk</a>
June 2019	Allocations & Development Management DPD – Options Report	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
June 2019	Draft Affordable Housing SPD	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>

September 2019	Affordable Housing SPD	<a href="mailto:matthew.norton@newark-sherwooddc.gov.uk">matthew.norton@newark-sherwooddc.gov.uk</a>
To be confirmed	Town Centre Regeneration Masterplan	To be confirmed

## **ECONOMIC DEVELOPMENT COMMITTEE**

**21 NOVEMBER 2018**

### **COACH FRIENDLY STATUS**

#### **1.0 Purpose of Report**

- 1.1 To provide the Economic Development Committee with information relating to accreditation as a Coach Friendly Town, specifically relating to Newark.

#### **2.0 Background Information**

- 2.1 The Newark Management Group (NMG) which was recently established as a result of recommendations from the published Destination Management Plan. The NMG discussed the concept of accreditation for Coach Friendly Status during the last meeting in September 2018 and further research has been undertaken regarding this accreditation.

- 2.2 In 2003, in an effort to raise the profile of coaching across the UK, CPT (Confederation of Passenger Transport UK) developed and launched 'Coach Friendly' status. The status has been designed to recognise and reward the commitment made by towns, cities and villages to understanding the requirements of coaches and their passengers, while also providing first-class facilities, access and information for drivers. The Confederation of Passenger Transport UK (CPT) is recognised by Government as the voice of the bus and coach industry and the focus for consultation on national and international legislation, local regulations, operational practices and engineering standards.

27 locations across the UK have now achieved the status and the scheme was extended to also include individual visitor attractions. The nearest recognised town to Newark & Sherwood is Chesterfield and many of the locations accredited are in the South of England.

- 2.3 The criteria for applying for the status are as follows:

1. There must be evidence that the destination welcomes coaches and consults with local bodies and the industry on their strategy for integrating group tourism into local plans
2. Clear directional instructions and signs for visiting coaches. This may include special measures for access to city/town centre (use of bus lanes etc.)
3. Adequate capacity for coach parking, drop off and pick up points which are well signposted.
4. Proximity of coach facilities (parking and drop off and pick up points) to visitor attractions and hotels.
5. Driver facilities including provision to rest and for refreshments.
6. Adequate facilities for group comfort (toilets, refreshments, waiting areas etc.).
7. A named representative(s) at the local authority/destination who can be contacted or on hand to help with questions or requirements; and provide information packs in advance.

### **3.0 Proposals**

3.1 Following on from discussions with the CPT, the only aspect where Newark is not up to the required standard is in terms of road signage for coach parking and drop off point(s). Signage at key turn offs (Cattle market roundabout, off the A1 etc.) and thereafter at major turns towards the coach drop off points and then to the Lorry Park would be required. A minimum of 12 new signs would be required and this could also be confusing as the coach symbol would direct to the drop off point and to the lorry park and therefore at some points direct coach drivers in opposite directions at a junction. It is therefore possible that the additional symbols could create a problem, rather than enhance the offer. There is also a considerable cost as the signs would all need to be redesigned and installed. The signage was updated for the opening of the National Civil War Centre. In terms of an approximate cost, including design, production and installation this would be £30,000 for the coach friendly requirements.

3.2 During the familiarisation visit for Coach Tour Operators held in May 2018 and from research undertaken at the Group Travel Show held at the NEC in October 2018, the signs were not of concern to the coach operators. Of concern were the following aspects and on these areas we more than meet the requirements for the Coach Tour Operators.

- ❖ A defined drop off point within easy walking distance of the town centre and attractions
- ❖ A designated coach park where refreshments are available
- ❖ Postcodes(for Sat Navs) and a Map for the Coach Drivers to indicate key locations
- ❖ A meet and greet service
- ❖ Information packs and itinerary planning
- ❖ Added value offers for visitors (the operators particularly liked the Totally Locally Gift Vouchers that were offered and indeed have been taken up by some Group Travel parties that have already visited Newark)

At the Group Leisure & Travel Show, we mostly met smaller group tour operators from across the Midlands so it's worth bearing in mind that they already know their way to Newark and in some cases around it. Larger operators and those from further afield may have other requirements. However, from those we spoke to, their main requirements to be of an immediate practical nature around the following:

- ❖ Central drop off and pick up points close to toilets and refreshments
- ❖ Cost of group tours of attractions
- ❖ Coach parking facilities

To our knowledge, no operator asked about Coach Friendly Town accreditation. Conversations have also taken place with local coach tour operators to understand how they make decisions as to locations for coach tours. Coach Friendly status is not something they directly look for when making decisions, however the three points mentioned above are crucial in their decision making.

Discussions are still ongoing with the CPT (Confederation of Passenger Transport UK) regarding the issue relating to road signage. If it is possible for Newark to apply without the additional road signs then it is proposed that NSDC proceed.

### **4.0 Equalities Implications**



- 4.1 The drop off points for coaches and the rest area provided for coach drivers are compliant with legislation and provide access to facilities that are DDA compliant.

## **5.0 Financial Implications (FIN18-19/345)**

- 5.1 If it is agreed to go with the recommendation for Newark & Sherwood District Council not to pursue the accreditation to Coach Friendly status, there will be no direct financial implications arising from this report. However, if this was pursued, there would be a further business case to identify full costs, which is currently estimated to be in the region of £30,000.

## **6.0 Comments of Director(s)**

- 6.1 As set out in Section 3 of the report, obtaining coach friendly accreditation would require the installation of a minimum of 12 new signs. These signs are likely to create a problem, (for reasons set out in 3.1 above), rather than enhance the offer. There is also a considerable cost as the signs would all need to be redesigned and installed. The signage was updated for the opening of the National Civil War Centre. In terms of an approximate cost, including design, production and installation this would be £30,000 for the coach friendly requirements.
- 6.2 As stated in 3.2 above, during the familiarisation visit for Coach Tour Operators held in May 2018 and from research undertaken at the Group Travel Show held at the NEC in October 2018, the signs were not of concern to the coach operators and none of these operators have asked for Newark to attain coach friendly status. The expenditure of around £30,000, therefore cannot be justified and does not represent value for money.

## **7.0 RECOMMENDATION**

**That the Economic Development Committee do not pursue Coach Friendly Status at the present time due to the cost implications and the feedback from Coach Tour Operators. If, however, on further discussion with the CPT (Confederation of Passenger Transport UK), it is possible to proceed without the signage investment, it is recommended that the application is pursued as there will then be no additional cost.**

### **Reason for Recommendation**

**Following research with Coach Tour Operators and the requirements for Coach Friendly status, there would not appear to be sufficient benefit in obtaining this status**

### **Background Papers**

Nil

For further information please contact Julie Reader-Sullivan on Ext 5258

Sanjiv Kohli

Director - Resources

## **ECONOMIC DEVELOPMENT COMMITTEE**

**21 NOVEMBER 2018**

### **CHRISTMAS RETAIL PROMOTION CAMPAIGN**

#### **1.0 Purpose of Report**

- 1.1 To provide the Economic Development Committee with information relating to the current Christmas Retail Promotion Campaign – ‘Newark Wonderland’.

#### **2.0 Background Information**

- 2.1 The need for a retail promotion campaign arose from concerns raised by local retailers and businesses that the disruptive roadworks in the town were discouraging customers and adversely affecting their trade throughout 2018. There has remained a concern among some businesses since the completion of the roadworks that customers have failed to return to the levels experienced prior to the disruption as they have now taken their custom elsewhere.
- 2.2 The Newark Management Group (NMG), which was recently established as a result of recommendations from the published Destination Management Plan for Newark, discussed the need for a retail promotion campaign at its meeting in September 2018. Members of the Group felt that a campaign should be executed in the run up to Christmas to support the local retail economy by maximising footfall during this critical trading period when there is a programme of seasonal events, activities and free car parking offers already planned for Newark.
- 2.3 Compensatory funding for the campaign was sought from Severn Trent Water (in addition to the direct compensation offered by Severn Trent Water to affected businesses) due to the disruption caused by the roadworks in Newark but this was ultimately not forthcoming. Given the irregular circumstances, Newark & Sherwood District Council has therefore stepped in as a one-off to fund the campaign from the anticipated additional income generated, over the budgeted amount, by the Car Parking Service during the current financial year.
- 2.4 The campaign objectives can be summarised as follows:
- i) To raise awareness of Newark as an appealing destination for shopping, eating and drinking among potential day visitors from a wide catchment area of approximately 20 miles radius, including Nottingham, Lincoln, Grantham and Sleaford.
  - ii) To drive increased footfall from customers within this catchment area to boost retail and hospitality business in Newark specifically in the pre-Christmas trading period.
  - iii) To demonstrate to local retailers and hospitality businesses that we are taking positive action to help increase footfall and consumer expenditure in Newark and thus generate more positive sentiment.

- iv) To provide us with much-needed seasonal and perennial content assets that can potentially be reused in future campaigns, thus representing future investment and adding value.

### **3.0 Proposals**

- 3.1 Given the objectives above of raising awareness and driving footfall from across a wide catchment area, we have worked with an external specialist PR agency to develop a campaign with a combination of traditional and digital media, including regional press, lifestyle publications and social media channels, to deliver the required reach.
- 3.2 The annual dressing of windows for Christmas provides an ideal creative opportunity to make the campaign engaging and interactive for consumers. Hooking into an established, growing and highly visual initiative by the town's retail and hospitality businesses offers greater potential for engagement and response than developing a new activity. Therefore, the 'Newark Wonderland' campaign is engaging local businesses in a challenge to create festive window displays that the public will vote for. The interactive campaign will comprise creation and dissemination of engaging content, including video, across owned (Council-related) and earned (media) channels. Specifically, the campaign will include the following business-facing and consumer-facing activities:
- Business engagement – forums, video, online
  - Public launch featuring local businesses
  - Video of businesses' Xmas window displays
  - Videos of public's reactions
  - Public poll
  - Video of winner's award
- 3.3 We are working closely with Totally Locally, representing the town's retail and hospitality businesses, to ensure that messages are aligned and that campaign activity is complementary. The 'Newark Wonderland' campaign will also hook into the programme of seasonal events and activities already planned for Newark thus helping to boost participation in them and, in turn, strengthen the campaign's proposition messaging.
- 3.4 The campaign timeline includes the following milestones:
- 1<sup>st</sup> November: 'Warm-up' social media activity starts
  - 12<sup>th</sup> November: Campaign launch
  - 15<sup>th</sup> November: Totally Locally Newark retailer forum
  - 21<sup>st</sup> November: Lincolnshire Life editorial and advertising
  - 1<sup>st</sup> December: Public voting opens
  - 21<sup>st</sup> December: Announce winning business
  - 11<sup>th</sup> January: Campaign evaluation
- 3.5 We considered a range of costed options for the campaign with the external PR agency and believe that the above activities will represent an optimum return on investment for an appropriate budget of £10,000.

### **4.0 Equalities Implications**

- 4.1 The campaign will follow the Council's guidelines for accessible communications.

## **5.0 Financial Implications (FIN18-19/3839)**

- 5.1 The proposed £10,000 budget outlined at paragraph 3.5 can be funded by a contribution from the anticipated additional income generated, over the budgeted amount, by the Car Parking Service during the current financial year.

## **6.0 Comments of Director**

- 6.1 The promotion campaign set out in this report is a way of providing some compensatory support for local businesses in Newark who suffered from reduced trade due to the roadworks undertaken this year by Severn Trent Water Authority (STWA).
- 6.2 The promotion seeks to increase footfall in the Town Centre and thereby provide the potential for increased trading for local businesses.
- 6.2 To fund this additional work a one-off budget has been allocated from in-year surplus on car parking fee income.

## **7.0 RECOMMENDATIONS that:**

- (a) the Economic Development Committee notes the delivery of the campaign and its objectives; and
- (b) the Economic Development Committee supports the funding of the Campaign as set out in Section 5 of this report.

## **Reason for Recommendations**

The promotional nature of the campaign means that comment and feedback on it from local retail and hospitality businesses, customers and residents will be publicly evident. A campaign evaluation document will be produced in January 2019.

## **Background Papers**

Nil

For further information, please contact Richard Huthwaite, Tourism (Place) Marketing Manager on Ext 5951.

**Matthew Finch**  
**Director – Customers**

VISIT

# Totally Locally NEWARK

## *This Christmas*

DISCOVER BEAUTIFUL GIFTS AT UNIQUE  
INDEPENDENT SHOPS AND CRAFT STALLS

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*Explore the Newark  
Wonderland window displays*

---

GET YOUR FESTIVE FOOD AND DRINK

---

**Relax and warm up in cosy  
cafes, pubs and restaurants**

---

*Enjoy free car parking on Sundays!*

f Totally Locally Newark    t @TLNewark

#NewarkWonderland  
newark-sherwooddc.gov.uk



**Totally Locally Newark**

2 November at 12:45 · 🌐



Christmas is coming to (Newark) town! 🎅

Our town's best retailers are hard at work to create a [#NewarkWonderland](#) this Christmas – keep your eyes on our Facebook and Instagram accounts for more information on the fabulous winter windows they're creating ❄️



👍 You and 23 others

7 shares

👍 Like

💬 Comment

➦ Share



Write a comment...



## WINTER IS COMING TO THE WINDOWS OF NEWARK THIS CHRISTMAS

The best independent retailers that Newark has to offer are already hard at work creating shop windows full of festive spirit, as part of local organisation [Totally Locally's](#) Newark Wonderland campaign.

Retailers have been tasked with going above and beyond this year to create windows that will stop Christmas shoppers in their tracks, encouraging them to spend their money with independent businesses rather than the big chains.

The public will have the deciding vote on which retailer wins the Newark Wonderland trophy via Totally Locally Newark's social media channels. If shoppers also want to get creative, the Totally Locally Newark team has even created a short 'how to' tutorial for a simple decoration on its Facebook [page](#) while [Newark and Sherwood District Council](#) is also lending its support with an [inspirational Pinterest board](#) packed with more ideas.

Jill Brown from Totally Locally Newark, said: "As part of our Newark Wonderland campaign, we're again working with the independent retailers of Newark to give shoppers even more reason to choose their fantastic business as the place to spend their hard-earned cash.

"Once they have perfected their winter windows, we'll be asking them to submit photos for a public vote opening on 1<sup>st</sup> December 2018. One lucky voter will be chosen at random to win a £200 Totally Locally Newark voucher that can be spent at participating shops in Newark.

"We'd love to see everyone's favourite windows on social media by using #NewarkWonderland as a way of really celebrating Newark and its special independent scene."

Julie Reader-Sullivan of Newark and Sherwood District Council, added: "Newark is the ideal destination for Christmas shopping – you can beat the crowds and stress of the big cities, there are plenty of independent retailers to find something unique, and parking makes access easy. The creation of these festive windows just adds another reason to come and enjoy any of the free events that are taking place and enjoy the town's cosy and Christmassy atmosphere."

There will be free car parking in Newark every Sunday in December until Christmas day and on Sunday 25<sup>th</sup> November for the Christmas Lights Switch On. For further information on Totally Locally Newark visit <http://www.totally-locally-newark.co.uk/> Discover the wide range of festive events taking place in Newark at <https://www.newark-sherwooddc.gov.uk/christmas/newarkchristmasevents/>



**ENDS**

For more information, contact [Rose Hayes](#), [Tom Snee](#) or [Katie Nelson](#) at Cartwright Communications on 0115 8532110.

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## **ECONOMIC DEVELOPMENT COMMITTEE**

**21 NOVEMBER 2018**

### **BUSINESS SUPPORT UPDATE**

#### **1.0 Purpose of Report**

- 1.1 The purpose of this paper is to advise the Committee on current and planned activity relating to Business Support.

#### **2.0 Background Information**

- 2.1 Within Newark and Sherwood, linked with our Economic Development strategy, our key priorities are

- ❖ Inward Investment
- ❖ Business Support
- ❖ Employability, Skills and Schools
- ❖ Infrastructure
- ❖ Key Sectors
- ❖ Tourism

- 2.2 This report identifies that there is further support required for businesses in the District. The aim is to improve the prosperity of businesses by enabling them to create new jobs and to encourage growth. 2 key areas of focus are Investment Readiness and Productivity.

#### **2.3 Local Information Regarding Business Figures**

As at August 2018 the most recent NOMIS report provides an analysis of businesses at both Enterprise and Local Unit level within Newark & Sherwood.

The data contained in the table are compiled from an extract taken from the Inter-Departmental Business Register (IDBR) recording the position of units as at March of the reference year. The IDBR contains information on VAT traders and PAYE employers in a statistical register which provides the basis for the Office for National Statistics to conduct surveys of businesses. The table presents analysis of businesses at both Enterprise and Local Unit level. An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group. An individual site (for example a factory or shop) in an enterprise is called a local unit. The employment information on the IDBR is drawn mainly from the Business Register Employment Survey (BRES). Because this is based on a sample of enterprises, estimates from previous returns and from other ONS surveys have also been used. For the smallest units, either PAYE jobs or employment imputed from VAT turnover is used.

Businesses				
UK Business Counts (2018)				
	Newark And Sherwood (Numbers)	Newark And Sherwood (%)	East Midlands (Numbers)	East Midlands (%)
<b>Enterprises</b>				
Micro (0 To 9)	4,310	89.5	158,840	88.9
Small (10 To 49)	430	8.9	16,300	9.1
Medium (50 To 249)	65	1.3	2,930	1.6
Large (250+)	10	0.2	680	0.4
Total	4,815	-	178,745	-
<b>Local Units</b>				
Micro (0 To 9)	4,695	83.6	174,765	83.7
Small (10 To 49)	760	13.5	27,480	13.2
Medium (50 To 249)	145	2.6	5,795	2.8
Large (250+)	10	0.2	810	0.4
Total	5,615	-	208,850	-
Source: Inter Departmental Business Register (ONS)				
Note: % is as a proportion of total (enterprises or local units)				

Estimates in the table are rounded to prevent disclosure.

The number of micro businesses in 2018 numbered 4310 which is 89.5% of businesses in the district, small and medium businesses numbered 430 at 8.9% with a small number of medium and large businesses identified (medium businesses at 1.3% and large businesses 0.2%).

It is crucial that we make the best use of the potential of these businesses. Although not all businesses can grow, or wish to grow, businesses face barriers that hold them back from growing.

The key enablers of business success are:

- Internal capacity and capability
- The external environment
- The vision of the business owner

It is important to support micro and SME businesses to help them grow to their full potential, create and safeguard jobs, improve survival rates which is a crucial element to economic growth.

## 2.4 Business Enquiries

From April 2016 to June 2018 the Economic Growth Team received 130 enquiries from businesses. From those enquiries 25 businesses were not eligible for NBV or D2N2 support or other partner organisations.

Those businesses that were identified as not eligible for NBV/D2N2 and other partner organisations support were provided with assistance. However due to the size of the Economic Growth Team and the volume of work, this was limited.

During 2017 to 2018, 10 local businesses required support with their business strategy, operational needs, marketing, finance and products and services.

Some of those businesses have limited resources such as skills gaps and suffer from insufficient training as well as lack of funding for growth and expansion. Some do not have a structured approach to management development within their business therefore their needs are clearly disadvantaged without support.

Please see quotes from 4 businesses not eligible for NBV/D2N2 but received support from the Economic Growth Team:

*"Thank you so much for your time and advice. Only wish I had met you sooner"*

*"Thank you so much for meeting me on Friday and for your advice and support. Plus, for you to love my product well that gives me so much encouragement"*

*"Thank you so much for all your help on Thursday, your advice and experience in such matters was really appreciated"*

*"Thanks Sue. I will definitely follow all this up and am confident that it will be really useful to me. Thanks for all the help and I will be in touch when things begin to happen"*

## 2.5 Business Events/Programmes

### Starting/Growing Business

Over 90 business people attended our free "Starting or Growing Business" events held at 2 venues in Newark and Edwinstowe during September and October 2016. The main theme covered was learning about public procurement and how to bid for public sector contracts. The event also offered finance and business support solutions for new and existing businesses

The feedback was extremely positive with 2 noting from each session:

*"Good to see local council supporting local businesses, useful insight to procurement and finance. Could have used this 3 years ago"*

*"Many thanks for the inspiring event. It was lovely to meet everyone and to start finding out about the support and guidance out there for start-up ideas like ours. This week is all about further research"*

### Ready, Set, Grow

Following on from these events a free "Ready Set Grow ..... Your Own Business" workshop was held in Newark during March 2017. Speakers included D2N2, Nottinghamshire Fire & Rescue Service, Wright Vigar, NBV and The University of Nottingham. The day was focussed on individuals thinking of starting a business or those already running a new business and brought together partners who offer support to individuals at either pre-start or start up stages.

Over 20 attended which consisted of 33% pre starts and 67% in the early stages of trading. The feedback received was excellent with one noting:

*"I was really impressed with the wide scope of the discussion and the quality of the speakers. I'll be looking out for other courses to continue learning in this area".*

All attendees were offered ongoing support from all partners involved to move forward. The Economic Growth Team maintain a document providing information on funding and support available throughout the county and this was circulated to the audience and emailed to all further to the session. This document is available as background reading to this report.

### One to One Clinics

NSDC/NBV Clinics took place from September 2015 to April 2016 and all delegates informed their expectations were met.

7 out of 21 individuals that attended the clinics commenced trading and 5 businesses are still trading as at to date. Details are available of all attendees.

From April 2016 to date NBV/ERDF workshops offered individuals to get up and running through the "Starting In Business Programme". 38 individuals attended from Newark & Sherwood with 6 confirming they started their business further to attending.

The "Business Assist Programme" support trading businesses with access to an experienced business person to act as a sounding board with focussed and objective assistance. 20 Newark & Sherwood businesses attended and completed the programme.

Grants are available from £1000 to £2500 or up to a maximum of 25% of eligible costs for the purchase of capital equipment where it supports business expansion or diversification. Please note the grants are only available for business to business NOT Business to Customer/Retail. 8 Newark & Sherwood businesses claimed grants.

Due to data protection NBV are not allowed to share details of the businesses in the district they have supported.

### Business Health Checks

The Economic Growth Team in partnership with D2N2 organised a "Grow Your Business Health Check" during June 2017 and 8 local businesses participated. A further 3 Health Checks were held during January, February and March 2018 and 7 businesses participated. 2 are planned for May and September 2018.

The feedback was excellent with two noting:

*"Thanks for arranging this I found it extremely useful."*

*"Very informative – there were many things I hadn't heard about before – thank you"*

The majority of the attendees at the Business Health Checks held in June 2017 had been successful in accessing the Think Big Loan prior to the clinic.

D2N2 carry out follow up one to ones with the attendees from all sessions to provide further assistance.

## D2N2 in Partnership with NSDC Delivered the Following Workshops

“Marketing Is Changing” held November 2017 and 22 businesses attended of which 2 noted from the session:

*“Totally enjoyable and informative, a massive amount of content covered in such a short period of time. I now have new vigour to regenerate our marketing strategy”*

*“Great tips, very useful take away actions. Thank you very much”*

“Access to Finance” held 16 January 2018 and 14 businesses attended and it was noted:

*“Well done organisers”*

“Using Digital PR to Grow Your Business” held 22 March 2018 and 27 businesses attended and it was noted from the session:

*“More beneficial than I was expecting. Always looking for ways to grow my business and this has really helped give me direction”*

*“Excellent engaging and one of the most interesting workshops I have attended”*

*“Very engaging and informative, develops confidence of producing good quality press releases”*

A further 2 workshops are being held” HR Keeping it Legal” held on 14 September 2018 and “Your Finances” to be held 16 November 2018.

### 2.6 NBV Business Eligibility

For those start-ups that receive mentoring from NBV this is a total of 12 hours support. NBV are flexible and support as many individuals above the 12 hours if possible, however this is limited and not always available.

From September 2015 to date the Economic Growth Team referred 60 Newark & Sherwood pre starts and new start businesses to NBV.

### 2.7 D2N2 Growth Hub Business Eligibility

Support is available for High Growth businesses and NSDC works collaboratively as part of our delivery support programme to businesses in D2N2.

**D2N2 Scale-up businesses** is for those businesses with at least 10 people, turnover between £1-15m and annual growth of 20%+ for the last 3 years.

**Potential Scale-up businesses** is for those businesses with at least 10 people, a turnover of £1-15m and that have achieved some of the ScaleUp criteria, such as annual growth of 10%+ for the last three years or 20% + for the last 2 years.

**Ambitious Businesses** - is for those businesses that can demonstrate their potential to scale up along with partial scale-up characteristics, such as: right size but not growing because they need specific help.

Those businesses that employ less than ten people or with a turnover of less than £1million are not eligible to access the D2N2 Scale-up business support.

## 2.8 Newark & Sherwood Business Support

There are a number of organisations supporting businesses in the District. The Economic Growth Team assist and signpost businesses in accessing the right service and act as the liaison point.

Support is available for pre/new and high growth businesses via collaborations/partnerships with D2N2 Growth Hub (D2N2), NWES merged with NBV Enterprise Solutions Ltd (NBV), Oxford Innovation, other agencies and Think BIG Loan Fund Panel.

## 2.9 Key Account Management

The Economic Growth Team deliver a key account management role for larger businesses in the district and where possible support and signpost Small & Medium Enterprises (SME's), plus, handle a combination of property enquiries, start-up business enquiries as well as requests for support regarding funding and advice.

NBV provide business support for start-ups and established businesses. Their services include one to one business advice, workshops, networking events and mentoring.

D2N2 provide a 'one stop shop' for ambitious new and developing businesses looking for advice on training, growth and how to access funding help to expand into fresh markets.

Due to evaluating the effectiveness of both support from NBV/D2N2 and other partners the Economic Growth Team have identified the current gaps in support for businesses:

- Employing less than ten or with a turnover of less than £1million
- Developing early stage and growing businesses

## 3.0 Proposals

### 3.1 Requirement for Investment Readiness Support

In order to further support businesses in the District, that fall within the area identified above, NSDC are partnering with the D2N2 Growth Hub to begin a process of encouraging businesses to look at accessing financial support and mentoring in order to grow their businesses. The first workshop will be held on 30 November 2018 and further workshops will then be organised in other locations in the district.

The aim of the initial workshop is to assist businesses in gaining an understanding as to what steps they need to take in order to grow their business. Follow up sessions, either one to one or small groups will be organised to further assist businesses, as appropriate to their needs.

NBV quote from a new start business based in Kelham Village, Newark:

*"The business mentoring I received gave me a lot of insight into the legal side of starting your own business that I was unaware of. I also received lots of information on the areas that I was interested in such as marketing my business to different organisations. I think the main thing that I was looking for was support to build a business plan, not just because banks and business might want to look at it, but it also gave me an understanding of what I would need to do to maintain this business."*

D2N2 quote from a business based in the East Midlands that is eligible for the Scale-Up Business Support:

*"The support we were able to access was a real kick-start for our growth, it gave us that extra focus and guidance to be able to find where we can improve and focus efforts on them with a reduced risk. The support has been really relevant and pro-active at every stage and I felt our business needs were understood from the beginning. At the heart of my business is a bunch of talented, creative people, and through the support we've received I've been able to help focus all this passion and talent into the most efficient, profitable and high quality operations and that has set us up for a growth and success."*

#### **4.0 Equalities Implications**

- 4.1 There are no negative equality implications as these workshops are open to all businesses within the district. The venue is also DDA compliant.

#### **5.0 Financial Implications (FIN18-19/9269)**

There are no direct financial implications arising from this report.

#### **6.0 Comments of Director**

- 6.1 This report contains the support, assistance and advice provided to local businesses, together with examples of positive feedback from business representatives.
- 6.2 It is important to support micro and SME businesses to help them grow to their full potential, create and safeguard jobs, improve survival rates which is a crucial element to economic growth. Support is available for pre/new and high growth businesses via collaborations/partnerships with D2N2 Growth Hub (D2N2), NWES merged with NBV Enterprise Solutions Ltd (NBV), Oxford Innovation, other agencies and Think BIG Loan Fund Panel.

#### **7.0 RECOMMENDATION**

**That the Committee note the contents of this report and support the Investment Readiness Programme commencing in November 2018**

#### **Reason for Recommendation**

**The existing support for business, combined with this new programme with partnership working helps to encourage business growth within Newark and Sherwood.**



Background Papers

None

For further information please contact Julie Reader-Sullivan on Ext 5258

Sanjiv Kohli  
Director - Resources

**Newark & Sherwood District Council**  
**Midlands Engine Investment Funds**

**Purpose:** Understanding how businesses in the District might be able to access Midlands Engine Investment Funds (MEIF)

**Content:**

- 1) Description of Funds
- 2) Fund Managers
- 3) Small Business Loans:
  - Criteria for consideration
  - Terms of Funding
  - Application
- 4) Debt Finance Loans
  - Criteria for consideration
  - Terms of Funding
  - Application
- 5) Identifying Businesses
- 6) Recommended actions

**1) Description of Funds**

The Midlands Engine Project covers East & West Midlands; the total funds available under the MEIF programme is £250m.

MEIF is a collaboration between British Business Bank and 10 LEPs across East and West Midlands. East Midlands incorporates 4 LEPs:

- D2N2
- Leicester & Leicestershire
- Greater Lincolnshire
- South East Midlands

Contact point at the British Business Bank is: Lewis Stringer, Senior Relationship Manager:  
email: [lewis.stringer@british-business-bank.co.uk](mailto:lewis.stringer@british-business-bank.co.uk)

**2) Fund Managers**

So far 2 Fund Managers have been appointed in the East Midlands to run 2 debt funds that are now open for business:

First Enterprise (established for many years providing start-up and early stage loans in Nottingham) will run **Enterprise Loans East Midlands**

Initially this is a fund of £13m for East Midlands to provide small business loans from £25,000 - £150,000

Maven Capital Partners (a national Equity and Debt Investment Fund Manager) will run **Maven Debt Finance** across East and West Midlands. Initially this is a fund of £40m for East Midlands to provide Loans of £100k - £1.5m

### 3) **Small Business Loans: Enterprise Loans East Midlands**

Loans of £25k - £150k are made to individuals, not to the business so the loans carry automatic personal liability (guarantees not necessary to tie in the business owners)

Purpose of Loan:

- To meet shortfall in funding for specific new projects, not existing running costs
  - to secure services
  - to purchase equipment

Criteria:

- Business must demonstrate job creation or safeguarding
- Business plan and viability are key

Terms of Loan:

- Repayment 3-5 years
- Minimum contribution by start-up and existing business of 25%
- Enterprise Loans East Midlands will partner with other funders to finance projects
- Interest rate 11% + Base Rate with a 2% arrangement fee and security fees.

The average loan is expected to be £33k

**Application:** (Make initial enquiry on web site)

**<http://www.first-enterprise.co.uk/midlands-engine-investment-fund/>**

Required for full application:

- Comprehensive Business Plan
- 2 years accounts for existing businesses
- Bank statements
- Cash Flow forecasts for at least 2 years
- CVs

The usual I/D & credit checks will be made.

Representatives of the local LEP sit on local investment panels to consider loan applications.

The fund is being managed by Neil Millington: [nmillington@first-enterprise.co.uk](mailto:nmillington@first-enterprise.co.uk).

### 4) **Debt Finance Loans: Maven Debt Finance**

MEIF Maven Debt Finance is available for loans of £100k to £1.5m to established SMEs that can contribute to regional economic development and job creation.

Criteria: In order to be eligible for a MEIF loan a business:

- Must have a material part of its operations or trading based in the Midlands.
- Will be required to meet a number of funding criteria, including a propensity to create jobs and contribute to economic development.
- Have fewer than 250 full-time equivalent employees
- Have turnover of less than £42m per annum

The fund is intended to stimulate innovation and expansion. The funding can be used to plug gaps and supplement conventional SME funding. It can help with the following:

- Funding expansion projects
- Capital expenditure
- Investing in new products
- Hiring a new team
- Purchasing new machinery or equipment
- Exporting abroad
- Filling gaps in working capital

The fund is not able to finance acquisitions.

Maven will require a detailed investment proposal. The focus will be on quality of Business Plans and the presentation of a case for funding covering:

**Company Overview:**

A detailed description of the company's products or services.

**Investment & Growth Plan:**

Details of the specific funding requirement and how the investment supports the long-term growth strategy.

**Market Overview:**

A description of the market and where the business is positioned

**Financial Forecast:**

The current financial position and financial projections

**Team Biographies:**

The key people involved in the business, demonstrating senior team experience in the sector.

**Loan Affordability:**

A description of how the company will service loan repayment

**Loan Terms**

- Repayment Max 5 years No early repayment costs
- Capital holiday up to 12 months
- Interest rate 8-10% Fixed
- Arrangement Fee 1.5% + security fees

The British Business Bank recognises the loss of bank relationship management of micro and small businesses; Maven will provide ongoing strategic and operational support.

**To apply** - complete an initial application at:

<https://www.mavencp.com/sme-finance/meif-debt-finance>

**Main Contact:**

Jonathan Lowe email: [Jonathan.Lowe@mavencp.com](mailto:Jonathan.Lowe@mavencp.com)

**5) Identifying Businesses**

Whilst the "alternative funding" culture has been long-established in the South East and has grown considerably in recent years in the North West and West Midlands, the British Business Bank recognises the very low rate of take up of alternative funding by businesses in the East Midlands

A culture change is required over an extended period of raising awareness and aspiration to develop a business by investing through debt or equity to achieve growth

Identification Elements:

i) MEIF Criteria

<b>Fund</b>	<b>Stage of development of the business</b>	<b>Purpose of funding</b>
<b>Small Business Loan</b>	<ul style="list-style-type: none"><li>• Start-up</li><li>• Early stage</li><li>• Established micro or small business</li></ul>	Specific new projects <ul style="list-style-type: none"><li>• Secure Services</li><li>• Purchase Equipment</li></ul> Job creation & safeguarding
<b>Debt Finance</b>	<ul style="list-style-type: none"><li>• Established SME</li><li>• Profitable &amp; growing</li></ul>	To fund growth & job creation

ii) Business owners:

- Ambition to grow
- Willingness to prepare well to seek alternative funders
- Track record, experience and capability of the management team

iii) Potential for Growth in the Sector (including the supply chain)

Whilst most sectors will be considered, it is notable that initial funding has been for businesses involved in:

- Energy & Environmental Controls
- Medical Devices
- Education
- Clean Energy

Additionally, investors have recently shown a particular interest in

- Digital Technology (Silicon Forest)
- Advanced Engineering
- Creative Media

iv) Funding structure

- fit for purpose
- the business is investment/funding ready

Identifying these businesses in the District can be done directly through local business data or through contacts with local banks and professionals.

D2N2 Growth Hub are seeking to identify 200 businesses with growth potential across the LEP by March 2018; there is an opportunity to link in with those identified in the District

## **ECONOMIC DEVELOPMENT COMMITTEE**

**21 NOVEMBER 2018**

### **UPDATE ON SHERWOOD FOREST ART & CRAFT CENTRE CAPITAL SCHEME**

#### **1.0 Purpose of Report**

- 1.1 This report is to update Members on the current Capital Scheme approved by Policy & Finance on 5 April 2018. The total capital expenditure proposed is £250k.

#### **2.0 Background Information**

- 2.1 The report to Policy & Finance Committee advised Members that Sherwood Forest Art & Craft Centre was opened in 1998 and was in need of significant updating.
- 2.2 This had become a priority following the decision to relocate the new Visitor Centre to a site immediately adjacent to the Art & Craft Centre which would bring an anticipated increase in footfall of visitors directly passing the entrance to SFACC of 455,000. This was on top of the existing 60,000 visitors (approx.) to the Centre
- 2.2 The new Sherwood Forest Visitor Centre has now been completed and is open to the public and there has been a substantial increase in customers to Sherwood Forest Art & Craft Centre.

#### **3.0 Proposals**

- 3.1 The capital scheme was envisaged to cover three main aspects as set out below:
- 3.1.1 Conversion of a former storage building at Forest Corner to provide a “gateway” building for the forest. Planning consent had already been granted but a number of minor amendments have been proposed which will allow the property to be used as either one large unit or two smaller ones. The necessary Environmental Surveys have been carried out and a European Protected Species Licence approved. Minor preparation works started in October with substantive work starting in November 2018.
- 3.1.2 New public toilets and provision of additional storage for the tenants - design drawings are at an advanced stage and a planning application is expected to be submitted by the end of November.
- 3.1.3 Realignment of rear entrance and creation of additional studio space - provisional design drawings have been completed and a number of amendments have been proposed. It is hoped that these will also be ready to submit for Planning Consent alongside those for the new toilets/storage.

#### **4.0 Equalities Implications**

- 4.1 There are only positive implications for taking forward the refurbishment of the Sherwood Forest Art and Craft Centre. The building is DDA compliant and provides opportunities for local businesses to showcase crafts and skills.

## **5.0 Financial Implications (18-19/9187)**

- 5.1 A capital budget of £250,000 for the scheme was included in the Capital Programme for 2018/19 and is due be financed by existing Capital Receipts.

## **6.0 Comments of Director(s)**

- 6.1 Policy & Finance Committee, at the meeting on 5 April 2018 approved a budget of £250.000 to carry out the improvements and refurbishment of the Sherwood Forest Art and Craft Centre. The financial calculations included in the Business Case considered by that Committee, based on the latest market rents achieved indicated that the Council would receive an approximate 7% return on its investment. This position has not changed and the work, as stated in this report, is now under way.

## **7.0 RECOMMENDATION**

**That the report be noted and a further report be provided in January 2019**

### **Reason for Recommendation**

**In order to keep Members appraised of the progress of the scheme**

### **Background Papers**

Nil

For further information please contact Julie Reader-Sullivan on Ext 5258

Sanjiv Kohli  
Deputy Chief Executive/Director - Resources

## **ECONOMIC DEVELOPMENT COMMITTEE**

**21 NOVEMBER 2018**

### **EMPLOYMENT AND SKILLS UPDATE**

#### **1.0 Purpose of Report**

- 1.1 To provide information and recommendations regarding activity undertaken relating to Employment and Skills activities supported through Newark & Sherwood District Council.

#### **2.0 Background Information**

- 2.1 The D2N2 Skills and Employment Strategy 2017-2020 highlights that D2N2 has lower than average rates of employment in more highly skilled occupations and higher than average rates in the lowest and middle skilled areas. The main area for job growth is anticipated to be in higher level roles, half of which will be professional roles. The qualification levels of residents, however, are lower than average.
- 2.2 To achieve the ambitions of linking employers and schools and raising aspirations, there is a need to invest in programmes which will allow for a step change in job creation across the district: Ensuring young people are better informed about skills needs and aptitudes required for work and for them to gain work which leads to a career; extending and deepening the engagement between business sectors, schools and training providers; fundamentally encouraging a better match of skills supply with employer needs to address recruitment and unemployment difficulties.

#### **3.0 Proposals**

##### **3.1 Partnership Working**

All schools, colleges, Training Providers and the Department for Work & Pensions (DWP) are invited to attend a regular update meeting which covers new information and provides all partners with opportunities to update on projects/issues within each organisation. The focus of the meetings is to provide the links between what employers require in terms of skills for their employees and what is being provided locally in terms of training and support

##### **3.2 Schools and Business Project – Objective 1 from the Economic Development Strategy**

The driving principle behind the project, which began in earnest in September 2015, was to acknowledge that the expertise exists within organisations. A priority linked to the Economic Development strategy is to raise the aspirations and inspirations of the young people at secondary school.

School	Grades	2017/2018	2016/2017	2015/2016	2014/2015
Dukeries Academy	A-C English/Maths	60% 4+ * 29% 5+ *	47.9% 4+ * 30% 5+ *	53.6%	40%
Joseph Whittaker	A-C English/Maths	57% 4+ * 38% 5+ *	42% 4+ * 38% 5+ *	75%	66%
Magnus Academy	A-C English/Maths	45% 4+ * 29% 5+ *	39.4% 4+ * 29% 5+ *	41.5%	38%
Minster School	A-C English/Maths	54% 4+ * 79% 5+ *	53.3% 4+ * 54% 5+ *	82.5%	78%



Newark Academy	A-C English/Maths	67% 4+ * 47% 5+ *	42% 4+ * 33% 5+ *	43%	35%
Toot Hill	A-C English/Maths	84% 4+ * 65% 5+ *	56.3% 4+ * 64% 5+ *	57%	71%
Tuxford Academy	A-C English/Maths	78.5% 4+* 59% 5+ *	53.3% 4+ * 55% 5+ *	68.%	68%

Comparisons with Nottinghamshire and neighbouring counties

County	Grades	2017/2018	2016/2017	2015/2016	2014/2015
Nottinghamshire	A-C English/Maths	<b>66.2% 4+*</b> <b>45.2% 5+*</b>	65.2% 4+ * 45% 5+ *	59.6%	57%
Derbyshire	A-C English/Maths	64% 4+* 42.6% 5+*	64.2%4+* 41.7% 5+ *	53.8%	55.9%
Leicestershire	A-C English/Maths	66.9%4+* 43.4% 5+*	66.2% 4+ * 44.4% 5+ *	57.2%	56.8%
Lincolnshire	A-C English/Maths	63.2%4+* 42.7% 5+*	63.1% 4+ * 41.9% 5+ *	56.1%	56.8%
Rutland	A-C English/Maths	79.3% 4+* 57.3% 5+*	80.3%4+* 57.1% 5+ *	70.1%	67.2%

Region	Grades	2017/2018	2016/2017	2015/2016	2014/2015
East Midlands	A-C English/Maths	63%4+* 41.7%5+*	62.3% 4+ * 41.1% 5+ *	66.9%	69%

Country	Grades	2017/2018	2016/2017	2015/2016	2014/2015
England	A-C English/Maths	61% 4+ tbc 39% 5+ tbc	58.5% 4+ * 39.1% 5+ *	52.8%	53.8%

**\*2016/17 – Introduction of the reformed 9-1 GCSE’s in Mathematics, English Literature and English Language. 2017/18 – introduction of the reformed GCSE’s in majority of subjects**

Strong relationships are now in place with 6 secondary schools on a need and want basis. The businesses who signed up to the programme in 2016 continue to be involved with some additions now included. The businesses have attended assemblies, mock interview days and schools own career’s events. The Newark based schools are exploring interventions with Year 7 and 8 pupils following on from working with Together for Newark.

**To Note:** The pupil premium is additional funding to help schools close the attainment gap between children from low-income and other disadvantaged families and their peers. It was introduced in April 2011 to raise the attainment of 1.8 million disadvantaged pupils.

Our aim is to continue to work in a complimentary manner. Our continued unique relationship with local businesses encourages a joined up approach for schools and businesses in this project.

The Economic Growth team have supported and attended the following events over the last 12 months:

**School Careers Fairs**

Toot Hill School, Bingham  
Dukeries Academy, Ollerton  
Newark Academy  
Magnus Academy

**Business Interview Days**

Toot Hill School, Bingham  
Joseph Whitaker School, Rainworth  
Dukeries Academy, Ollerton

**Presentation on Apprenticeships**

Newark Academy – Year 10  
Dukeries Academy – Year 12

**CV writing and Personal Statement writing**

Newark Academy –Year 10

**Women in Engineering Day in conjunction with British Sugar, Hoval and The Waterman Group**

Newark Academy (AM session)  
Magnus Academy (PM session)

Michelle Hackett, the Careers Lead for The Dukeries Academy attends the Employment & Skills group meeting quoted the following *“You can feel very isolated and it is nice to receive a list of businesses wanting to make links and start to make contacts building on relationships after the initial meeting. It is nice to know someone from the businesses would take time to come and talk to the students. This has made the biggest difference”*

Fiona Farmer the Head of Careers at Toot Hill School added *“I have worked with Newark & Sherwood Council for approximately 4 years now and they have introduced me to many local businesses in the Newark Area. Toot Hill School has been able to implement a robust Careers Strategy with the fantastic support of the N&S team. The employers, many of which are STEM, are an inspiration to young people. This link raises the aspirations of the children in the Bingham and Newark area. Toot Hill students have attended the Newark & Sherwood Careers Fair at Kelham Hall and more recently the Expo at the Newark Showground. I feel the service and support offered by the Newark & Sherwood Council is best practice and they are a vital link between employers, education and other providers.”*

**3.3 Newark & Sherwood Enterprise Award**

The Enterprise Award is offered to the 6 senior schools in the district. The rationale behind the award was to ensure it was given to encourage young enterprise within school for individuals or groups of students. The schools decide who to present the award to.

**The Dukeries Academy** presented their award for 2018 to group students in the technology club. The club showcased the student’s entrepreneurial skills. Since the start of the technology club the students have raised over £300, some of which has been donated to Charity. The remainder used to develop and expand future projects investing in a wide range of materials and resource.

**Toot Hill School** presented their award to a student who developed his own business plan, delivering a presentation in the Dragon's Den style. He went on to make and sell his own soup on West Bridgford Market on a cold December day in 2017. He used his own family experiences of eating with his family as a basis for his plan. It was developed to encourage young people to eat, where possible, in a family group and go on to interact and play board games rather than isolate themselves in the world of Social Media.

**Newark Academy** will be presenting their NSDC award in 2019.

### 3.4 Future First Careers Expo

The first Future First Careers Expo held on 4 May 2017 saw 660 years 10 to 12 students from 6 senior schools across the district embark on 2 sessions of discovery into the world of work. 56 business, training and education exhibitors attended with 72 members of the public visiting the expo throughout the day. The second Future First Careers expo is to take place on Wednesday, 7 November 2018 again in the Lady Eastwood Centre at the Newark Showground. The number of students booked to the transported to the event has increased by 41% to 930 year 11 to 13 students. By altering the time of year from May to November this allows for those who are to take examinations in May and June 2019 to attend. The number of exhibitors has increased by 21.5% to 68. British Sugar is the Headline Sponsors for the second year running. Newark and Nottinghamshire Agricultural Society have taken a platinum sponsorship. Silver sponsorship packages have been taken by Staythorpe Power (RWE), and Duncan and Topliss Accountants. The sponsorship covers the cost of the transport for the students in the main.

Name	Address	Number of students/staff	Time Collect from school Depart from venue
Morning			
The Minster School	Nottingham Road, Southwell NG25 0LG	300 + 12 Total : 312	Collect from school 9am Depart venue 12 noon
Dukeries Academy	Whinney Lane, New Ollerton NG22 9TD	50 Yr 11 50 Yr 12 + 10 Total 110	Collect from school 9am Depart venue 12 noon
Toot Hill	The Banks, Bingham NG13 8DL	40 + 2 Total 42 Year 11 and 12	Collect from school 9am Depart venue 12 noon
Afternoon			
Joseph Whittaker	Warsop Lane, Rainworth NG21 0AG	50 + 3 Total 53 Year 11,12,13	Collect from school 12:15pm Depart venue 14:30
Newark Academy	London Road New Balderton NG24 3AL	200 + 8 staff Total 208 Year 11 and 12	Collect from school 12:15pm Depart venue 14:30
Magnus Academy	Earp Avenue Newark NG24 4AB	210 + 9 staff Total 219 Year 11 , 12 ,13	Collect from school 13:30 Depart Venue 14:50
Hill Holt Wood	Using own transport	30 + staff	1pm arrival

A variety of innovative and exciting seminars are booked to run throughout the day. The seminars will mirror one over the day allowing the schools to book on prior to the event. 5 of the schools attending have made the effort, where necessary, to alter their lunch times to allow the students maximum time at the expo. Magnus Academy has requested the students are collected at 13.30 hours and depart the venue at 14:50 hours. In reality this will only allow their students a maximum of 50 minutes with the possibility of only attending 2 of the afternoon seminars.

The 2017 Expo was rated as a huge success for all the partners involved. 2018 has truly built on its success with more businesses wishing to engage early on which can only be seen as a benefit to the students attending on the day.

### **3.5 Sherwood Forest Education Partnership (SFEP)**

A Future Careers and Employment Awareness project was funded by Newark & Sherwood District Council (Social Mobility Budget) to tackle the poverty of inspiration, aspiration and the knowledge of routes to employment. The expected outcomes of the activity for Years 5 and 6 students across 7 primary schools in the Dukeries Family: Forest View, Parkgate, St. Josephs, St. Marys, Kneesall, King Edwin and Walesby. The project aimed to make primary school children much more aware of the variety of jobs available and for them to discuss what they liked/disliked about certain jobs. Strategies were designed to enable the parents/carers to be better informed about choices and options open to their children.

The second amount of funding released was £2,100. Each school was given £300 to spend on the project. In some cases the schools were already working on similar projects and used the money to further enhance this work as shown in the 2 case studies below.

#### **Case Study 1 – Forest View Junior School – Enterprise Fortnight**

As part of transition week in July 2018, each class in the school was given a loan of 350 and supported to devise an eco-friendly business idea as a team. In September 2018, the classes spent the first week after the summer holiday making and promoting their product. This culminated in a trade fair at the school, where members of each class pitched their ideas to judges from the local community and then sold their items to friends, parents and families. The emphasis was on spending money wisely. Any money left over once the loan is repaid can be spent by the class on whatever they decide as a team.

This year's ideas included Notts. Rocks photo holders; recycled jam jar tea light holders; bake your own cookie mixture and slime in a reusable tub. India class won the award for their jam jars as they were deemed the most eco-friendly product and Italy class won the most creative award with their slime product.

The children contacted local businesses to promote their ideas by making phone calls, sending emails and letters to make links with and work in partnership with the companies. The children experienced what it was like to work as a team as the classes were divided up into those responsible for creating, promoting and selling the products. Forest View link their enterprise activities very closely to the curriculum. Concentrating on English for communication and Maths for budgeting. Head of Academy, Ruth Harrison, said "from a school point of view it ticks a lot of boxes and supports the application of skills in real life scenarios".

## **Case Study 2- Walesby Church of England Primary School –Careers and Enterprise**

The project at Walesby followed the original outline more closely by inviting 3 people who have different jobs into school.

- The Police Service. A Police Constable and a Police Community Support Officer visited the Years 5 and 6 children to talk about their training and the differences between the 2 roles. The children asked lots of questions and found out about the probation period after training and what that entails, as well as avenues available within the police service once qualified. They were particularly interested to find out about the scientific aspects of the roles and police investigations.
- A Librarian. Years 5 and 6 met with the librarian who talked about his role. How he has the opportunity to travel all over the country with his job. He explained that he runs a group of libraries and how the libraries support career development. He also took the opportunity to read a story to the whole school in assembly.
- The Fire Service. 3 firefighters of different ranks talked to the Years 5 and 6 children about their jobs and specifically the role of women within the fire service and their training. The children were full of questions and were delighted when the fire fighters attended their school fair with their fire engine to give the whole school a chance to see what they do. This visit also gave Years 5 and 6 a chance to continue their conversations.

The staff liked the idea of hosting a parent's evening inviting businesses to attend, but it was felt this was not appropriate at this time. The rationale behind this was being a small community and small school, they could not guarantee enough attendance to make it worthwhile. The Deputy Head, Jo Marshall said "The project has been really good at promoting ambition for females. We have a lot of parents who don't work and particularly in the traveller community where girls are often home schooled at secondary age. The project has given all our pupils the chance to see women in a range of employment"

### **Lessons Learned:**

The project started off in quite a prescribed way. The schools involved preferred to make their own plans for how to meet the outcome criteria. In the future it would work better if less prescriptive, to be more centred around enhancing the work that is already happening in schools. While Years 5 and 6 children were the target age range for the pilot project, there have been positive outcomes for children of all ages across the schools.

### **Moving Forwards:**

Some of the schools have kept their funds to use during the academic year, 2018-2019. The SFEP coordinator will meet with the heads of these schools to see how this can be done in partnerships with the schools that have successfully complete their projects. One suggestion is that the enterprise model from Forest View could be shared across the schools to culminate in a district trade fair. This would be something the SFEP would be keen to support.

### **The Code Club and Heritage App for iPhone and Android**

The Code Club was initially attended by 9 students from St Josephs', Forest View, Meden, Walesby and the Dukeries. The club is run by a group of Disclosure and Barring Service (DBS) checked volunteers every Saturday morning at Ollerton Library. The club began with 3 laptops ( 2 using 1 during the session) funded by Notts County Council. As the popularity of the club grew so did the need for more laptops. Newark and Sherwood District Council were able to fund 3 more to enable the club to have a total of 12 attend during any one session. This has been greatly appreciated as the popularity of the club grows.

The Ollerton Heritage Phone App has been developed by pupils from Parkgate and Forest View primary schools, working with Wes Thompson from Silicon Forest. The App is now “live” on both Google Play Store (Android devices) and the App Store (Apple devices)

**Apple :** <https://itunes.apple.com/gb/app/ollerton-heritage/id1423103366?mt=8>

**Android**

<https://play.google.com/store/apps/details?id=uk.org.siliconforest.ollertonheritage>

### 3.6 Newark and Nottinghamshire Agricultural Society (NNAS) Schools Project

The NNAS schools project funded by NSDC (Social Mobility Budget) was set up to enable the Education Project already in place to provide much bigger and better practical farming challenges and experiences to the students attending the schools within the district. The project offers opportunities and experiences outside of the classroom for the young people, especially those from disadvantaged backgrounds. The funds will make a significant difference to the variety and amount of sessions to be delivered over the academic year 2018 -2019.

The Delivery Schedule explains in greater detail the schools to be targeted and the variety of the sessions to be delivered both in school and in a farming environment.

#### Delivery Schedule

<b>EDUCATIONAL SESSIONS</b>	<b>Deliverables: July 2019</b>
Deliver and educational session in each of the following secondary schools to include: <ul style="list-style-type: none"> <li>• Newark Academy – Newark</li> <li>• Magnus Academy – Newark</li> <li>• The Dukeries – Ollerton</li> <li>• Joseph Whitaker- Rainworth</li> <li>• The Minster – Southwell</li> <li>• Toot Hill - Bingham</li> </ul>	PRESENTATION: Career Opportunity in Farming  and/or  FARMING CHALLENGE AWARDS: Participation in a minimum of one project
<b>FARM VISITS</b>	<b>Deliverables: July 2019</b>
Organise a visit to a working farm to include <ul style="list-style-type: none"> <li>• Newark Academy – Newark</li> <li>• Magnus Academy – Newark</li> <li>• The Dukeries – Ollerton</li> <li>• Joseph Whitaker- Rainworth</li> <li>• The Minster – Southwell</li> <li>• Toot Hill – Bingham</li> </ul> Where the schools do not have their own transport, NSDC will cover the cost where appropriate	PRESENTATION: Career Opportunity in Farming  FARM VISIT: Minimum of one half day visit to a local working farm and or one half day visit to an agricultural college with a working farm attached
<b>SCHOOLS- WORK EXPERIENCE</b>	<b>Deliverables: July 2019</b>
Organise a visit to a working farm to include: <ul style="list-style-type: none"> <li>• Newark Academy – Newark</li> <li>• Magnus Academy – Newark</li> <li>• The Dukeries – Ollerton</li> <li>• Joseph Whitaker- Rainworth</li> <li>• The Minster – Southwell</li> <li>• Toot Hill – Bingham</li> </ul> Where the schools do not have their own transport, NSDC will cover the cost where appropriate	PRESENTATION: Career Opportunity in Farming  WORK EXPERIENCE: One day work experience on a working farm

Since the beginning of this academic year all 6 schools have been contacted. Toot Hill school responded positively. A careers presentation will be delivered in September 2019 to the Year 9 students as dates had already been confirmed in the school calendar for September 2018. A careers presentation and workshop will be delivered to the other year groups with dates to be confirmed. The school is keen to participate in the Farming Challenge Awards in January 2019 and also the visits to working farms and work experience for the students. These young people will be identified and confirmed by their Careers Lead in the New Year. Newark Academy have welcomed NNAS to deliver assembly for an entire week at the end of November. They have been asked to attend the school mini careers' expo in February 2019. Their Careers Lead will discuss the Farming Challenge with colleagues to confirm, but students interested in work experience will be identified and confirmed. The school is keen to enter the Harvest Scarecrow Competition at the Vintage Tractor Show in November. Now contact has been established with these 2 schools this will be maintained with the express requirement to make contact with the remaining schools.

3.7 A number of other projects have taken place in collaboration with the DWP through the social mobility budget to support those in the 18 – 24 age range into work. These will be completed over the coming months and a report prepared once the activities are complete and evaluated, by June 2019.

3.8 Whilst many of these activities focus on school age and 18 – 24 age range, this is in order to assist those where there is the greatest need to provide support from a social and economic perspective. However, additional support, for example through the Ollerton Outreach Service provides tailored support to any individual accessing the service. A full report on the Ollerton Outreach Service will be prepared for the March 2019 Committee.

#### **4.0 Equalities Implications**

4.1 The State of the Nation report produced by the Social Mobility Commission considered social disadvantage and explores how geographic location can affect social mobility. The protected characteristic 'age' is considered in particular with reference to youth social mobility, early year's provision etc. and this proposal has positive equality implications in this regard. Equality matters will be carefully considered in future reports on this matter.

#### **5.0 Financial Implications (FIN18-19/7304)**

5.1 There are no direct financial implications arising from this report.

#### **6.0 Comments of Director**

6.1 This report is for information of the Committee.

#### **7.0 RECOMMENDATION**

**That the Committee note the activities undertaken in relation to Employment and Skills and receive regular updates as outlined in this report.**

**Reason for Recommendation**

**To provide updated information regarding activities relating to Employment and Skills activities.**

**Background Papers**

Nil

For further information please contact Veronica Dennant on Ext 5258

Sanjiv Kohli  
Director - Resources



## URGENCY ITEMS - MINUTE OF DECISION

### Delegation arrangements for dealing with matters of urgency

Paragraph 7.2.1 of the Council's Constitution provides that Chief Officers may take urgent decisions if they are of the opinion that circumstances exist which make it necessary for action to be taken by the Council prior to the time when such action could be approved through normal Council Procedures. They shall, where practicable, first consult with the Leader and Chairman (or in their absence the Vice Chairman) and the Opposition Spokesperson of the appropriate committee (Constitution incorporating a scheme of delegation approved by the Council on 14<sup>th</sup> May 2013)

**Subject:**                      **ADDITIONAL CHRISTMAS CAR PARK CONCESSIONS IN NEWARK 2018**

**Appropriate Committee:**              **Economic Development Committee**

**Reason for Urgency:**              **The Christmas lights event is due to take place on 25<sup>th</sup> November and needs to be advertised well before the date of the next Economic Development committee on 21<sup>st</sup> November.**

### **Details of Item:**

#### **1.0    Background**

1.1    To assist and support the local retail economy during this important trading period, the Council has in previous years offered a concession in car parking charges in the run up to Christmas in Newark car park. The Livestock Market (now Castle House) was excluded from the concession as it was considered that this car park would be more likely to be used by train users leaving the town.

1.2    The resolution of the Economic Development Committee (October 2015) agreed was:

"Christmas car parking concessions in Newark be approved. Such concessions to be on the four Sundays each year prior to Christmas.

1.3    From the agreed minute above that currently the offer to the Town Council is four Sundays each year prior to Christmas. As Christmas falls on a Tuesday this year there are four Sundays in December which means that the date for the Christmas lights event on the 25th November 2018 would not be subject to free parking.

1.4    The Christmas light switch on is seen as an important day for the local economy and free parking on this day would be beneficial to the town.

1.5 Newark Town Council has confirmed the following activities on the Sundays in question.

Lights Switch On	25 <sup>th</sup> November – Sunday
Christmas Craft Market	9 <sup>th</sup> December – Sunday
Newark Christmas Market and Winter Feast	Saturday and Sunday 15 <sup>th</sup> AND 16 <sup>th</sup> December (in the past this has just been on the Sunday)
Last Minute Gift Market	23 <sup>rd</sup> December - Sunday

## 2.0 Financial Implications

The loss of income from providing free parking has previously been considered when the policy on providing four free Sunday in December was agreed. The addition of an additional one Sunday will have a small impact on the overall budget position

### **Record of Decision**

That free parking be provided in Newark for an additional Sunday on the 25<sup>th</sup> November 2018.

### **Members Consulted:**

Councillor David Lloyd – Leader of the Council

Councillor Keith Girling – Chair of Economic Development Committee

*(consulted on 9<sup>th</sup> & 10<sup>th</sup> October 2018)*

Signed:

*Karen White*

Date: 11.10.18

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