



**NEWARK &
SHERWOOD**
DISTRICT COUNCIL

*Castle House
Great North Road
Newark
NG24 1BY*

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Tuesday, 19 March 2019

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, 27 March 2019 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 01636 655248.

AGENDA

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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, 16 January 2019 at 6.00 pm.

PRESENT: Councillor K Girling (Chairman)

Councillor R Blaney, Councillor Mrs R Crowe, Councillor J Lee, Councillor N Mitchell, Councillor P Peacock, Councillor T Wendels, Councillor Mrs Y Woodhead, Councillor M Cope and Councillor K Walker

IN ATTENDANCE: Councillor P Duncan

APOLOGIES FOR ABSENCE: Councillor Mrs P Rainbow (Vice-Chairman), Councillor T Roberts (Committee Member) and Councillor F Taylor (Committee Member)

42 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.

43 DECLARATION OF INTENTION TO RECORD MEETING

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

44 MINUTES OF PREVIOUS MEETING

AGREED (unanimously) that the Minutes of the meeting held on 21 November 2018 be agreed as a correct record and signed by the Chairman.

45 ECONOMIC DEVELOPMENT COMMITTEE REVENUE BUDGET 2019/20

The Committee considered the report of the Business Manager – Financial Services in relation to the budget and scales of fees and charges for those areas falling under the remit of the Economic Development Committee for 2019/2020.

The report set out that the budget and medium term financial plan had been developed to reflect, in financial form, the corporate priorities of the Council. Paragraph 3.0 of the report provided the Committee with the major variances between the 2018/2019 and 2019/2020 budgets. These included: Heritage, Culture & Visitors; Private Estates; Vicar Water Park; Sconce & Devon Park; Promotion of Tourism; Growth Technical Support; Development Management; Newark Beacon; Bilsthorpe Workshops; Jubilee Bridge; Boughton Advance Factory; Sherwood Forest Craft Centre; Development Company; Economic Growth; Parking Services Admin; Surface Car Parks Newark; Newark Lorry Park; Other Properties and Workshops Voids; Growth Investment Fund; and Grounds Maintenance. The level of fees and charges were contained within Appendix C to the report.

In considering the report a Member of the Committee commented on a number of budget entries. With specific reference to the Newark Lorry Park, he queried whether when all the works had been completed the new tariff could be introduced during the year and not have to wait until the budget setting for 2020/2021. Members agreed that they would not wish to wait for a 12 month period before the increase tariff was introduced.

In relation to Heritage, Culture & Visitors a Member queried whether it was possible to have a separation of the budget in order that Members could be informed as to the allocation of the monies to each constituent part. It was agreed that this would be provided to Members.

In response to whether the reasons for the increase in budgets noted on the Subjective Summary, specifically: repairs and maintenance; catering; and ICT was due to the changes at the Beacon Centre, the Business Manager confirmed that he would advise Members accordingly.

AGREED (unanimously) that:

- (a) the final Committee budget, as shown at Appendix A to the report, be recommended to Policy & Finance Committee at their meeting to be held on 21 February 2019 for inclusion in the overall Council budget; and
- (b) the scale of fees and charges, as shown at Appendix C to the report, be recommended to Policy & Finance Committee at their meeting to be held on 21 February 2019 and Council on 7 March 2019.

46 DESTINATION MANAGEMENT PLANS - SOUTHWELL AND SHERWOOD FOREST

The Committee considered the report of the Director – Communities & Environment (formerly Director – Customers) which sought to provide Members with the draft Destination Management Plans for Southwell and Sherwood Forest.

The report set out that national data suggested that the economic impact of the visitor economy is worth around £260m to the District economy per annum. It was noted that the Plan was a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they would take and where appropriate the apportionment of resources. The Plans for Southwell and Sherwood Forest took account of the differences in the levels of maturity of destination management and provided a recommendation for each of the District's three destination brands: Newark; Southwell and Sherwood Forest. The key proposals for the two plans were reported in paragraphs 3.2 and 3.3 of the report.

In considering the report Members made a number of comments. They queried whether it was possible to have sight of any specific actions or outcomes arising from the Plans. The Business Manager – Tourism advised that it was intended to send the information out to Members. Members also commented that the Council did not seem to take full advantage of Robin Hood as a tourist attraction. The Business Manager advised that it was hoped that it would be made a key priority in the Plans.

Members stated that the Sherwood Forest Plan presented a good tourist offer on the Sherwood Visitor Centre site but that other areas of interest also needed to be included. In order to do that, Members suggested that work with 'experts' be undertaken. Members agreed that visitors to the Sherwood Forest Visitors Centre needed to be directed to other tourist facilities in Southwell and Newark. Members also agreed with the comments contained within the Plans in relation to accommodation provision.

Members commented that the proposed two year closure of Nottingham Castle should be taken advantage of. It was reported that the train line ran from Lincoln to Nottingham and had been called the Castle Line with the new operators of the line being keen to increase the amount of tourists using the facility. It was noted that the majority of tourists to the Sherwood Forest area were there for recreational and leisure with Southwell and Newark visitors being there for culture and heritage. All Members agreed that there needed to be a cross fertilisation between the three Plans. It was noted that National Trust attractions received visitors from outside the District and the East Midlands region as being a member of the National Trust allowed them to gain entry free of charge. It was suggested that National Trust facilities within the District should be utilised to direct visitors to the Council's own attractions.

Members queried whether it was possible to advertise the District's attractions on trains and in stations. Members were advised that it was possible but there would be a cost implication. Consideration would need to be given as to whether the cost of doing so would be value for money. The Business Manager advised that 80% of visitors travelled by car but encouragement to travel by train could be given and that this was being explored by the new East Coast Mainline operators.

In summary the Chairman advised that the language used to get the tourism message out to visitors was very important. He added that every opportunity must be exploited and that individuals with a vision of how to enhance the tourist offer should be invited to attend the proposed Southwell Tourism Partnership and the Strategic Tourism Management Group for the Sherwood Forest Plan.

AGREED (unanimously) that the Committee approve, in principle, the draft Destination management Plans for Southwell and Sherwood Forest, subject to further discussion and refinement with key stakeholders.

47 VISITOR MARKET RESEARCH PROJECT

The Committee considered the report of the Director – Communities & Environment (formerly the Director – Customers) which sought to provide Members with a summary of the 2018 Visitor Market Research Project. It was reported that the research had been commissioned to improve knowledge of the visitor experience, develop an understanding of who visitors were and what they felt about their experiences. A programme of qualitative market research with an external agency was undertaken between May and September 2018 with the methodology being face to face interviews with visitors at different locations. These included three key events: Pikes & Plunder; Robin Hood Festival; and Gate to Southwell. A smaller online survey of visitors and non-visitors was also undertaken. Paragraph 3.0 of the report provided Members with statistical information and the proposals arising from the

research. The report also sought Members' onward recommendation to the Policy & Finance Committee for additional funding of £15k per year for the Promotion of Tourism from 2019/20 onwards.

In considering the report Members agreed that it provided useful information as to the experience of visitors and would help to inform the further development of the Destination Management Plans. Members also agreed that the effective communication of the Council's offer would be paramount to developing and improving the visitor experience. Members queried how members of the public searched for tourist information within the District. In response the Business Manager – Tourism advised that it was online either organically or paid for. However, the Council did not feature high up the results on a search engine and this warranted further investigation. He added that the improvement of the website would be a priority followed by paid for searches around key activities. A report to Committee in March 2019 would update Members as to progress made. Members stated that there were too many different sites offering tourist attractions and suggested that all parties would be better served if their sites and events were under a single website. In response, the Business Manager agreed adding that partnership working was the key to strategic development.

In relation to printed information, the Business Manager advised that visitors would pick up paper leaflets at any attraction they visited and not from a formal standalone Tourist Information Centre (TIC). It was suggested that every venue was a TIC and that opportunity to increase the amount of information placed within them should be taken.

AGREED (unanimously) that:

- (a) the findings of the 2018 Visitor Market Research Project be noted;
- (b) the additional funding required in the sum of £15,000 per year be included in the Promotion of Tourism budget from 2019/2010 onwards be recommended to the Policy & Finance Committee;
- (c) given its importance as the most widely used source for information about Newark & Sherwood prior to visit, a report on the development of the district-wide visitor online experience be presented to the March 2019 meeting of the Committee; and
- (d) the recommended actions from the forthcoming Destination Management Plans for Sherwood Forest and Southwell be considered in light of the above findings of the 2018 Visitor Market Research Project.

48 LDF UPDATE

The Committee considered the report of the Director – Growth & Regeneration which sought to update Members on the progress of the various elements of the Local Development Framework (LDF) contained within the Local Development Scheme (LDS) timetable and to propose an approach to deal with the delay to the Inspector's Report.

The report set out that the current LDS was adopted in September 2018 together with the anticipated timetable for the Amended Core Strategy. It was reported that following contact with the Planning Inspector in November 2018 it was apparent that receipt of the report for fact-checking would be significantly delayed due to other work commitments at the Planning Inspectorate, the consequences of which were reported in paragraphs 2.3 and 2.4. The proposed approach to further plan Review work was reported with the potential consequences arising from when the Inspector's report was received.

In considering the report Members agreed that once the Inspector's Report was received, a letter of complaint should be forwarded to the Planning Inspectorate in relation to the unacceptable length of time it had taken. It was also suggested that the letter state that the Council did not wish for the same Inspector to be assigned to any future inspections of planning documentation.

AGREED (unanimously) that:

- (a) progress towards meeting the timetable of the adopted Local Development Scheme be noted;
- (b) in the event that the Inspector's Report was received at the end of January/early February the District Council consult on an Issues Report on the Allocations & Development Management element of the Plan Review; and
- (c) delegated authority be given to the Director – Growth & Regeneration to prepare an Issues Report for public consultation with the Local Development Framework Task Group (which includes the Chairman of the Economic Development Committee) and the Opposition Spokesman.

49 FORWARD PLAN (FEBRUARY 2019 TO JANUARY 2020)

AGREED the Forward Plan of the Economic Development Committee from February 2019 to January 2020 and that the following items be added:

- (i) Opportunity to Bid for a High Street Fund.
- (ii) Night Time Economy Strategy (to include Southwell and Ollerton)

50 EXCLUSION OF THE PRESS AND PUBLIC

AGREED 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.

51 RUMBLES CAFE UPDATE

The Committee considered the exempt report of the Director – Resources/Deputy Chief Executive in relation to the current leases with the Rumbles Catering Project.

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

Meeting closed at 8.25 pm.

Chairman

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

Document is Restricted

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

OLLERTON OUTREACH SERVICE – ANNUAL PROGRESS REPORT

1.0 Purpose of Report

1.1 To provide information and recommendations regarding the outreach service that has now been in operation for five years and is based in Ollerton & Boughton Town Hall.

2.0 Background Information

2.1 The Ollerton Outreach Service commenced in January 2014. Since April 2017 the service has been open to the public each Wednesday and Thursday at the Ollerton & Boughton Town Council's Town Hall between 09.30 and 15.00 hours. The partners involved are: Department for Work & Pensions (DWP), Academy Transformation Trust (part of the Dukeries College in Ollerton), Ollerton & Boughton Town Council (OBTC), Inspire and Achieve Foundation and Newark & Sherwood District Council Customer Services (NSDC).

2.2 Over the past 12 months the take up of the service has continued to increase. By January 2019 the numbers attending on both Wednesday and Thursday were showing a 50% increase. The weekly figures reported on now average 60 customer visits on Wednesday and 40 visits on Thursday for the DWP alone. Wednesday sessions continue to be attended by two work coaches with the possibility of this increasing. Due to the popularity of the service continuing to increase, the DWP are considering providing two work coaches on a Thursday. The Thursday sessions continue to support those claiming Income Support and Employment & Support Allowance (ESA) with workshops and more in depth interviews. The joint legacy caseload for the work coaches totals 272, including 54 customers claiming Job Seekers Allowance (JSA) and 108 customers on Universal Credit (UC).

2.3 There are 6 computers for customers to use. These are very popular and enable customers to search and apply for jobs, maintain benefit applications and access council services online.

2.4 The DWP Employer Relation Lead continues to support the claimants, makes regular contact with employers on their behalf and organises workshops within the Town Hall and in the wider district.

3.0 Outcomes

Take Up of the Outreach Support

3.1 The Ollerton Outreach Service seeks to support residents within the district to gain the support and information they require in order to access services and gain employment. The partner organisations referred to in paragraph 2.1 continues to offer the following services:

- Learning (skills and knowledge)
- Communication (CV writing)
- Confidence building (interview skills)

- Accessing work opportunities from both small local employers and larger employers across the district.
- ICT training courses. Helping young people not in employment, education or training (NEET) overcome barriers, find their motivation and progress into employment or education.

3.2 Customers are able to access Council services together with those services that the Council provide on behalf of the County Council e.g. applying for bus passes and Blue Badge applications.

Statistics

3.3 Over the past 12 months the numbers of customers accessing Council services has increased. January 2017 to January 2018 totalled 447 customers. From January 2018 to January 2019 the number rose to 936 – an increase of 107%.

3.4 From January 2016 to January 2017 inclusive, the job related enquiries totalled 1788. Over the 12 month period from January 2017 to January 2018 inclusive, the number increased by 39.93% to 2502, an increase of 714 enquiries. By the end of January 2019 the percentage had gone up to 3054 enquiries, an increase of 22.06%. The maximum number of people utilising the Ollerton Service reached a maximum of 92 attendees on one day in January 2019.

3.5 The figures supplied by the Work Coach for people in Ollerton who are no longer claiming Job Seekers Allowance (JSA) or Employment and Support Allowance (ESA) for the 12 month period from January 2018 to January 2019 totals 126 people. This is an increase of 27.72% from the previous 12 month period. This does not allow for those who claim Universal Credit (UC) as unlike JSA the claim isn't automatically closed once they are working 16+ hrs.

Success Stories

3.6 Evidence received from the Work Coach throughout the 12 months of 2018 demonstrates the variety of Employers both large and small who have recruited across the district.

Month	Employer Type	Company/Number Recruited
January 2018	Large Employer	Thoresby Hall ; Tesco Ollerton
	Small Employer	None
	Self Employed	X 2
February 2018	Large Employer	Center Parcs; Clipper Logistics
	Small Employer	None
	Self Employed	X 1
March 2018	Large Employer	Aldi; JG Pears; McDonalds; Mansfield DC; Tarmac; IKEA
	Small Employer	Spray Tech Refinishing; Childcare Apprentice
	Self Employed	None
April 2018	Large Employer	McDonalds; Clipper x 4; Tesco Ollerton; Center Parcs;
	Small Employer	Compassionate Care; Primary School; Local Bakery
	Self Employed	X 3
May 2018	Large Employer	Noble Foods; Clipper x 4; Apex; Center Parcs x 3; Notts County Council; Sherwood Pines
	Small Employer	Boughton Manor Care Home; White Hart Pub Ollerton x 2;
	Self Employed	None

June 2018	Large Employer	Clipper x 5; Center Parcs x1; Yearsleys
	Small Employer	Coop Travel Newark; Labouring; Ambicore; First For Care; Leisure Centre; Miller Homes
	Self Employed	None
July 2018	Large Employer	Center Parcs x 2 Asda; M&S; Clipper; Trackwork; Boyes
	Small Employer	Prescot Concrete; KA Stores; Royal Oak Pub; Bakery
	Self Employed	None
August 2018	Large Employer	Tesco; Waters Edge
	Small Employer	Premier Convenience Store; Hatsfield Care; Alders Pub
	Self Employed	None
September 2018	Large Employer	Clipper; Tesco; KnowHow
	Small Employer	Primary School; Security work x 2; Supercuts Mansfield; Boarding Kennels
	Self Employed	None
October 2018	Large Employer	Asda; Clipper x 4; NHS; Agency driving work; Notts County Council
	Small Employer	Pendragon
	Self Employed	None
November 2018	Large Employer	Tesco Ollerton x 2; Clipper x 5
	Small Employer	New Plough Inn; Murphy's Builders Admin x2 Apprenticeships
	Self Employed	None
December 2018	Large Employer	Thoresby Hall; Asda; Notts County Council; Via engineering; Clipper x 2
	Small Employer	Costcutters Ollerton; Sue Ryder Ollerton
	Self Employed	None

- 3.7 **Case Study 1** - One example of how becoming a volunteer whilst claiming benefits can reap rewards is shown with the following story. A customer who worked as a miner for many years before becoming a self-employed painter and decorator found himself disabled following an accident at work. He attended Skills for Work course and undertook a computer course held at The Dukeries. He felt ready for work experience and is now volunteering at the Citizens Advice Bureau 2 days a week. His confidence has grown and is now seeking paid work in administration putting his new founds skills to use.
- 3.8 **Case Study 2** - The second example of how age is not a barrier refers to a lady in her late 50s. She had held several managerial positions in the past but felt her age was now against her. She did not drive and the lack of transport from Bilsthorpe was seen as a further barrier back into work. She attended the Ollerton Outreach Service regularly where the work coach referred her to the Academy Transformation Trust to update her CV. The work coach suggested she took this to companies in Bilsthorpe. This paid dividends as she was offered a 6 month trial working for Via Engineering which if successful will become a permanent 30 hours per week job.
- 3.9 **Case Study 3** - Persistence really does pay dividends as shown in this third example. Another lady who had been claiming benefits for a number of years was becoming despondent at her situation. Her work coach again suggested voluntary work at the local Sue Ryder Charity shop in Ollerton. She began volunteering for 2 days a week and was offered part time paid employment managing the shop. Together she and her work coach calculated that she would be financially better off transferring to Universal Credit and accepting the job role. Not only has this boosted her self-esteem but she is now saving to take a holiday this year.

3.10 Collaborative working with various partners offers a continually varied programme of courses, advice and guidance to continue to engage with benefit claimants in Ollerton and the wider district. Over the past 12 months this has included the following groups who do not regularly attend the meetings but have invited referrals from the Ollerton Outreach Service.

- The Sherwood Forest Trust
- The Furniture Project
- Sure Start
- Building Better Opportunities- Towards Work
- Building Better Opportunities- Extra Disability Strand
- Single Resource working with Clipper Logistics

3.11 A number of events were held from February 2018 onwards for both employers looking to fill vacancies and those seeking employment.

- 13 April : An Access to work course
- May: Social Mobility project in conjunction with Single Resource/Clipper
- 25 July: Agency event held at Mansfield Job Centre for Ollerton customers
- 21 September : Jobs Fair Kirby in Ashfield
- 28 September: Jobs Fair – Mansfield Library- 70 employers/providers attended and 597 customers in attendance throughout the day.
- 10 -12th September: Skills for Work week 1 (15 out of 19 attended age 50+)
- 17 -19th September : Skills for Work week 2

These included;

- Creating or updating a CV
- Job searching on “Find a Job”
- Literacy and Numeracy Assessment
- Interview Skills and Techniques with Mock Interviews
- Employment Skills- Health and Safety and Manual Handling
- Motivation and Team Building
- 9 -11 October Repeat of Skills for Work due to its success as above. (17/20 attended)
- 12 October: Seasonal Jobs Fair for the retail sector
- 2 November: Disability Confident event for local businesses.
- 22 November : Skills for Work ;

The demand for ESOL (English Speakers of Other Languages) courses has not been met but continues to be monitored.

All other events are on hold until the New Year to allow DWP to attend Universal Credit training.

4.0 Review of 2018 Objectives and proposals for 2019

4.1 The table below sets out the objectives for 2018 agreed last year, and notes progress towards them.

2018 Objectives Agreed	Progression of Objectives
Re launch the Job Club as currently known to Advice Hub	After consideration the service will formerly be known as The Ollerton Outreach Service encompassing the variety and number of services delivered

Golden Ticket events to be held to encourage ESA (Employment and Support Allowance) customers to attend to service.	Due to the time taken for Universal Credit (UC) training for staff and migrating those on ESA to UC these events were postponed for 2018
Interview Skills Workshops to be delivered by Newark and Sherwood District Council Staff	Extremely successful as customers who accessed the workshops gained confidence, therefore approaching job interviews in a different manner and gaining employment as a result.
Continue to focus on activities around ESA, Hard to Reach and Lone Parents	The work coach and member of staff from the Academy Transformation Trust continue to work with this client group. Services have increased as the move to Universal Credit has come into force.
Upgrade of the IT equipment for service users	The new "all in one" computers funded through Newark and Sherwood District Council have allowed for better access to Universal Credit and job searches for customers.
Continue to promote the Outreach Service through social media, flyers, newsletters and events.	Promotion has taken place through articles in the Roundabout and leaflets for customers to take away when attending the service.
Continue to invite employers to attend the Outreach Service and offer Sector Based Work Academies (SBWA)	Mansfield DWP coach has engaged with a number of employers over the past 12 months inviting them to attend the service. A positive move as they are able to speak directly to the customers regarding job opportunities.

4.2 Taking account of progress in 2018 and identified areas for further work partners have agreed the following aims for 2019:

- Organise better Debt Management provision through a combination of Citizens Advice and Money Sorted organisations to aid those on Universal Credit.
- Continue to invite employers to attend the service and where appropriate offer Sector Based Work Academies.
- Continue to promote the Outreach Service through social media, flyers, newsletters and events; inviting a member of the communications and marketing team at NSDC to attend meetings.
- Continue to focus activities around those still claiming ESA, hard to reach and lone parents – working in partnership with the Children’s Centre.
- Continue to monitor the number of customers utilising all the services provided
- Launch Wellbeing Wednesday (a monthly event) in partnership with NSDC from mid-April 2019 following the Ollerton Health Roadshow taking place at Tesco in Ollerton. Date April 12 2019: 10am – 2pm
- A member of the Newark and Sherwood Homes Tenancy Options team to attend the Outreach Service on a monthly basis (start date tbc)
- Training delivered to focus on IT, English and Maths (functional skills). Courses to continue to be booked and delivered through The Dukeries in order to aid customers moving over to Universal Credit or first time applicants where necessary.

5.0 Equalities Implications

5.1 The outreach support services provide additional opportunities to anyone requiring support from the DWP, OBTC and NSDC. Referrals to employability information and Universal Jobmatch are undertaken by the Academy Transformation Trust (Dukeries Academy). All these activities continue to develop an awareness of opportunities throughout the district. The Equalities implications are therefore positive.

6.0 Financial Implications (FIN18-19/8305)

6.1 There are no direct financial implications except for the use of staff time. The staff time is already being provided and the budget exists for the staff to continue with this work.

7.0 RECOMMENDATIONS that:

- (a) the Committee note the continued progress of the service as set out in the report; and**
- (b) the Committee agree to the aims identified for 2019 in paragraph 4.2.**

Reason for Recommendations

Providing the Ollerton Outreach service to seek to support residents within the district to gain the support and information they require in order to access services and gain employment

Background Papers

Nil

For further information please contact Veronica Dennant on Ext 5260

Matt Lamb
Director - Growth & Regeneration

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

CHRISTMAS RETAIL PROMOTION CAMPAIGN EVALUATION

1.0 Purpose of Report

1.1 To provide the Economic Development Committee with an update on the Christmas Retail Promotion Campaign, 'Newark Wonderland', in December 2018.

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 as a result of the Severn Trent Water works had discouraging customers, adversely affecting trade throughout 2018. There remained a concern among some businesses that customers were slow to return to the levels experienced prior to the disruption.

2.2 The Newark Management Group (NMG), which was 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, with an aim to help raise profile and footfall during this critical trading period when there was a programme of seasonal events, activities and free car parking offers already planned for Newark.

2.3 The objectives of the campaign 'Newark Wonderland' campaign were to:

- i) Raise public awareness of Newark as an appealing destination for shopping and leisure among potential day visitors from a wide catchment area of approximately 20 miles radius, including Nottingham, Mansfield, Lincoln, Grantham and Sleaford.
- ii) 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) Engage local retailers and hospitality businesses and demonstrate that we are taking positive and pro-active action with a view to increasing footfall and consumer expenditure in Newark.
- iv) Drive public engagement and interaction in the campaign rather than 'one way' communication.

2.4 Given the above objectives, Officers worked with an external specialist PR agency to develop a digital media campaign, with supporting local press and lifestyle publications to deliver the required reach.

2.5 The annual dressing of windows for Christmas provided 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 offered greater potential for engagement and response than developing a new activity. Therefore, the 'Newark Wonderland' campaign engaged local businesses in a challenge to create festive window displays that members of the public then voted for.

3.0 Proposals

3.1 The interactive campaign comprised the creation and dissemination of engaging content across owned (Council-related) and earned (media) channels. Specifically, the campaign activity included: Four videos filmed and then hosted on the Totally Locally Newark Facebook page; Content posted on 15 Facebook community pages; Partnership with a social media influencer (Cordelia Hearts); Public voting facility on the Totally Locally Newark Facebook page; Boosted social media posts; Media relations including press releases and an advertorial.

3.2 The campaign results were very positive:

- 43 local businesses entered the Newark Wonderland competition
- The four new videos had a combined viewing figure of 9,393
- The total number of public votes cast was 6,852
- The organic (not paid for) social media reach was 296,743
- The reach of our social media influencer partner was 12,100
- The boosted (paid for) social media reach was 172,476
- The media relations reach was 69,650
- The combined reach of all tactics was **550,969**

3.3 Our engagement through social media revealed an enthusiastic response from members of the public, including visitors from outside the District. Public comments were highly supportive of the initiative and demonstrated an overwhelmingly positive sentiment.

4.0 Equalities Implications

4.1 The campaign followed the Council's guidelines for accessible communications.

5.0 Financial Implications

5.1 The £10,000 campaign budget was 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 reach of the campaign and feedback received, notably through social media channels, is positive and welcomed.

7.0 RECOMMENDATIONS that the Economic Development Committee:

- a) **notes the success of the Christmas Retail Promotion Campaign in delivering a reach of more than half a million; and**
- b) **supports the development of additional campaigns throughout the year to raise the profile of Town Centres, including inviting a presentation to a future Committee of delivered and forthcoming activities and events by the Town Centre and Tourism Business units in conjunction with town centre traders and partners.**

Reason for Recommendations

Delivery of this reach is to be noted with regard to future campaign planning.

Background Papers

Nil



For further information, please contact Richard Huthwaite, Business Manager – Tourism on Ext 5951.

**Matt Lamb
Director – Growth & Regeneration**

CHRISTMAS RETAIL PROMOTION CAMPAIGN EVALUATION

Totally Locally Newark shared a post.
15 December at 12:00

Have you entered our competition yet? You could win £200 worth of TL vouchers! 🎁

Totally Locally Newark
1 December at 10:00

Thank you to all the businesses who have submitted their entries for the #NewarkWonderland window display' competition.

Now it is up to Totally Locally followers...please VOTE for your favourite window display by simply clicking your favourite photo below and 'liking it' - you may vote for more than one display 🙏


The window display with the most likes by 2pm on the 20th December 2018 will be awarded a very special prize + anyone who votes

Newark Advertiser
7 December at 13:50

Which shop has the best Christmas display in Newark? 🎄 ❄️

Totally Locally Newark
Published by Rachael Smith [?] · 7 December 2018 at 11:18

Christmas has arrived in Newark!
We asked local businesses about their #NewarkWonderland windows...
Newark and Sherwood District Council



NEWARKADVERTISER.CO.UK

Shoppers to vote for festive favourite
Shopkeepers in Newark are being encouraged to create festive window...

9,438 People reached
1,250 Engagements
Boost Post

48
9 Comments 53 shares 3.8K views



Jenni Harding Newark shops and streets look really festive this December. We were in the Market square and adjacent streets on Sunday. The shops which have decorated their windows look great. The Christmas lights are very picturesque. Well done to all involved.



1



Jane Radford All the shops look fabulous ❤️👴 I hope more people shop local to keep local independent retailers in business 🙌

Like Reply 3



3



Katrina Woodman 🌲 Voted. Beautiful displays everyone and good luck 🌲

Like Reply 1



1



Andy Richards Newark is booming! 🇬🇧



Lorraine Bailey Fantastic to see yesterday Newark looking just like it used to bustling with people everyone having a great time & the Butter market was beautiful with all the Christmas Trees from the Church, can't wait to see what the council have in store for it.

Like Reply 4



Christine Lathlane Glad I don't have to judge , some lovely window displays

Like Reply 1



1



Andrea McHugh SKDC take note! This is how Grantham market used to be...



Susi Wright So many great displays hard to choose just from photographs. I've really enjoyed walking around the town and seeing all the lovely work.

Like Reply 4

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

PROCUREMENT UPDATE

1.0 Purpose of Report

1.1 This report seeks to update Members on the proportion of Council spending with local businesses and to recommend ways to support local businesses. It should be read in conjunction with the last report to Committee dated 28 March 2018.

2.0 Background Information

2.1 The Council's annual spend with 'local' suppliers continues to be reported through the Council's performance management system (Pentana). The proportion of spend with 'local' suppliers increased from 34.8% in 2016/17 to 40.2% in 2018/19. By removing spend with R.G Carter and Henry Boot this increases the percentages to 40.9% in 2016/17 and 57.2% in 2017/18. £4 million of the Council's 2016/17 expenditure and £9 million of the Council's 2017/18 spend was with Henry Boot and R.G. Carter on the construction of Gladstone House and Castle House respectively. Both companies are based outside the District but a significant proportion of the spend with these main contractors will have trickled down to local sub-contractors effectively increasing the proportion of the Council's total spend with local suppliers to more than the reported 40.2%.

2.2 The Public Services (Social Value) Act places a requirement on local authorities to consider the economic, environmental and social benefits of approaches to the procurement. In addition the Public Contract Regulations 2015 openly permits the inclusion of social value as award criteria, therefore increasing the ability for local authorities to take into account wider benefits to the community when awarding contracts.

Whilst the legislation does not expressly allow for positive discrimination in favour of local suppliers, it does enable the procuring authorities to ask potential suppliers how, through the delivery of the contract, they are able to benefit the local community.

3.0 Spend Profile/Analysis

3.1 The table below provides a more detailed breakdown of the Council's 17/18 spend profile:

Proportion of spend with 'Local' Suppliers: (i.e. located in NG/LN postcode areas)		£11.6 million (40.2%)	508 suppliers	
Proportion of spend with 'Non-Local' Suppliers:		£17.3 million (59.8%)	632 suppliers	
Annual Spend Value with Supplier	'Local' Suppliers		'Non-Local Suppliers	
	No. of Suppliers	Combined Total Spend	No. of Suppliers	Combined Total Spend
Up to £10k	425	£757k	506	£1.1m
£10k-£75k	67	£1.62m	100	£2.53m
£75k-£181k*	9	£1.1m	16	£1.99m
Over £181k*	7	£8.16m	10	£11.68m
TOTALS	508	£11.6m	632	£17.3m

* OJEU thresholds: Supplies & Services contracts = £181,302; Works = £4,551,413

Clearly there is an opportunity for the Council to provide greater support to local businesses by actively seeking to 'redirect' spend that currently sits with 'non-local' suppliers, especially ad hoc discretionary expenditure below £10k that rests with Business Managers and (where appropriate) a proportion of the spend in the £10k-£75k range for which the Council's Contract Procedure Rules stipulate there is no specific requirement to advertise.

- 3.2 The Council continues to use Purchasing Cards to transact low-value ad hoc purchases. This allows designated cardholders to shop online and to 'shop around' by not having to open a credit account with suppliers. Over the last 10 years annual spend on Purchasing Cards has averaged £125,000 with an average card transaction value of £107.

4.0 Planned Changes to the Procurement function

- 4.1 In preparation for the planned retirement of the Council's Procurement Manager at the end of February 2019, Welland Procurement has been appointed to provide ongoing procurement support to Council officers. One of the potential benefits of a shared service is the ability to identify collaborative procurement opportunities whilst also providing a platform to give greater influence to deliver collective aspirations with regard to SME engagement, apprenticeships and social value. However, increased collaboration may result in higher total contract values leading to a greater number of higher threshold procurements. Whilst the aggregated spend on specific categories will open up greater opportunities to deliver savings and value for money, this may result in fewer opportunities for sourcing supplies & services locally. Consideration will need to be given to the most sustainable solution to achieve a balance between collaboration and supporting the local economy.

5.0 Proposals

Procurement by the Council

- 5.1 The procurement function should support the use of local suppliers wherever they offer value for money and where contracts can be legitimately awarded in compliance with relevant public procurement legislation and the Council's Contract Procedure Rules. A key focus for Welland Procurement should be to level the playing field by ensuring that local suppliers fully understand and can navigate the procurement process.
- 5.2 Consideration should be given to developing a formal training programme in conjunction with Welland Procurement that provides an oversight of the regulated public procurement process for the benefit of local small businesses to ensure they have the skills and knowledge to seek out and apply for contracts that are openly advertised through the Council's e-tendering platform. Any approach could be targeted to likely local businesses and suppliers through contacts and intelligence available through the employment and skills team within the Council.
- 5.3 Where appropriate, Business Managers will be encouraged to break down larger below-EU threshold collaborative contracts procured with the assistance of Welland Procurement into smaller 'lots' in order to encourage smaller businesses to bid and amend the Council's Contract Procedure Rules to reflect this requirement.

- 5.4 We can require main contractors on all large construction projects to sub-contract to local businesses wherever possible/feasible and ensure this requirement is reflected in tender and contract documentation.

Ability to Control Procurement beyond the Council

- 5.5 Members will be aware that in many sectors the Council cannot directly insist upon or influence the choices of individuals or organisations in terms of who is procured to deliver a particular service or product. There is an ability to directly influence in some areas of Council decision-making, most notably as part of a planning policy regime for major (defined as housing schemes of more than 10 houses or commercial schemes of greater than 10,000 square metres). There are many examples nationally where planning policy has been developed which seeks, depending on the scale and specialism of a particular project, a local focus for employment and procurement.
- 5.6 Members will be aware from the Forward Plan that the Planning Obligations Supplementary Planning Document is due to be revised and presented to this Committee at the next meeting. It is recommended that part of any revision should include the provision for a local procurement and/or employment requirement, based on best practice available.

6.0 Equalities Implications

- 6.1 None identified.

7.0 Impact on Budget/Policy Framework

- 7.1 None

8.0 Comments of Director

- 8.1 The increasing proportions of spend year-on-year to 'local' suppliers is welcome. It remains important that the organisation (via Business Managers) remains mindful of the need to invite local suppliers to tender. The ability to deliver training to potential local suppliers such they understand the process the Council must follow is positive. This is also the case in looking beyond the Council's own commissions to explore how the development industry can be required to appropriately and proportionately procure locally through a formally adopted planning policy.

9.0 RECOMMENDATIONS that:

- (a) the contents of this report be noted and Local Procurement be encouraged as far as practicable (including via Welland Procurement), monitored and reported back to the Economic Development Committee at the end of the 19/20 financial year;**
- (b) the Business Manager - Financial Services progress through Welland Procurement formal training/information packs for likely local providers on the public procurement process as detailed at paragraph 5.3 of the report; and**

- (c) the future report on the review of the Planning Obligations Supplementary Planning Document include a review on the feasibility of securing local procurement and/or employment via new major development proposals.

Reason for Recommendations

To allow flexibility to ensure products and services are procured locally where appropriate, whilst still ensuring value for money and compliance with procurement regulations.

Background Papers

Nil

For further information please contact Nick Wilson on Ext 5317.

Matt Lamb
Director - Growth & Regeneration

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

LOCAL DEVELOPMENT FRAMEWORK PROGRESS REPORT

1.0 Purpose of Report

1.1 Following the Adoption of the Amended Core Strategy by Full Council on 7 March 2019, to propose a new timetable for undertaking work on various elements of the Local Development Framework (LDF) contained within the Local Development Scheme (LDS) timetable.

2.0 Background Information

2.1 The current LDS was adopted by Committee on 12 September 2018 and came into force on 13 September 2018. As reported to Committee in January, a delay in receipt of the Inspector's Report for the Amended Core Strategy has had a number of consequences for the timetable in the LDS; firstly of course in delaying adoption of the Amended Core Strategy and secondly in delaying subsequent work on the Plan Review.

2.2 It was proposed that if the Inspector's Report was received in time then consultation on the next stage of the Plan Review would be undertaken during February and March 2019. The Inspector's Report was not received until 25 February and therefore the proposed consultation did not take place. It is now necessary to prepare an updated timetable for the remaining elements of the Plan Review.

3.0 Proposed Approach to further Plan Review work

3.1 The main element of future work relates to concluding the review of the Allocations & Development Management Polices DPD. The following timetable is proposed;

Amended Allocations & Development Management DPD
Issues Report (July/Aug 2019) Review of Development Management Policies, updated sites position, outline approach to Gypsy & Traveller policy and call for sites
Options Report (Oct/Nov 2019) Detailed Approach to Gypsy & Traveller policy and allocations
Publication of Draft DPD (and final Integrated Impact Assessment) for period of Public Representation (February/March 2020) Consideration of representations and any potential amendments
Submission of DPD to Secretary of State (April 2020)
Examination by Inspector (July 2020) Consultation on Main Modifications (September/October 2020)
Receipt of Inspector's Report (December 2020)
Adoption and Publication (January 2021)

3.2 A number of Supplementary Planning Documents (SPD) also need to be reviewed. It is proposed that work on the Developer Contributions and Planning Obligations SPD and the Affordable Housing SPD commence with these SPDs being scheduled for consultation in October/November 2019 with a view to adopting them at the end of 2019. Work on reviewing other SPDs will be carried out during 2020.

4.0 Equalities Implications

4.1 An Integrated Impact Assessment is being prepared alongside the Plan Review process to ensure that the impact on groups with protected characteristics of the proposals are considered as part of the policy making process.

5.0 RECOMMENDATIONS that:

- (a) Members note progress towards meeting the timetable of the adopted Local Development Scheme;**
- (b) Members agree to amend the Local Development Scheme to reflect the proposed approach set out in Section 3 of the report; and**
- (c) the amended Local Development Scheme comes into force on 28 March 2019.**

Reason for Recommendations

To comply with the Planning and Compulsory Purchase Act 2004 and amending regulations.

Background Papers

Local Development Scheme September 2018.

For further information please contact Matthew Norton on Ext 5852.

Matt Lamb
Director Growth & Regeneration

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

PROTECTING AND ENHANCING ENGLAND'S TREES AND WOODLANDS

1.0 Purpose of Report

1.1 This report sets out the Government's consultation on protecting and enhancing England's Trees and Woodlands and the District Council response which was prepared and submitted by Officers as part of the consultation process.

2.0 Background Information

2.1 The consultation sought views on the UK Government's proposals to introduce four new measures designed to increase transparency and accountability in the process of felling street trees and to strengthen the Forestry Commission's power to tackle illegal tree felling. Two of the proposed measures would introduce new duties on local authorities: a duty to consult on the felling of street trees; a duty to report on tree felling and replanting; while the third suggested the production of best practice guidance to support local authorities in drawing up, consulting on and publishing a Tree and Woodland Strategy. A copy of the consultation document is attached at **Appendix A**.

3.0 District Council Response

3.1 A copy of the District Council response prepared by Officers is attached at **Appendix B** for information.

4.0 Community Plan – Alignment to Objectives

4.1 The Community Plan objective to "protect, promote and enhance the district's natural environment" includes proposals around tree planting and the need to green the District. The development of a Trees & Woodlands Strategy would contribute toward delivering this action.

5.0 RECOMMENDATION

That the District Council's response to the Government's "Protecting and Enhancing England's Trees and Woodlands" consultation be noted.

Reason for Recommendation

So that the Committee can consider the Council's response to the Government's "Protecting and Enhancing England's Trees and Woodlands" consultation.

Background Papers - Nil

For further information please contact Matthew Norton on Ext 5852

Matt Lamb
Director of Growth & Regeneration



Department
for Environment
Food & Rural Affairs

Protecting and enhancing England's trees and woodlands **Consultation**

December 2018



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Dan.Doherty@defra.gov.uk

www.gov.uk/defra

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Ministerial foreword

Trees are a critical component of the country's green infrastructure network, and a precious natural asset which we must protect for future generations. In urban areas, trees play a pivotal role in creating healthy and economically successful communities, helping to clean and cool the air, reduce flooding, and improve people's physical and mental health and wellbeing. We recognise that local communities often feel passionate about the trees in their local area. While tree felling is an essential part of the cycle of tree-management it can generate local concern, especially when there is a lack of clarity about why the tree is being felled.



In 2017 we made a manifesto commitment to introduce a duty to consult on the felling of urban street trees. In this consultation, we set out our vision for how this duty could work in practice, alongside other possibilities for proposals to introduce a duty on local authorities to report on their tree felling and planting activities, and best practice guidance on Tree and Woodland Strategies. Together, these will bring greater accountability and transparency to the process of street tree felling. They will set a new standard of stakeholder engagement and ensure that local residents have access to information and are provided with sufficient opportunities to voice their concerns. In addition to these duties, this consultation also asks for views on a series of new measures intended to give the Forestry Commission more powers to address illegal felling and protect wooded landscapes. Taken together, all four of these ideas could deliver enhanced protection to the natural environment and I look forward to receiving the responses to this consultation.



DAVID RUTLEY MP
Parliamentary Under Secretary of State

General Information

Purpose of this consultation

This consultation seeks views on the UK government's proposals to introduce four new measures designed to increase transparency and accountability in the process of felling street trees and to strengthen the Forestry Commission's power to tackle illegal tree felling. Two of the measures introduce new duties on local authorities: a duty to consult on the felling of street trees; a duty to report on tree felling and replanting; while the third suggests the production of best practice guidance to support local authorities in drawing up, consulting on and publishing a Tree and Woodland Strategy. The duty to consult is intended to ensure that members of the public are appropriately consulted on the felling of street trees, which can contribute positively to the quality of life for people in urban areas. The duty to report would require local authorities to collate and report information on the felling and replanting of trees in a uniform way. This would increase transparency and allow the government to monitor tree felling at a national level, helping to make sure we maintain and enhance the natural capital benefits of trees. Tree and Woodland strategies would help local authorities to set out the principles that support their tree management activities, thus both increasing transparency and accountability and improving stakeholder and public engagement. The fourth measure is intended to give the Forestry Commission more powers to tackle illegal tree felling and strengthen protection of wooded landscapes. All of these proposals could contribute to the protection and enhancement of the natural environment, and help deliver the government's ambitious 25 Year Environment Plan. This consultation seeks views on these measures and their implementation.

How to respond

Your response will be most useful if it is framed in direct response to the questions posed, though further comments and evidence are also welcome.

We encourage respondents to make use of the online e-Consultation platform <https://consult.defra.gov.uk/>. It is the government's preferred method of receiving responses. However, you can also submit responses in writing to:

Climate and Forestry team
1st floor, Seacole Building
2 Marsham Street
London.
SW1 4DF

or by email to Dan.Doherty@defra.gov.uk

Responses must be received by **28 February 2019**.

We may also run stakeholder events during the consultation – please register your interest with Dan.Doherty@defra.gov.uk if you would like to attend.

Additional copies

You may make copies of this document without seeking permission. An electronic version can be found at <https://consult.defra.gov.uk/>. Other versions of the document in Braille, large print or audio-cassette are available on request. This includes a Welsh version. Please contact us under the above details to request alternative versions.

Confidentiality and data protection

This consultation document and consultation process have been planned to adhere to the Consultation Principles issued by the Cabinet Office.

Representative groups are asked to give a summary of the people and organisations they represent and where relevant who else they have consulted in reaching their conclusions when they respond.

Information provided in response to this consultation, including personal data, may be published or disclosed in accordance with the access to information regimes these are primarily the Environmental Information Regulations 2004 (EIRs), the Freedom of Information Act 2000 (FOIA) and the Data Protection Act 2018 (DPA). We have obligations, mainly under the EIRs, FOIA and DPA, to disclose information to particular recipients or to the public in certain circumstances.

If you want the information that you provide to be treated as confidential, please be aware that, as a public authority, the Department is bound by the Freedom of Information Act and may therefore be obliged to disclose all or some of the information you provide. In view of this it would be helpful if you could explain to us why you regard the information you have provided as confidential. If we receive a request for disclosure of the information we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on the Department.

This consultation is being conducted in line with the Cabinet Office “Consultation Principles” and be found at: <https://www.gov.uk/government/publications/consultation-principles-guidance>.

If you have any comments or complaints about the consultation process, please address them to:

Consultation Coordinator

Area 1C, 1st Floor

Nobel House

17 Smith Square,

London, SW1P 3JR.

Or email: consultation.coordinator@defra.gsi.gov.uk

1. Context and scope

Background

The UK government recognises that urban trees play a pivotal role in creating healthy and economically successful communities and places for people and wildlife to live.

Trees bring nature to the heart of our urban communities, where most people live and work. They help clean and cool the air, reduce flooding, and improve people's physical and mental health and wellbeing.

Government has a range of policies and grants to encourage the planting and sustainable management of trees in rural areas - such as the development of a new Northern Forest, increased protection for ancient woodland, and the commitment to plant 11m new trees by 2022. There are, however, fewer policies in place to enhance the status and protection of urban trees.

The management of urban trees is generally the responsibility of local authorities. Increasing the accountability and transparency of tree management by local authorities will help ensure that local residents are fully involved in shaping and benefiting from the green spaces they live, work, and play in.

Although trees planted along highways have many benefits, they also pose challenges to maintaining safe, accessible highways. Local authorities are obligated by the Highways Act 1980 to maintain safe roads, and felling trees as part of this obligation does not require a felling licence from the Forestry Commission. The management of highway trees is one of the subjects covered by the guidance of the UK Roads Liaison Group, "Well Managed Highway Infrastructure: a Code of Practice", published by the Department for Transport.

While tree felling is necessary as part of the cycle of tree management, it can generate local concern. Trees are generally valued by local communities as they contribute to the character of a place and offer high public amenity value, in addition to the ecosystem services they provide. In recognition of this the government committed to placing a **duty on local authorities to consult** before felling street trees in the 2017 manifesto.

To ensure transparency at the national level, and uniformity in the way that local authorities collect and record data on their tree management activities, the government is seeking views on whether there should be a **duty on local authorities to report on tree felling and planting**.

Government is also seeking views on whether government should produce best practice guidance to support local authorities in drawing up, consulting on and publishing **Tree and Woodland strategies**. Such strategies would enable local authorities to take a long-term, strategic approach to managing their trees and woodlands, and provide another route for local authorities to set out their tree policies clearly to the public and increase transparency and accountability.

Finally, government is also proposing to **strengthen measures to enable the Forestry Commission to tackle illegal tree felling**, in a context beyond that of urban street trees. The proposed changes would greatly strengthen the Forestry Commission's ability to apply and enforce the felling licence regime and thereby protect wooded landscapes across England.

Current policy landscape

There is currently no statutory obligation for local authorities to consult on the felling of street trees, hold data on their tree felling and management activities, or any best practice guidance on how to publish a Tree and Woodland Strategy.

While most authorities keep some records there is no consistency in the data nationally.

The Forestry Act 1967 currently governs the felling licence system used to regulate tree felling, which is administered by the Forestry Commission. In the felling licence system, a licence is required before trees are felled, unless one of the statutory exemptions for the need for a licence applies. Applications for a licence are placed on a public register, giving residents or other interested parties an opportunity to lodge their views. The Forestry Commission also retains data on the number and type of felling licences approved, and the trees to be replanted as a condition of the licence being granted.

Several exemptions apply to the felling licence system. In particular, local authorities acting in their role as statutory highways authorities do not require a licence to fell street trees which interfere with the maintenance of the highway. There are several other areas – such as the management of parks – where local authorities are also responsible for managing trees but do not require licences.

We believe that giving residents a greater say in the management of street trees, and making data on tree felling and replanting more readily available, will improve the quality of decision making around trees managed by local authorities.

Objectives

There can be genuine reasons for tree felling, and these proposed duties are not intended to detract from the professional knowledge and arboricultural expertise of Tree Officers and local authorities, who are best-placed to make decisions about the management of trees in their area.

The two new duties and proposal for best practice guidance have been designed to support and increase transparency and accountability in the tree felling process. They will ensure that local residents are adequately consulted, have the opportunity to voice their concerns, and enable government to monitor tree felling at a national level.

The forestry enforcement measures are intended to strengthen the government's ability to tackle illegal tree felling.

Territorial extent

As Forestry is a devolved issue these measures would only apply to England.

2. Duty to consult

Government has a manifesto commitment to introduce a duty on local authorities to consult on the felling of street trees. This would apply to individual street trees which are to be felled, unless they meet certain exemption criteria.

Local authorities sometimes consult with local communities prior to felling trees, but there is wide variation across the country, meaning some communities have little say over the fate of the trees in their area.

Those local authorities that currently consult typically do so in order to inform the public of reasons behind felling that may be perceived as contentious (such as removal of healthy or prominent mature trees). There are currently no government standards or guidelines for local authority street tree management, and so the decision to consult is individual to each local authority.

Given the general public support for street trees and current lack of accountability associated with street tree felling in some local authorities, we believe there is a need for greater community engagement in decision-making affecting street trees.

Government intends to introduce a duty on local authorities to consult with local communities to ensure that consultation takes place when a street tree is to be felled, and that the consultation process meets certain standards. Communities will have an opportunity to understand why a tree is being felled within their local area and if necessary to raise concerns regarding the felling of trees that will be heard by the local authority.

This will contribute to mitigating the current limitations in the governance and management of street trees and empower local communities to have their say in decisions affecting street trees and to hold local authorities to account for their actions.

Giving the public a greater say in street tree management would reduce the likelihood of street trees being felled without good reason, ensuring that there is transparency and accountability in the decision making process.

Scope

The duty to consult will apply to the felling of 'street trees.' For the purpose of this consultation 'street trees' are defined as managed trees lining the highway within the urban environment.

The duty to consult would **not** apply to other urban trees such as parks or public spaces or trees alongside roads not in urban settlements.

Who should be consulted and how?

Government has considered different options for consultation detailed below.

Option A: Full Consultation: Consult on every tree proposed for felling during a four week consultation period.

A notice inviting consultation to be placed on the tree, letters sent to local residents in close proximity to the tree (100m²), and a notice published in the town hall and online. Please note 100m² is a 100 meter by 100 meter box with the tree at the centre.

Option B: Closed Consultation: Consult on every tree proposed for felling during a four week closed consultation period.

A notice inviting consultation to be placed on the tree, letters sent to local residents in close proximity to the tree (100m²). Please note 100m² is a 100 meter by 100 meter box with the tree at the centre.

Option C: Closed Consultation with trigger point: Consult on every tree proposed for felling during a four week closed consultation period.

A notice inviting consultation to be placed on the tree, letters sent to local residents in close proximity to the tree (100m²). Please note 100m² is a 100 meter by 100 meter box with the tree at the centre.

If more than 50% of respondents in the closed consultation disagree with the proposal this will trigger a full public consultation.

Government's preference is for Option C.

Trees of special historic or cultural significance

Trees designated as having special historic or cultural significance would automatically be subject to wider public consultation. To meet this definition trees would have to meet one of the following criteria. The tree may be:

- culturally, historically, ecologically significant – such as veteran trees
- linked to a person or event that is culturally or historically significant

For trees that meet this criteria an extraordinary measure/action or level of resource can be taken or dedicated to its preservation. The local authority may initially be unaware of this significance so a full consultation where significance is suspected or raised as an issue is essential.

Exemptions

Street trees are often felled for one of several common reasons which could be the basis for exemption from the duty to consult.

1. **Dangerous:** Tree needs to be felled because it presents an immediate danger and work is urgently needed to remove that danger. Trees that immediately affect the operational use of the footway by people – forcing them to use the carriageway – are considered dangerous for the purposes of this policy.
2. **Responding to a pest or disease instance:** Removal of a tree is a critical part of the implementation of a management or control programme, following notification by regulatory authority in response to a pest or disease instance.
3. **Dead.**
4. **Damaging:** Tree needs to be felled because it is causing significant damage to the apparatus of a statutory undertaker (such as gas, electricity or water) where urgent access is required for repair; or tree needs to be felled because it can be demonstrated that it is causing significant damage and threatens the integrity of a footpath or carriageway to such an extent that it presents an imminent danger.
5. **Young Trees Damaged/Failed:** Young trees (up to fifteen years old) which will be replaced within two years. The position of the tree has already been established. Consultation could lead to discussion that undermines that decision when replacement is essentially a maintenance management activity.

Some exemptions will be necessary to ensure that Councils are able to take swift action to fulfil their wider duties, for example where trees are endangering public safety. Our view is that dangerous, responding to a pest or disease instance and dead trees must be exempt from the duty to consult, because their removal in as timely a manner as possible is necessary, but that damaging trees and young trees should not be exempt.

Q1. Should a duty for local authorities to consult on the felling of street trees be introduced? Please give reasons for your response.

Q2. Do you agree with the proposed scope of the duty to consult? Please give reasons for your response.

Q3. Do you agree with the government's preferred approach of a closed consultation with trigger point? Please give reasons for your response.

Q4. In what circumstances do you think a tree should be exempt from the duty to consult? Please give reasons for your response.

Q5. Do you think it is appropriate that trees of special historic or cultural significance are subject to a more rigorous consultation process? Do you agree with the criteria for designating a tree of special historic or cultural significance? Are there any other categories which should be included?

Q6. Do you think that the duty to consult will have any negative impacts on development?

Q7. Should consultations be done on an individual basis or in groups of trees where, for example, trees are planted in the same location?

3. Reporting on felling and planting of trees by local authorities

Currently, the Forestry Commission collects data on trees felled when a felling licence is required, and any compensatory planting that takes place. However, felling licences are not required in many situations where local authorities are responsible for managing trees, including street trees, trees in parks, and trees felled as part of the planning process. More information on tree felling and planting by local authorities would help government and the public to develop a better understanding of the drivers of tree felling and planting, as well as help track our aspiration to increase forest cover in England to 12% of land area by 2060.

Trees under local authority management provide a wide range of social, environmental and economic benefits to local communities. Felling trees often generates concern within the local communities who value these trees.

Local communities want to understand the justification for removing trees and what plans local authorities have for replanting felled trees. Communities should feel empowered to influence decisions about whether or not to fell trees and the extent and location of

replanting. Alongside the duty to consult, the proposed duty to report will increase the transparency of felling and planting actions by local authorities, thereby enabling communities to hold local authorities to account for their actions.

The duty to report will also allow local and national government, community groups, non-government organisations and the scientific community to develop a stronger understanding of where trees are being cut down and why, helping to improve our understanding of tree management and protect and enhance the environmental and other benefits of trees.

There is currently no requirement for local authorities to collate or report information on the felling or replanting of trees. While some local authorities have inventories of trees under their management, this information is not collected or recorded in a uniform manner. For example some (mostly urban) local authorities have electronic inventories that are linked to Geographic Information System (GIS), while others record tree information in paper form.

The policy is intended to introduce a duty on local authorities to report tree felling and planting activities in a uniform way to increase transparency and ensure that current deficiencies in the governance and management of trees are mitigated.

Scope

Local authorities would be required to record on felling and planting activity for which they are both directly and indirectly responsible, including trees which are felled as part of planning decisions.

Local authorities are directly or indirectly responsible for tree felling in different ways. Some trees – such as street trees or trees in parks – are managed directly by local authorities. Others, such as trees felled or planted as part of planning decisions, are not directly managed by local authorities but are affected by their decision making.

Local authority responsibilities for felling include:

- trees felled which are managed directly by the local authorities and which are exempt from felling licences
- felling as a result of planning decisions
- felling as a result of interventions on trees with Tree Preservation Orders

Local authority responsibilities for planting include:

- compensatory planting as a result of felling activities
- planting on new trees which are managed by the local authority

- compensatory planting as a result of planning decisions

What information should be reported?

There are various kinds of information on trees which might be useful to capture through the duty to report. These include:

- date of felling/planting
- location of tree
- job number
- species of tree
- reason for felling

How should local authorities report this information?

Local authorities could make this information publicly available by uploading it to an online portal hosted by the government. Updates should be undertaken regularly.

Q8. Should a duty on local authorities to report on tree felling and planting be introduced? Please explain the reasons for your answer.

Q9. Which trees would it be useful to report on? Please explain the reason for your answer.

Q10. What information do you think local authorities could gather and hold? Please explain the reasons for your answer.

Q11. How could local authorities present this information? Should national government play a role in collating and managing information?

4. Tree and woodland strategies

Tree and Woodland strategies are local authority documents which set out the policy framework, and management approaches, for trees and woodlands, based on an assessment of the local authority's tree and woodland resource.

There is currently no requirement for local authorities to produce Tree and Woodland Strategies. Although some local authorities already publish substantive documents, there is no uniformity and some authorities do not publish anything at all. The availability of best practice guidance will allow local authorities to produce strategies that are consistent with other strategies in their content. This will ensure that the overarching principles of long term tree and woodland management are universally applied and that everyone has the opportunity to influence the future of their local tree and woodland resource.

Tree and Woodland Strategies help local authorities to quantify and value the natural capital value of this critical component of the green infrastructure network. They provide the basis for long-term thinking and enable local authorities to plan for a resilient resource through long-term adaptive responses to climate change and to pest and diseases. Tree and Woodland Strategies enable easy identification of important areas of work. They also assist bids for resources and co-ordination of actions to achieve woodland aims and objectives.

Tree and Woodland Strategies also help to create greater transparency and accountability, providing another route by which local authorities can explain their policies and decision-making process to local residents. Local residents take a keen interest in the trees in their communities, and should be able to influence and monitor decisions affecting the felling and replanting of trees. Tree and Woodland Strategies will improve stakeholder and public engagement with local tree management.

Decisions on how trees and woodlands are managed should be taken by local authorities. There should, however, be core topics which are covered by a Tree and Woodland Strategy; including the following sections:

1. **Assessment and valuation of current tree stock:** the strategy should assess the nature of the tree stock, its function and value. Valuation of the current tree stock can help to demonstrate that, whilst tree management brings costs to local authorities, these costs are often balanced out by the benefits and services provided by trees, such as carbon sequestration and air pollutant removal.
2. **Geographical Assessment:** it would be useful if the strategy covered all trees within the local authority's geographical boundary, with a brief consideration of the broad topography, geology and soil conditions.
3. **Benefits of Trees and Woodlands:** the social, economic and environmental benefits that trees and woodlands bring to an area should be highlighted. The strategy could also touch on the dis-advantages of where trees have not been planted in the right place.
4. **Sustainable Tree Management:** Local authorities should explain their rationale / criteria for conducting management activities as part of a sustainable approach to tree management.
5. **Tree Planting:** Local authorities should set out the principles which underpin the planting of trees on land under local authority control; this could include long term issues such as species diversity, longevity and succession of the tree stock.
6. **Sustainable Woodland Management:** any local authority that owns or manages areas of woodland should include a specific section on sustainable woodland management.
7. **Biodiversity:** the strategy should consider its contribution to biodiversity, for example by referencing Biodiversity 2020 <https://www.gov.uk/government/publications/biodiversity-2020-a-strategy-for-england-s-wildlife-and-ecosystem-services> and the objectives of any local biodiversity action plans.
8. **Enhancing biosecurity:** the strategy should set out the actions to enhance biosecurity, reduce the impacts of tree pests and diseases, and build the

resilience of trees, for example in reference to the environmental goals of the Tree Health Resilience Strategy (extent, connectivity, diversity and condition). <https://www.gov.uk/government/publications/tree-health-resilience-strategy-2018>

9. **Climate Change:** the strategy should identify the vulnerability of the tree stock to climate change and set out approaches to address this vulnerability', and could consider how trees can help mitigate the impacts of climate change in the local environment, for example cooling through shading.

Local residents should be consulted on Tree and Woodland Strategies before they are finalised.

Q12. Do you agree that Tree and Woodland Strategies help local authorities and the public to manage their trees and woodlands? Would best practice guidance be sufficient for local authorities and the public? Please give reasons for your response.

Q13. Do you agree with the suggested content for best practice guidance for Tree and Woodland Strategies? Please give reasons for your response.

5. Forestry enforcement measurements

The UK government proposes to introduce measures that will strengthen environmental protection by giving the Forestry Commission more powers to address illegal felling.

The Forestry Act 1967 is over 50 years old and was designed to allow the Forestry Commission (FC) to regulate the forestry sector primarily in relation to timber extraction, which was then the main source of deforestation. It is now out of date and further measures are required to update the current felling licence system. Nine measures are proposed to tackle this problem:

1. Giving the Forestry Commission the power to apply to the courts to direct land owners to replant trees on land which has been both illegally felled and where current replanting directions (via Restocking and Enforcement Notices) have been ignored.
2. Giving the Forestry Commission the power to direct an individual to replant trees on land which they have subsequently sold, subject to the permission of the new landowner.
3. Giving the Forestry Commission the power to force the cessation of tree felling in an area while an investigation into illegal felling is taking place.
4. Create a legal requirement on the owner of land, where illegal felling has taken place, to notify the Forestry Commission if they sell the land. This will simplify the process of tracking who it is who needs to be served with Restocking and Enforcement Notices, directing individuals to replant trees.

5. New powers to identify and pursue a suspected instigator of illegal felling, where the person suspected of felling illegally is not, and has never been, the legal owner of the land. Historically, felling was generally undertaken by landowners themselves (or people employed by them). The picture now is more complex, particularly in respect of housing developers who retain the services of third parties to manage land on their behalf, and who may commit the illegal felling independently of the developer.
6. Increase fines for illegal felling. The current fine scale stems from a period where profit came from selling timber. Now the major driver of profit from illegal felling lies in the increased land value. As such, the current fining regime does not offer a sufficient deterrent. The current fine is £2,500 or twice the value of the trees felled, whichever is greater.
7. Clarify upon whom the Forestry Commission may serve a Restocking or Enforcement Notice in relation to companies that own the land. The current wording of the Forestry Act 1967 only allows the company secretary to be served a notice, whereas company directors may be more appropriate targets for enforcement measures.
8. Give the Forestry Commission powers to compel the 'owner' to provide information with regard to who else has an interest (leasehold, tenant etc.) in the land. Currently the Forestry Act 1967 only gives powers to compel the 'occupier', or 'any person who... receives rent in respect of the land' to provide this information. While the owner will be listed on HM Land Registry, demonstrating who 'occupies' a woodland is more challenging. Equally, without being privy to individual's accounts, demonstrating that they receive rent from land is even more so.
9. Clarify how Enforcement Notices are affected by a change in land ownership. It is currently unclear who is responsible (the previous owner or the new owner) for complying with an Enforcement Notice when the land changes hands during the life of that Notice. This leads to cases of non-compliance, and can collapse a criminal case before a prosecution is secured.

Q14. Do you support these measures?

Q15. Do you think any other measures are necessary to combat illegal tree felling?

Protecting and enhancing England's trees and woodlands Consultation

Newark & Sherwood District Council's Response

Duty to consult

Q1. Should a duty for local authorities to consult on the felling of street trees be introduced? Please give reasons for your response.

The District Council is not a highways authority and therefore is not itself responsible for street trees, it is however responsible for administering the system of Tree Protection Orders and considering the impact of the felling of trees in Conservation Areas. Therefore whilst the District Council would not be planning or proposing the felling of street trees itself it would become involved if the County Council were proposing such actions.

The District Council recognises the importance of trees as part of a quality street scene and supports their retention in such locations. If a duty of consultation was introduced the District Council would want to ensure that this consultation was carried out by the County Council as the body proposing the work in the circumstances that the tree was TPO protected or in a Conservation Area. This would ensure that the public would have a chance to comment before a formal application/notification were to occur and not confuse the different processes.

Q2. Do you agree with the proposed scope of the duty to consult? Please give reasons for your response.

The District Council questions the term 'urban settlement' trees in villages and hamlets and alongside roads in the countryside are of equal importance.

Q3. Do you agree with the government's preferred approach of a closed consultation with trigger point? Please give reasons for your response.

The District Council agrees with the government's preferred approach.

Q4. In what circumstances do you think a tree should be exempt from the duty to consult? Please give reasons for your response.

The District Council agrees with the government's proposed exemptions.

Q5. Do you think it is appropriate that trees of special historic or cultural significance are subject to a more rigorous consultation process? Do you agree with the criteria for designating a tree of special historic or cultural significance? Are there any other categories which should be included?

The District Council agrees with the government's proposed wider consultation for trees of special historic or cultural significance. The government should ensure that regulations

clearly set out what approach should be taken if a trees wider significance emerges during a consultation process.

Q6. Do you think that the duty to consult will have any negative impacts on development?

The District Council believes that it is unlikely that carrying out consultation on street trees in any of the ways proposed will have any impact on additional development in existing settlements. If a street tree needs to be removed to facilitate development a delay of four weeks, when compared to other statutory processes that need to be undertaken, will have limited impact. It may be that if it is identified that a street tree will have to be removed to facilitate a planned development that any tree consultation is twin-tracked with the planning application.

What does concern the District Council is that in largescale new developments the addition of new regulatory requirements may lead to the highways authority resisting the inclusion of street trees in the design.

Q7. Should consultations be done on an individual basis or in groups of trees where, for example, trees are planted in the same location?

It would make sense to consult on groups of trees together using the accepted grading of importance, maturity and setting.

Reporting on felling and planting of trees by local authorities

Q8. Should a duty on local authorities to report on tree felling and planting be introduced? Please explain the reasons for your answer.

The District Council is supportive of an approach which gives the public more information on the felling and planting of trees and would support this approach particularly in relation to activities on Local Authority land including in our parks and open spaces which we manage. The proposals also anticipate that this information would be collected on trees in relation to planning and trees in relation to Tree Preservation Orders. The District Council will be able to collate information on planning consents which relate to trees in new schemes it is difficult to see how the District Council would be able with current resources to monitor the full implementation of them including the status of individual trees given that most planning consents have a three year life time. Once work has commenced in some circumstances the schemes will take decades to conclude.

Similarly the Council will be able to provide full details of works consented as part of the tree preservation order process it does not have a record of whether the work is actually carried out. Consents for TPO works last two years.

Therefore in order for the system to work effectively the District Council believe that consents should be recorded and publically available. This would empower citizen participation in ensuring that new development protects and enhances trees.

The District Council also believe that Town & Parish Councils and Church authorities should be obliged to report tree felling and planting as they often have significant responsibility for public open space and cemeteries. It is also potential desirable to consider the inclusion of statutory undertakers and utilities companies, who have certain rights to fell trees as part of their responsibilities.

Consideration should also be given for the reporting of hedgerow removal notices within the same information.

Q9. Which trees would it be useful to report on? Please explain the reason for your answer.

The District Council agrees with the government proposals on scope of trees to be reported on.

Q10. What information do you think local authorities could gather and hold? Please explain the reasons for your answer.

As set out above Council's will be able to provide information on the felling and planting of trees in our own estate, along with information on relevant consents should provide a robust set of data to monitor trees within the District.

Q11. How could local authorities present this information? Should national government play a role in collating and managing information?

It would make sense that the recording of felling and planting was recorded in a common format to allow wider than Council area interrogation of data. This is particularly the case where two or three local authorities operate in one area.

Tree & Woodland Strategies

Q12. Do you agree that Tree and Woodland Strategies help local authorities and the public to manage their trees and woodlands? Would best practice guidance be sufficient for local authorities and the public? Please give reasons for your response.

The District Council does not currently have a Trees & Woodland Strategy but is resolved introducing one because it believes in the importance of setting out a long term strategy for managing the trees and biodiversity of the District. The District Council believe that it can only be aided in its work of producing such a strategy by the provision of best practice guidance.

Q13. Do you agree with the suggested content for best practice guidance for Tree and Woodland Strategies? Please give reasons for your response.

In general the areas covered in the consultation are supported; however the District Council is keen to ensure that the strategies not only focus on the trees in our ownership but also set an appropriate context for wider tree management in the district including funding for tree planting and intervening in the landscape to increase tree coverage (where appropriate). Similarly trees should be seen in the wider context of management of the natural environment, including hedgerows

Forestry enforcement measurements

Q14. Do you support these measures?

The District Council is supportive of any measures which combat illegal tree felling.

Q15. Do you think any other measures are necessary to combat illegal tree felling?

None.

General Comments

The District Council would be keen to see a more comprehensive approach to the subject area – including a national strategy encompassing better management of trees and woodland, increasing tree coverage and tree planting and encouraging biodiversity. This would encompass encouraging trees in new development and methods for securing their inclusion. Such an approach would need to be included within updated national planning policy.

There would also be an opportunity to explore whether the current arrangements for protecting trees are fit for purpose.

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

VISIT NEWARK & SHERWOOD PRESENCE ONLINE

1.0 Purpose of Report

1.1 To provide the Economic Development Committee with proposals relating to the significant development of the District's tourism presence online.

2.0 Background Information

2.1 According to external market research, presented to the Committee at its last meeting, the main reasons cited by people for not visiting Newark & Sherwood are:

- 'Not sure what's there'; and
- 'Not sure there's enough to do'

Once people do visit, however, they rate their experiences highly. This indicates that the main barrier to increased visitor footfall is a lack of profile and awareness of the destination and its attractions. In comparison to other destinations, Newark & Sherwood does not resonate strongly as a destination 'brand'. It is recommended that this needs to be addressed with a sustained and targeted tourism marketing plan focussing on three distinct but complementary destination brands – Newark, Southwell and Sherwood Forest.

2.2 The market research confirmed that the source most used by visitors to find out about Newark & Sherwood prior to their visit is the internet and that 69% of first time overnight visitors to Newark & Sherwood found out about the accommodation they stayed in through the internet/associated accommodation apps. 71% of regional respondents said they used websites and 58% specifically said they used Google to access information about places to visit. The online presence of Newark & Sherwood's visitor offer therefore plays a crucial role and increasingly important going forward in promoting the destinations and their visitor attractions.

2.3 Newark & Sherwood District Council's website for information about attractions, events and facilities for visitors is currently <https://www.visitnewarkandsherwood.info/> which was launched in April 2017. The site currently gets approximately 4,000 unique visitors per month. Its average position in Google organic search rankings is 12th and in Google Mobile it is 24th. This is mainly for three reasons:

- i) The platform is not technically flexible enough to support engaging content that is recognised by search engines
- ii) The site is not fully responsive for mobile devices which means it is not favoured by Google
- iii) Depending on the search terms used by visitors, search engines return numerous results for other sites with related content including:

- <https://www.newark-sherwooddc.gov.uk/tourism/>
- <http://www.visit-newark.co.uk/>
- <http://www.nationalcivilwarcentre.com>

- <https://www.palacenewarktickets.com/>
- <http://www.newarktownhallmuseum.co.uk/>
- <http://www.nottinghamshire.gov.uk/culture-leisure/country-parks/sherwood-forest>
- <http://www.visitsherwood.co.uk/>
- <http://www.southwellcouncil.com/>

2.4 The online experience for prospective visitors is therefore confusing and potentially frustrating with different websites providing overlapping information and competing for search engine rankings. There is not a clear primary website providing comprehensive and engaging content about the District's attractions, events and facilities for visitors in one easily accessible and recognisable place. This does not provide a positive start to the visitor's experience or their perception of the destination 'brand' and it is a major tourism marketing weakness.

2.5 It also means that different parties are having to maintain these different websites and commit various resources for hosting, content production and, where appropriate, search engine optimisation (SEO) and pay per click (PPC). The published Destination Management Plans for Newark, Southwell and Sherwood Forest affirm that effective partnership working is critical in delivering the best possible environment to develop the tourism product offer and promote it to our key target audiences.

3.0 Proposals

3.1 It is proposed that a project commences immediately to create a new tourism online presence for the District's attractions and facilities. The project will be informed by the following strategic principles:

- Three distinct but complementary destination brands – VisitNewark; VisitSouthwell; VisitSherwoodForest
- Cross-promotion of destinations
- Customer orientation
- Working in partnership
- Efficiencies

3.2 A '3-in-1' website solution is proposed with some shared content (e.g. maps, events calendar) across three related microsites for the destination brands, on the same platform and with the same technical infrastructure. This will provide a more coherent and user-friendly online experience for visitors and better encourage them to find out more about the destinations:

- VisitNewark.co.uk
- VisitSouthwell.co.uk
- VisitSherwoodForest.co.uk

We already own these .co.uk domain names.

3.3 The new '3-in-1' site will be supported by Newark & Sherwood District Council in terms of content management, SEO and PPC as well as hosting and technical support. A full-time Tourism Digital Marketing Officer (to be recruited) will source, write, edit and manage content including regular liaison with contacts at the District's multiple visitor attractions

and businesses to ensure it is highly relevant and up to date. This will ensure the site is more engaging, user-friendly and SEO-friendly, resulting in higher organic and paid search rankings. This will demonstrate valuable support to the District's tourism sector and negate the need for the commitment of resources to maintain other sites.

- 3.4 The Tourism Digital Marketing Officer will also source and create engaging written and visual content for new social media channels for the three destination brands and deliver integrated digital marketing campaigns. These will increase traffic and online goal conversions.
- 3.5 Stakeholders responsible for some of the other related websites (2.3 above) have been engaged and have provided positive feedback on the proposed approach with a shared belief that the new website will have potential to attract and engage a greater volume of visitors and potential visitors online to the benefit of all involved.
- 3.6 We will consider costed options for the website redesign and invite proposals from at least three different external website development agencies with experience of comparable projects.
- 3.7 It is envisaged that procuring, designing, building and launching the website will take approximately 12 weeks, meaning that it will be live in time for the Summer holidays. It is proposed that the commissioned designers will host the website for a six month period, before ICT colleagues permanently take on this responsibility.

4.0 Equalities Implications

- 4.1 The new website requirements specification will include the criteria to be accessible and compliant with the Web Content Accessibility Guidelines (WCAG) at level AA. It will streamline the existing online service for visitors.

5.0 Financial Implications (FIN18-19/7055)

- 5.1 The estimated cost of the website redesign is likely to be accommodated through underspend within Promotion of Tourism Budget for 2018/19, which has been approved to carry forward to 2019/20. ICT have advised that, subject to a six month hosting period referred to in paragraph 3.7, they will be able to absorb any costs associated with hosting the new website in-house.
- 5.2 The new Tourism Digital Marketing Officer post has been graded NS8 by a job evaluation panel. The annual cost will be £29,420 (includes on-costs), required from 2019/20 onwards. These additional costs will be covered by a £15,000 increase in budget from 2019/20 onwards that was previously agreed at the meeting of Economic Development on 16 January 2019, plus savings of approximately £15,000 (based on external spend of £15,500 in 2018/19 and £23,500 in 2017/18) on current digital media external agency costs that would no longer be required.

6.0 Comments of Director

6.1 I fully endorse the recommendations to create and host the '3 in 1' website, which will perform important functions linked to promoting the tourism 'brands' on offer for the District and growing the visitor economy. It will ensure a single platform for those searching for Newark & Sherwood attractions, reducing any delay and frustration in accessing information. A single platform will also ensure the 'brands' appear higher in any Google search rankings, being towards the top of any related search.

7.0 RECOMMENDATION

That the Business Manager - Tourism be given delegated authority, in consultation with the Chairman, Vice-Chairman, and Opposition spokesman to procure, design and implement a new '3 in 1' tourism website solution.

Reason for Recommendation

The current online presence is fragmented and confusing for visitors and prospective visitors, representing one of the greatest marketing weakness. There is a need to provide visitors with a much more engaging and user-friendly online experience by increasing the profile, awareness and reputation of the District's online tourism offer. This, in turn, will increase visits, dwell time, and expenditure within and beyond the District.

Background Papers

Nil

For further information, please contact Richard Huthwaite, Business Manager - Tourism on Ext 5951.

Matt Lamb
Director – Growth & Regeneration

VISIT NEWARK & SHERWOOD PRESENCE ONLINE

The image displays three website mockups side-by-side, each representing a different location: Newark, Sherwood Forest, and Southwell. Each mockup is structured as follows:

- Header:** A colored bar with the site name in white text.
 - Visit Newark: Red header.
 - Visit Sherwood Forest: Green header.
 - Visit Southwell: Blue header.
- Navigation:** A horizontal menu with links: 'About [Location]', 'What's On', 'Accommodation', 'Food & Drink', 'Getting Here', 'Blog', and 'Contact Us'.
- Main Image:** A large image with a white tagline.
 - Visit Newark: Image of a castle at night, tagline 'THE QUINTESSENTIAL ENGLISH MARKET TOWN'.
 - Visit Sherwood Forest: Image of a boat on a river, tagline 'THE HOME OF ROBIN HOOD'.
 - Visit Southwell: Image of a stone archway leading to a church, tagline 'THE JEWEL IN NOTTINGHAMSHIRE'S CROWN'.
- Map:** A map of the region with red location pins.
 - Visit Newark: Map with 10 pins.
 - Visit Sherwood Forest: Map with 10 pins.
 - Visit Southwell: Map with 10 pins.
- Secondary Header:** The site name and tagline repeated.
 - Visit Newark: 'VISIT NEWARK The Quintessential English Market Town'.
 - Visit Sherwood Forest: 'VISIT SHERWOOD FOREST The Home of Robin Hood'.
 - Visit Southwell: 'VISIT SOUTHWELL The Jewel in Nottinghamshire's Crown'.
- Secondary Navigation:** A horizontal menu with links: 'ABOUT [Location]', 'WHAT'S ON', 'ACCOMMODATION', 'FOOD & DRINK', 'GETTING HERE', 'BLOG', and 'CONTACT US'.
 - Under 'ABOUT [Location]': 'The History of [Location]'.
 - Under 'ACCOMMODATION': 'B&Bs', 'Hotels', 'Self Catering'.
 - Under 'FOOD & DRINK': 'Pubs', 'Restaurants', 'Cafes'.
- Social Media:**
 - Twitter: '@Visit.[Location]'.
 - Facebook: 'Find us on Facebook'.
 - Instagram: '@Visit.[Location]'.
- Logos:** 'VisitBritain' and 'tripadvisor' logos.

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

NATIONAL CIVIL WAR CENTRE – NEWARK MUSEUM UPDATE REPORT

1.0 Purpose of Report

1.1 To provide Members with an overview of the performance and development of the National Civil War Centre, set within the context of its integration with the Palace Theatre and Visitor Information Services.

2.0 Background Information

2.1 The NCWC and Palace Theatre became a fully integrated offer in March 2016, additionally incorporating the Tourist Information Centre service. The purpose of the integration was to improve sustainability through staff and operational efficiencies, to work more holistically to provide a coherent heritage and cultural service offer (and in doing so improving customer satisfaction and footfall), and to establish a launch pad for a visitor dispersal strategy via a Destination Management Plan.

2.4 The Council has now adopted a Destination Management Plan for Newark, which identified the potential of the site to support the wider visitor economy and recommended that Newark Castle should be incorporated into the Business Unit. This change takes effect for the 2019/20 financial year.

2.4 In November 2017, following much work with the Arts Council, the NCWC was awarded nationally-styled accreditation at the first attempt. The accreditation ensures the continued branding as a national centre, solidifies the centre's reputation and increases the profile and importantly assists in building partnerships with loaning institutions, national museums and academics.

2.5 Following two years of operation, which includes the integration works and the departure of the previous Business Manager an external heritage expert was commissioned to undertake a review of the NCWC in 2017. Members may recall that this expert was a former Deputy Director of the Science Museum in London. The report endorsed the business plan, activities programme and improvements being developed by the then interim Business Manager and provided benchmarking comparative data which demonstrated that the current levels of achievement in visitor numbers and visitor experience were in line with their expectations.

2.6 In 2017/18 the integrated business unit of Heritage, Culture and Visitors (across the Palace and NCWC) met its budgetary requirements. The impact of the site in that year can be summarised as:

- Visitor Footfall of over **85,000**
- Number of children and young people engaging with heritage and cultural activity **15,099**
- Number of hours of volunteer activity **9,277**
- Income generation of **£1.1million**

3.0 Overview

- 3.1 This review will assess the visitor experience, visitor numbers and service delivery outcomes for the NCWC, and will also assess the wider impact of the combined Heritage, Culture and Visitors business unit and the anticipated financial position for 2018-19.

Visitor Experience

- 3.2 The NCWC is positively received in both social media and through visitor specific surveys and evaluation, as referenced below:

Trip Advisor: 4 star rating (out of 5), based on 391 reviews
77% rate the NCWC as 'excellent' or 'very good'

Facebook: 5,270 current likes, the most popular demographic groups are women aged 35-44 (14.5%) and men are 45-54 (13.7%)

Posts have reached over 220,000 people in the past 6 months
Rated 4.5 out of 5, based on 134 reviews

- 3.3 Data gathered through 'Visitor Verdict' provides the NCWC with both visitor feedback and benchmarking to better understand our position as a paid-entry visitor attraction.
- 3.4 **Appendix A** provides a snapshot some insights from social media and Visitor Verdict, evidencing the overall excellent standards and demonstrating areas for improvement. On this latter point recurring themes include continuing to expand our remit to cover the 'National' brief, and developing an experience that 'touches the emotions' and creates a bond with customers.

Collections and Exhibitions

- 3.5 National Accreditation has enabled the collections and exhibitions team to better convene academic panels to support the development of new projects and exhibitions. Accreditation also supports and facilitates access to major museums and institutions for object loans and research.
- 3.6 Our partnership with the University of Leicester continues to enhance and maintain NCWC's academic standing. This has included the appointment of Professor Andrew Hopper as Academic Director. The Civil War Petitions Research Project, in collaboration with the universities of Leicester, Nottingham, Southampton and Cardiff, is an example of the commitment to undertake research and develop understanding of the impact of the Civil Wars (<https://www.civilwarpetitions.ac.uk/>).

Learning and Participation

- 3.7 The Learning and Participation Team (LPT) recently received the Sandford Award for Education (<http://sandfordaward.org/>) and the team is forecast to have delivered sessions to approximately 3,000 school children in 2018/19 – 150% of the initial target. This year, the team has piloted an outreach programme, taking their schools programme into the District to those who do not access our education programme through a visit. The LPT is launching free assemblies for schools in Newark and Sherwood this Spring, seeking to engage a wider number of school children whilst also promoting the benefit of learning through our Centre.

- 3.8 Our learning and participation team's education programme has a national reach (Appendix B), with schools visiting from Cumbria, London and Cheshire, as well as significant levels of local engagement. Alongside the well-established primary and secondary school programme, the team have this year developed and piloted a bespoke A-level programme and is hosting the Cromwell Association's A-level conference for year 12 students in June of this year.
- 3.9 Since the NCWC launched, the learning and participation team has developed a wide range of activities for children during the school holidays. From scripted, costumed performances to craft, trails and tours, the emphasis on developing a family-friendly, inclusive museum seeks to establish the NCWC as the go-to place for local families. Further work on the NCWC 'mini-museum' project, funded through the Sandford Cascade, will encourage local families with pre-school age children to visit and experience the museum in a relaxed and creative environment, accessible to all.

Commercial Activity

- 3.10 Just into its third year of operation, the Nineteen20 café bar in the Palace Theatre has expanded the menu from the original 'grab and go' offer, including more hot options and daily specials. The café is also used informally for groups such as Newark Cancer Support and Healthwatch Nottingham and Nottinghamshire.
- 3.11 Corporate events, room hire and weddings are all areas identified for further development. The Tudor Hall is being styled as a destination specifically for the weddings market, with its own branding and marketing plan, and the site will soon be applying for a wedding license.
- 3.12 The NCWC is proud to have been selected to host the 2019 Association of Independent Museums Conference (<https://www.aim-museums.co.uk/booking-is-now-open-for-aim-national-conference-2019/>). This year's theme of 'How to be a Great Destination' resonates with NSDC's aims to revitalise the town district for tourism, and up to 300 heritage professionals will visit the area across three days. Based in local hotels and B&Bs and attending a 2 day conference at the NCWC, delegates will also have the opportunity to visit the wider district, with a dinner at Thoresby Courtyard, an evening social at Newark Castle and study trips to Newark Air Museum, The National Holocaust Centre and Museum and Creswell Crags.

Visitor Numbers

- 3.13 The years following the high-profile launch of the NCWC have seen a decrease in visitor numbers commensurate with the expectations of the 2017 consultant's report. 2018-19 has been an extremely challenging year for businesses in the town centre due to the Severn Trent works and associated major traffic disruption, and between April and June the impact was seen in a decrease of 1,500 visitors compared to the previous year. In September – January visitor numbers are comparable to previous year, again suggesting that the decline in the early part of the year was attributable to the road works.
- 3.14 Overall visitor numbers for the NCWC in 2017/18 were 21,114. Numbers for 2018/19 are forecast to be in the region of 20,000.

Budget and Performance

- 3.15 Budget and performance has been closely monitored across the year, with monthly year end forecasts being undertaken by the business manager and accountant. Early observations around the impact of the Severn Trent work ensured that a pro-active approach could be taken to managing spend and mitigating any shortfall in income. Through the integration of the NCWC and the Palace Theatre's budgets, the site has an increased capacity to contain costs, manage risk and improve sustainability. In particular, staffing resource is better utilised across the whole site, with individual members of staff covering a broader remit and delivering multiple tasks, particularly those in front line roles and with operational responsibilities.
- 3.16 After integration, the combined theatre and NCWC site was re-assessed for business rates. This process was unresolved between 2016 and 2018, during which time the Valuation Office Agency also undertook their 5 yearly re-evaluation. In early 2018, confirmation was received that the rates would double from previous figures to £52K per annum. Whilst this is incorporated into the budget for 2019/20 the level of increase was unforeseen for the current 2018/19 financial year. Budget forecasts would suggest that there is an overspend on the NCWC/Palace Theatre base budget of £25,000, the approximate level of this rates rise.
- 3.17 As of end of Feb the year end forecast shows that any income shortfall in year will be contained, with the likely exception of the £25K overspend due to increased business rates.

4.0 Proposals

- 4.1 There are three strands to the Business Unit objectives for 2019-20:
- 1) To continue improving the 'offer' through a programme of exhibitions, talks and conferences that provide a 'national' focus, and through installation of new permanent galleries on the 1st floor to increase Civil War content.
 - 2) To increase events and awareness aimed at an introduction to the 'offer' in order to encourage repeat visits for specific activities. This will include family events (eg school holiday activities, mini-museums) and community engagement (eg 'knit a battlefield') throughout the year. It will also include a range of events outside of the museum pay perimeter at a low entry price, aimed at familiarising and enticing visitors.
 - 3) To develop projects which promote community participation using school outreach and volunteer development across the District (and using links with schools already established via the economic skills agenda).
- 4.2 Specific projects include, in addition to the normal promotion and marketing of the NCWC and Palace Theatre:
- New permanent galleries on the 1st floor for 'The World Turn'd Upside Down – Conflict Chaos and Creativity' looking at the devastating effect of the war on the people and landscape, and exploring the ideas and innovation that followed. Key loans have been agreed with Chequers, the Parliamentary Archives, the Cromwell Museum and the Victoria and Albert Museum.

- New temporary exhibition on the top floor 'Fake News' exploring the similarities between the propaganda of the 17th century and its modern day equivalent.
- A Theatre 2020 (working title) project launch in advance of the 100 year anniversary of the Palace. This celebratory programme is still to be finalised, but key events in development include a gala festival weekend showcasing local talent and community groups, a youth production of a major musical and an exhibition of the theatre's history and its connection to the town, researched and co-curated by volunteers. (Funding/Sponsorship being sought)
- A Civil War project in collaboration with Newcastle University: working with 2 secondary schools (1 from Newark, 1 from Newcastle) to create a civil war themed play. Both schools will perform their plays on the Palace stage. (Funded by Newcastle University, NCWC providing in-kind support)
- The launch of a new Audio Described guide. These new devices are for use by people who are blind or partially sighted, and provide a description and commentary of the ground floor of the Centre and its key objects. A second phase development with the remaining funds will shortly be confirmed; current proposals include 3D replica objects to provide a sensory, tactile experience (Funded by UPS through funding raised by the Friends of NCWC)
- LIS Mayflower400 project: engaging local family groups, including families from Nottinghamshire's refugee community, looking at themes of migration, movement and tolerance and working with an Arts Council approved artist to deliver a series of workshops during 2020 to create ceramic artworks to both put on display within the NCWC linking to our new exhibitions and to tour across Nottinghamshire from 2021 – 24. (Subject to successful funding application to the Notts County Council Local Improvement Scheme. Match funded through the existing exhibitions budget)
- Visitor Research project in collaboration with Museum Development East Midlands to better understand visitor profile and barriers to entry and to act as a case study and form 'best practice' for learning across the East Midlands. (Subject to funding from MDEM, match funding from existing professional services budget)
- Increased opportunities and training for volunteers, including development of a youth scheme to upskill and inspire young people in a heritage and cultural environment.

5.0 Equalities Implications

- 5.1 Projects are designed with accessibility and inclusivity in mind. Specific activity, including the development of audio described guides, a recently piloted autism-friendly quiet hour, provision of autism packs and the relaxed performance of the pantomime is incorporated within the culture of the business.
- 5.2 The visitor research project will explore the current visitor profile and provide recommendations to reach a more diverse audience.

6.0 Financial Implications FIN18-19/3851

6.1 All activity can be undertaken within the approved budget set for 2019-20, through pre-agreed capital funds or by external funding as articulated above.

7.0 Comments of Director - Growth & Regeneration

7.1 The Business Unit has worked hard achieve the forecast budget for 2018-19, despite challenges for all town centre offers with the ongoing Severn Trent Water scheme. The likely shortfall in budgetary terms would not occur without the unexpected business rates increase, which remains subject to challenge. In terms of 2019-20 there are exciting plans in place for new exhibitions and offers, including the centenary celebrations for the Palace Theatre.

8.0 RECOMMENDATION

That the Committee notes the contents of the report and the wider programme of activities planned for the coming financial year.

Reason for Recommendations

To allow the continued development of the NCWC and the Heritage, Culture and Visitors business unit in support of the Community Plan objectives and the Destination Management Plan.

Background Papers

Nil

For further information please contact Carys Coulton-Jones, Business Manager – Heritage, Culture and Visitors.

Matt Lamb
Director – Growth & Regeneration

Reviewed 27 December 2018 via mobile

To be Fair(fax), it's Crom-well worth a visit.....

A museum dedicated to Britain's deadliest conflict Really interesting visit - particularly liked the interactive elements, the small theatre room that shows 6 short films and the clear information boards.

5 floors to explore in theory; in reality more like 3 separate areas - the ground floor with the general info, interactive elements etc, the third floor with the armoury and weapon displays and the fifth floor with Sir Thomas Fairfax's wheelchair and some fascinating info regarding the advances in surgery and pensions owed. All housed in a small, clean modern building.

One slight criticism is that I would have enjoyed a bit more information about other key battles - Naseby, Edgehill, Marston Moor...

Definitely recommend going on the Civil War trail around the town either before or after your visit. The castle and Sconce site (earth fortifications) were particular highlights.

Good half day visit....

[Show less](#)

Date of experience: December 2018

Reviewed 8 January 2019

Excellent introduction to the Civil War period (1642-1660)

Discovered this by chance, and it is an excellent museum which exhibits and films and interactive displays sufficient for a good half day. Things hear for all ages - especially children with a slightly bloodthirsty bent.

If I had to be critical I'd have to say that for someone who knows their Civil War there is not much here (other than room 5 which is a glorious intro to 17th century battlefield surgery). There is also a lot of text but remarkably few actual exhibits. I guess its hard to illustrate a war or ideas with objects, but even so for a war characterised by early propoganda that - while mentioned - was lacking a bit.

A bit of a Newark-bias was inevitable perhaps, but to be honest for a NATIONAL museum there is really much too much Newark. Someone visiting this would think that the Siege of Newark was more important to the war that, maybe, Marston Moor.

And one good thing to note - half price for English Heritage members!

[Show less](#)

Date of experience: January 2019



John H. Burgher reviewed National Civil War Centre - Newark Museum ***

5*

September 21, 2018 · 🌐

Great day to spend in Newark and the museum. Wonderful arms & armour display and interactive information. Visited the castle and, Queens Sconce, also.

1

Like

Comment

Share



Pete Dawson recommends National Civil War Centre - Newark Museum. ***

January 8 · 🌐

As museums go this is one of England's best, as very friendly staff with very pleasant surroundings best enjoyed with a visit to the Cafe..Enjoy

2

1 Comment

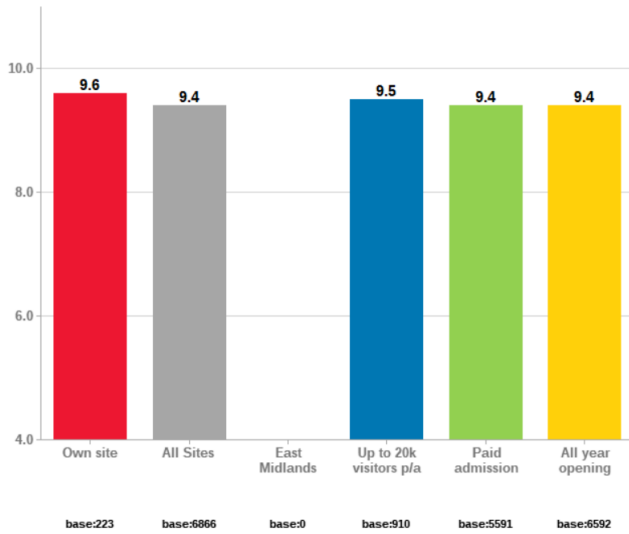
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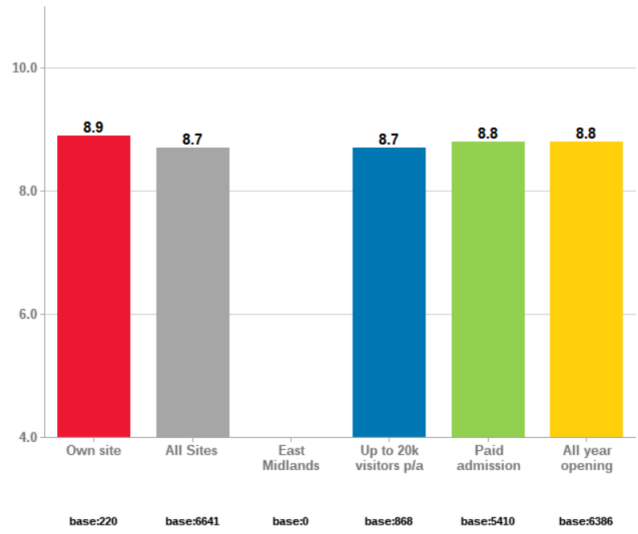
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Appendix A

The friendliness and welcome from staff or volunteers
(Mean: 1 very poor - 10 excellent / excludes DK/NA)

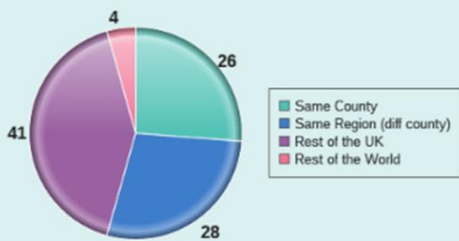


Bringing the subject matter to life
(Mean: 1 very poor - 10 excellent / excludes DK/NA)



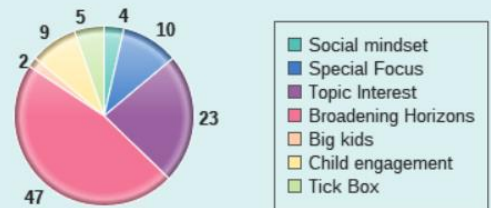
Visitor origin compared to site
%

- Period :Last 18 months (up to end of last month)
- Repeat: All
- Site: Newark National Civil War Centre
- With Children: All
- Respondent age: All
- Trip type:All
- Visitor origin :All
- Motivation: All



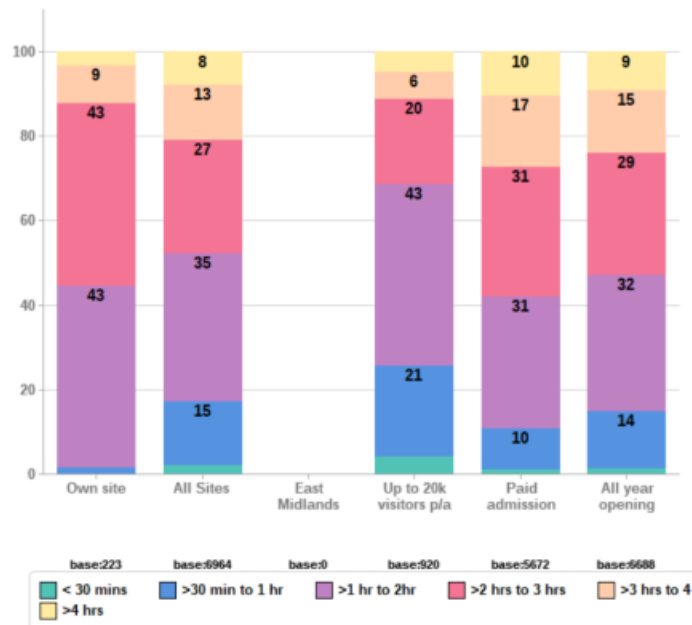
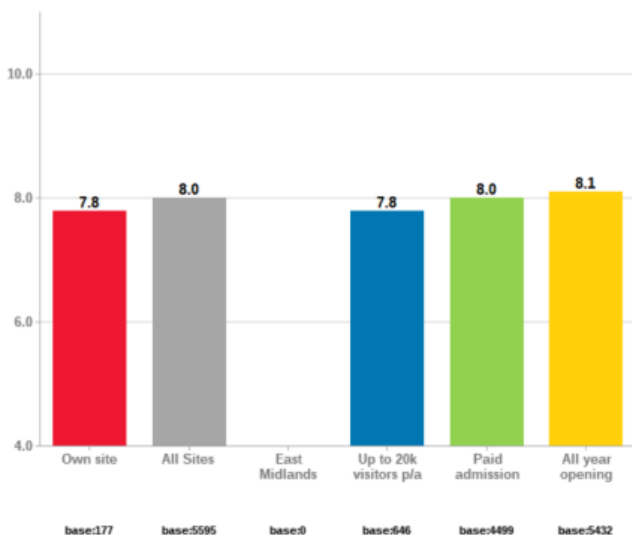
Onsite Behaviour

Motivational Segment
(%)



Visit length
(%)

Touching your emotions
(Mean: 1 very poor - 10 excellent / excludes DK/NA)



☰ School visits 2018 🔍 ⋮

Learning groups visiting the National Civil War Centre in Newark ☆
7 views
[SHARE](#)

2018
▼ All items

2017
▼ All items

The map displays the United Kingdom with numerous blue location pins indicating school visit sites. The pins are densely clustered in the central and southern regions, particularly around major cities like London, Manchester, and Leeds. Other pins are scattered across the country, including locations in the north (e.g., Newcastle upon Tyne, Middlesbrough) and the south (e.g., Brighton, Southampton). The map also shows major roads (M1, M6, M4, etc.), national parks (e.g., Lake District, Snowdonia), and AONBs (e.g., North Pennines, Cotswolds). A 'Sign in' button is visible in the top right corner of the map interface.

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

ANNUAL REVIEW OF THE EXEMPT REPORTS CONSIDERED BY THE ECONOMIC DEVELOPMENT COMMITTEE

1.0 Purpose of Report

1.1 To provide the Economic Development Committee with a list of the exempt business considered by the Committee for the period 15 May 2018 to date.

2.0 Background Information

2.1 The Councillors' Commission at their meeting held on 25 September 2014 proposed a number of changes in respect of exempt information, one of which being that 'the Committees undertake an annual review of their exempt items at their last meeting prior to the Annual Meeting in May'. This was ratified by the Council on 14 October 2014.

2.2 Members will also be aware that the Council agreed a review mechanism for exempt items which was incorporated into the Access to Information Procedure Rules. Rule 18 provides Members with a mechanism to request a review of exempt information with a view to this being released into the public domain should there be substantive reasons to do so.

3.0 Proposals

3.1 The following table provides the exempt business considered by the Economic Development Committee for the period 15 May 2018 to date:

Date of Meeting	Agenda Item	Exempt Paragraph	Opinion of Report Author as to current status of the report
20.06.18	Newark Beacon – Business Innovation Centre <i>(Matthew Norton)</i>	Paragraph 3	Information to remain Exempt
12.09.18	Castle Gatehouse – Review & Proposals <i>(Matthew Finch)</i>	Paragraph 3	Information to remain Exempt
21.11.18	Newark Beacon Business Centre – Business Plan <i>(Matthew Norton)</i>	Paragraph 3	Information to remain Exempt
16.01.19	Rumbles Catering Project – Leasing of Council Facilities at Vicar Water Country Park and Sconce & Devon Park <i>(Phil Beard)</i>	Paragraph 3	Information to remain Exempt

4.0 RECOMMENDATION

That the report be noted with those items which are no longer considered as exempt being released into the public domain.

Reason for Recommendation

To advise Members of the exempt business considered by the Economic Development Committee for the period 15 May 2018 to date and those items which can now be released into the public domain.

Background Papers

Nil

For further information please contact Nigel Hill, Business Manager – Elections & Democratic Services on Ext: 5243.

John Robinson
Chief Executive

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of the Local Government Act 1972.

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