

**Minutes of City Growth Executive**  
**Friday 6 February 2009**

<b>Present</b>	Graham Bennett Ged Leahy Jonathan Guest Cllr Hilary Jones Richard Williams John Cadwallader George Cowcher	Chair City Growth Executive - Catch the Vision Consultancy Vice Chair City Growth Executive, Chair of Jobs and Skills Chair Physical Futures, Derby City Council Derby City Council Strategic Lead City Growth, Derby City Council Derby Cityscape Chair Business Growth, Derbyshire and Nottinghamshire Chamber of Commerce
	Keith Burn Mohammed Sharief John Forkin Phil Smith Fiona Church	Vice Chair Jobs and Skills, Jobcentre Plus, Chair Normanton Cluster, Jobs, Education and Training Marketing Derby Vice Chair Business Growth, Phil Smith Consulting University of Derby
<b>Advisors</b>	Verna Bayliss Marie Fitzgerald Alan Smith	Derby City Partnership GOEM Derby City Council
<b>In attendance</b>	Paul Stewart David Parkin Anna Hutchinson	Business Link East Midlands Business Derby City Partnership

Item	Issue	Action
<b>1</b>	<b>To begin</b>	
<b>a</b>	<b>Introductions, apologies and declarations of interest</b>	
	Apologies were received from Mark Williamson, Kevin Edwards and John Beardmore.	
<b>b</b>	<b>Minutes of 12 September and matters arising not covered in the agenda</b>	
	<p>The minutes from the last meeting were agreed as a true and accurate record.</p> <p><b>Page 1 – Matters arising</b></p> <p>Kevin Edwards had given his apologies and it was noted that this would have been his last Executive. Thanks were expressed to Kevin and his team for their support to the City Growth Executive and best wishes extended to them.</p> <p><b>Page 3 – Strategy and activity</b></p> <p>Graham Bennett circulated a summary of all the correspondence that he had been sent and then received from the Regional Minister, emda and DCLG on the credit crunch and Derby's economy. The response from Phil Hope MP had been positive and John Wright, Head of Regional Policy at GOEM, had been given as a key contact for any further information and concerns. Executive members can e-mail him directly at <a href="mailto:john.wright@goem.gsi.gov.uk">john.wright@goem.gsi.gov.uk</a>.</p> <p><b>Page 4 – Citi Bank / Egg</b></p> <p>John Forkin updated the Executive on the current situation and confirmed that Citi Bank will be responding to the letter from Cllr Jones in due course.</p> <p><b>Page 6 – LAA Delivery Planning</b></p> <p>Verna informed the Executive that DCP Centre would create initial delivery plans and then work with Strategic Leads to complete them.</p>	

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2	<b>Strategy and activity</b>	
a	<b>Derby's economic resilience – a regional perspective</b>	
	<p>David Parkin explained that he had a regional role in East Midlands Business to deliver business support services, both reacting to and stimulating demand. This work was largely targeted at small and medium sized businesses, SMEs, but there was a move to engage larger businesses through initiatives such as Train To Gain.</p> <p>To help inform emda, Business Link had been asked to track the numbers and types of enquiries businesses were engaging them on. There are also quarterly forums with the five principle local authorities in the region to share information and generate activity. The data Business Link is collecting was therefore being developed more formally to produce monthly updates to support these meetings.</p> <p>East Midlands Business is also supporting events, such as Survive and Thrive, and current focus is around cost reduction through sustainability where they are working closely with partners such as the University of Derby.</p> <p>David introduced Paul Stewart, Derbyshire Business Link manager, who circulated the latest figures for businesses that had contacted them because of the credit crunch. The figures detailed regional, Derbyshire and Derby data, showing support given at three levels:</p> <ul style="list-style-type: none"> <li>• Level one – phone call</li> <li>• Level two – attending an event</li> <li>• Level three – face to face contact with a business advisor</li> </ul> <p>Ged asked how they measured the impact of such engagement and customer satisfaction. Paul replied that health checks were carried out with businesses and a spectrum of help and advice was then given as a result. A survey was then carried out on the help and service they had received, this was commissioned nationally and Derbyshire had about 90% satisfaction. He explained that the service they provided was a gateway to information and support and that their business advisers were taking on increasingly complex work.</p> <p>Graham asked if the number of enquiries had increased, which Paul confirmed. The Derby call centre typically received 200 to 250 calls a day but in December this had increased to approximately 400 a day. It was noted that face to face contact in January was low and David explained that there was a delay in information for the January figures. He added that there had been 534 one to one meetings over the past nine months and if a business had more than one meeting, it was not counted again, also the skills brokerage service was counted separately.</p> <p>Business support services had experienced a spike in December and there was a heightened awareness of the support and access to finance available. There had been an initial concern that businesses would not utilise events but so far the attendance had been good and online training had experienced record attendance. A lot of work was also being done with Job Centre Plus on self employment.</p> <p>Marie asked if the results were the same across the region, Paul felt that this was the case except for Lincolnshire where the impact seemed to be less at present.</p> <p>Sharief asked if there were any further breakdown of the figures into smaller geographical areas or ethnicity. David replied that this was not available at the moment and Alan asked if they had considered carrying out any regional impact analysis. David was not aware of any further plans to analyse activity as Business Link was only part of a support network and not always the final place that businesses got what they needed, which made it very difficult to track.</p> <p>Jonathan asked if Business Link had any overall perceptions of the quality of their outcomes and if there were any areas they have identified for improvement. David felt that it was positive overall, but it was too early to assess the impact of the large</p>	

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	<p>range of initiatives that had been brought in by Government. They would want to see outcomes in minimising the impact of the crunch by businesses stabilising to survive and reducing redundancies. Emda had recently introduced the Business Turnaround grant, where up to £15,000 was available to help stabilise businesses with specialists in turnaround and/or insolvency. 15 businesses had taken up the grant with five receiving 100% funding.</p> <p>With level 3 support being more intensive, Ged asked if there were any issues with the capacity of Business Link advisors. David and Paul confirmed this and explained that the demand and need for this type of support was increasing.</p> <p>George commented that the Chamber referred to Business Link and the feedback was positive. He thought that many businesses had been surprised that January had not been as ‘cataclysmic’ as predicted and there was a determination to survive though with pragmatism. The Chamber membership continued to grow and there were strong, viable businesses in Derby. To echo this, Sharief advised that JET had recently employed three additional staff and John Forkin said a showcase event being held on 23 February with over 300 businesses was sold out.</p> <p>Richard asked about work with banks and David confirmed that they had a good relationship with many local branches particularly for business start up as there were still individuals taking the opportunities in businesses despite the climate.</p> <p>Phil suggested that all the evaluation collected by support providers could be looked at overall. This would then highlight gaps and possibly lead to commissioning evaluation if required. <b>It was agreed that this should be taken forward by the Business Growth Group.</b></p> <p><b>Graham recognised that there were a lot of positive stories about successful businesses and good support like realhelp.gov. He reminded everyone to continue to bring any anecdotal information about the credit crunch in Derby though City Growth and also to report to GOEM through John Wright.</b></p>	<p>GC</p> <p>All</p>
<b>b</b>	<b>Innovation and the role of the University of Derby within City Growth</b>	
	<p>Fiona gave an overview of the wide range of expertise and support given to students and businesses at the University of Derby.</p> <ul style="list-style-type: none"> <li>• Students are encouraged and helped to start their own businesses through the Centre for Entrepreneurial Management that works with SMEs</li> <li>• Development of an enterprising approach and practical problem solving is explored so that student’s can look at self employment as a viable option.</li> <li>• 50 businesses have been started through the SPEED programme. 40 of these are still running and in profit.</li> <li>• Consultancy support and master classes are given which allows knowledge transfer and provides partnerships with companies.</li> <li>• Students are offered support including a grant up to £6,000 to set up a business. Examples of businesses that contribute to the local economy that have started this way are Katapult, Carpet Burns and Biosphere.</li> <li>• Recent VAT savings have supported subsidised consultancy skills.</li> <li>• Other programmes were Ingenuity being run in with the University of Nottingham and Nottingham Trent University, NESTA which provided postgraduate student consultants in creative industries and from 1 March Enterprise which works with Business Link and the Innovation Axis.</li> <li>• There are three incubator units in Derby which give students access to subsidised premises and in-house support.</li> <li>• The University website has a register of expertise, so you can see which staff can match your skill needs</li> </ul> <p>Fiona added that the University were seeing people using redundancy money to sign onto courses and invest in their futures and they had not seen a dramatic</p>	

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	<p>drop in professional part time courses, which would imply employers are also still investing in their staff.</p> <p>Graham was encouraged to see the work on entrepreneurs and self-employment, particularly as Derby has a low start up rate. <b>It was agreed that Business Growth would work with the University to further develop this.</b></p> <p>John Forkin explained that there had been three recent reports out - the new Centre for Cities report, Cities Outlook 2008 and a report by Michael Parkinson. It was difficult to analyse a lot of specific information for Derby as it had not featured in the case studies. Some figures were that Derby was up from fourth to second for job creation, it was now behind Nottingham in average salaries and in the bottom 10 cities for the percentage of the workforce with no qualifications. John felt that this was a warning, while it wasn't very bad it wasn't changing and that needed addressing strategically.</p> <p>Fiona added that a local survey done by the University had found about 50% of people saw no value in educating themselves and had no intention to in the future.</p> <p>John Forkin added that it was tackling this lack of aspiration that should be at the heart of the 'Be Inspiring' campaign, which it needed to be better targeted.</p> <p><b>Graham asked the sub-group Chairs to work with Fiona to take forward the University's challenge role within each group on enterprise and innovation.</b></p>	<p>FC/GC</p> <p>Chairs / FC</p>
<b>c</b>	<b>Derby's Economic Assessment and City Growth Strategy</b>	
	<p>Alan explained that Derby City Council was required to carry out an assessment of the economic conditions within the city boundaries. Work would be carried out over the next 12 months to take into account a broad range of impacts on the economic well being of individuals and communities. Emda had an advisory role and they would use the local economic assessments as part of the evidence base for the Single Strategy which would determine the Single Programme allocation. A working group was being formed with the first meeting on 10 February.</p> <p><b>Graham suggested that the scoping issues for the economic assessment be discussed at the next meeting to minimise the risk of gaps and asked that more information on the Data Warehouse be presented.</b></p> <p>It was proposed that a refresh of the City Growth Strategy should take place with the Economic Assessment but it was noted that the aim was to align with the Sustainable Community Strategy refresh timescales. In the interim a short 'glossy' version of the existing strategy would be published by April 2009.</p> <p><b>The executive noted the development of the economic assessment and agreed the proposed approach to the City Growth strategy.</b></p>	<p>May Exec</p>
<b>3</b>	<b>What's been happening?</b>	
<b>a</b>	<b>City Development Company update</b>	
	<p>Jonathan explained that the feasibility study by GENECON have initially looked at Derby Cityscape, Marketing Derby, the Council's Economic Development Service and possible other partners. City Growth Executive had indicated that the full CDC option was preferred and the model would be developed over the next year with the intention to have it in place by 1 April 2010. The Working Group had agreed that to progress, a further piece of work by GENECON was required and the project board will meet in April to consider their first draft results.</p> <p><b>The Executive noted the progress on this and Jonathan agreed to provide further updates at future meetings.</b></p>	<p>JG</p>

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b	<p><b>Sub Group reports</b></p>	
	<ul style="list-style-type: none"> <li>● <b>Jobs and skills group</b></li> </ul> <p>Ged presented his report and informed the Executive that the Future Skills tender contract had been awarded and the first steering group had taken place. The work was being done jointly with the county to look skills needs to 2020.</p> <p>The Worklessness Action sub group had met and was looking at strengthening links with volunteering and had three work placements on the Derby Homes Worklessness project.</p> <p>The Skills Development sub group met in November and looked at various issues including “Managing the impact of the economic downturn”.</p> <p>Jobs and Skills had discussed the Single Programme budget and ESF projects and the target NI 152 had been examined in response to rising unemployment. Keith added that the new unemployment figures were due on Wednesday 11 February and he expected an increase as they included December and January. The number new claimants had gone up 44% in Derby, 69% in Derbyshire over the last 12 months. Keith added that there were additional support packages for long term unemployment including self-employment options as well as employers receiving incentives for taking them on.</p> <ul style="list-style-type: none"> <li>● <b>Physical Futures</b></li> </ul> <p>The group had agreed to form a task group which will have a cross cutting remit focusing on delivering the changes required to meet the reduction targets in CO2 and so NI 186. Graham asked how this group related to the Climate Change Board and Jonathan agreed to follow this up.</p> <p>The Environment Agency was consulting on a new Flood Risk Management Strategy for the Lower Derwent, including a blue corridor concept through the city centre. John Forkin asked about the recent consultation sessions and the implications of no-one attending. Jonathan explained while some turnouts had been disappointing, the meeting reported in the press had been the only one where no one attended. There were significant implications for the city, particularly the ‘blue corridor’, on development as well as current land and buildings within the flood zone.</p> <p><b>It was agreed that the plans would be considered further at the next meeting.</b></p> <ul style="list-style-type: none"> <li>● <b>Business Growth</b></li> </ul> <p>George Cowcher explained that the Group had met that week for the second time and had considered the City Growth Action plan and the ERDF proposals.</p> <ul style="list-style-type: none"> <li>● <b>Performance and Commissioning Group</b></li> </ul> <p>The report highlighted the current ERDF PA2 status and concerns over the slow rate of project appraisals by emda. This would impact on the ability of projects to spend the funding in the given timescales and possibly impact on employment.</p> <p><b>Richard will raise and discuss these issues with emda.</b></p> <p>Two City Growth indicators were showing ‘need improvement’ in the quarter three performance report - NI152, Working age people on out of work benefits, and NI154, Net additional homes provided. There is an action plan for both indicators, but, as the targets were set under different economic conditions, the focus had to now be on minimising impacts and the group was waiting for GOEM advice on accepting more realistic targets.</p>	<p>JG</p> <p>RW</p>

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c	<b>DCP Co-ordinators Report</b>	
	<p>Verna presented her report and highlighted DCP Week for 2009, which had the theme of “Inspiring Derby”. This would take place from Monday 22 to Sunday 28 June and Executive members were asked to promote the event to the sub groups and to their individual organisations to make sure that a wide range of events were available that reflect the partnership. All event ideas should be communicated to your Co-ordinator or to Jas Clarke from the DCP Centre.</p> <p>The performance of 10 out of the 12 targets in the LPSA2 would be likely to receive reward funding of £1.65 million capital and £400,000 revenue. Bids for this funding were now being accepted with a deadline of 27 February and more details or a bid form can be received from Alison Eldam and she can be contacted by telephone 01332 256297 or via email alison.eldam@derby.gov.uk.</p>	
d	<b>Comprehensive Area Assessment</b>	
	<p>Verna summarised the report which explained that Comprehensive Area Assessment or CAA would be introduced nationally from April 2009. Formal CAA guidance was due out shortly but, although not compulsory, carrying out a self assessment was encouraged to help provide baseline information for the inspectors. DCP Management Group had decided that Derby should undertake this. The DCP Centre and Co-ordinators will work closely with Chairs and Strategic Leads to prepare the information required for the self assessment using reference documents such as the Sustainable Community Strategy and the Local Development Framework. The self assessment would need to be completed by early April 2009 and signed off by Management Group and Council Cabinet.</p> <p><b>The executive noted the purpose of the self assessment as part of the CAA framework and agreed to support the Chairs and Strategic Leads by providing any required information.</b></p>	All
e	<b>Sustainable Community Strategy – feedback from Cabinet</b>	
	<p>The final draft of the Sustainable Community Strategy was considered by the Council Cabinet on 20 January 2009 and two requests were made that would impact on the City Growth section. They requested that:</p> <ul style="list-style-type: none"> <li>the Climate Change action programme is listed under “strategies which will help us to achieve our ambitions”.</li> <li>the wording “encourage residents to use locally produced food” be placed as an action in City Growth under Climate Change.</li> </ul> <p><b>The Executive approved the insertions and agreed that an Officer Group should be set up to look at developing a broad range of initiatives to encourage local food purchase and determine future responsibilities.</b></p>	RW
4	<b>Any other business</b>	
	There was no other business to discuss.	
<b>Date, time and venue of next meeting</b>		
<p><b>Tuesday 12 May 2009 8.30am – 10.30am</b>  DCP Meeting Room 1, 7<sup>th</sup> Floor, St. Peter’s House, Gower Street, Derby</p>		