

Public Document Pack

Date of meeting Thursday, 15th September, 2016
Time 7.00 pm
Venue Committee Room 1, Civic Offices, Merrial Street,
Newcastle-under-Lyme, Staffordshire, ST5 2AG
Contact Jayne Briscoe 2250

Economic Development and Enterprise Scrutiny Committee

AGENDA

PART 1 – OPEN AGENDA

1 DECLARATIONS OF INTEREST

To receive declarations of interest from Members on items included in this agenda

2 MINUTES OF A PREVIOUS MEETING (Pages 3 - 6)

To agree as a correct record the minutes of the previous meeting(s)

3 Report on the Business Helpline (Pages 7 - 10)

4 Scrutiny Brief For the Borough Market (Pages 11 - 12)

5 WORK PLAN (Pages 13 - 16)

To discuss and update the work plans to reflect current scrutiny topics

6 PUBLIC QUESTION TIME

Any member of the public wishing to submit a question must serve two clear days' notice, in writing, of any such question to the Borough Council.

7 URGENT BUSINESS

To consider any business which is urgent within the meaning of Section 100B(4) of the Local Government Act 1972

Members: Councillors Bailey, Dymond, Gardner (Chair), T Hambleton, Holland, Loades, Matthews, Northcott, Proctor, Wilkes and G Williams (Vice-Chair)

PLEASE NOTE: The Council Chamber and Committee Room 1 are fitted with a loop system. In addition, there is a volume button on the base of the microphones. A portable loop system is available for all other rooms. Should you require this service, please contact Member Services during the afternoon prior to the meeting.

Members of the Council: If you identify any personal training/development requirements from any of the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Democratic Services Officer at the close of the meeting.

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

FIELD_TITLE

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY COMMITTEE

Wednesday, 22nd June, 2016

Time of Commencement: Time Not Specified

Present:- Councillor Allison Gardner – in the Chair

Councillors Bailey, Dymond, Holland, Loades, Matthews, Northcott,
Proctor, Wilkes and G Williams

Officers

Apologies Councillor(s) T Hambleton

1. DECLARATIONS OF INTEREST

In relation to a review of the LEP funding, which was an item contained within the Work Programme, the Chair, Councillor Gardner stated that she was employed at Keele University and that this body was in receipt of grant funding; Councillor Loades stated that he was a Cabinet member for Staffordshire County Council.

2. APOLOGIES

An apology was received from Councillor Hambleton.

3. MINUTES OF A PREVIOUS MEETING

Resolved: That, with the following amendment to paragraph 3 of Item 3 – Newcastle Economic Development Strategy: Year Four Review and Five Year Action Plan to read:-

Take up of the training offered to market stall holders had been disappointing, however 18 entries had been received in relation to Business Boost 2015 and 13 went through to the final round.

The minutes of the meeting held on 23 March be agreed as a correct record.

4. WORK PLAN

Members went on to consider items for future scrutiny within the work programme as follows.

In relation to the issue of the Community Infrastructure Levy, (CIL), it was noted that this was scheduled to be discussed by Cabinet at their October meeting and that there was little prospect of a CIL for Newcastle under Lyme area in isolation of the Local Plan.

Agreed That the item concerning Superfast Broadband be removed from the work plan as members had little influence in this area.

It was noted that a planning application was due to be considered in August for the Ryecroft redevelopment.

With regard to the asset management strategy and the disposal of land, it was pointed out that if any further areas were considered these would be reported to Cabinet and subject to call in.

It was pointed out that the Economic Development and Enterprise Scrutiny Committee no longer had a financial investment in the Kidsgrove Town Centre Partnership. The portfolio holder would offer support, where possible, to help the groups involved to build a more harmonious relationships. However, in response to a member request it was:-

Agreed That a half yearly report on the Kidsgrove Town Centre Partnership be submitted to this Scrutiny Committee for consideration.

Members considered a possible review of the Business Support Helpline.

Agreed That a performance report concerning the use of the Business Helpline be submitted to the September meeting of this Committee.

The Chair asked members to contribute to this report and to be a point of contact within their area of expertise.

Optimising the economic benefits of HS2 and a review of the research commissioned for the Northern Gateway Development Zone was discussed. The Executive Director, Regeneration and Development advised that circa £2m of consultancy work had been offered to the market and that the Borough Council should be sited on this brief. In this respect it was suggested that the HS2 group be reformed and should to be updated on timescales etc.

Agreed That the Executive Director, Regeneration and Development be requested to ensure that Councillors Proctor and Northcott together with the Chair be kept fully up to date and briefed on any developments including the timescales relating to HS2.

Moving on, the Executive Director, Regeneration and Development explained the background to the item relating to the possible shared service for building control.

Agreed That officers continue with work relating to the building control shared service and that a report be submitted to this Scrutiny Committee in due course.

Councillor Loades was concerned with the number of CCGs. Councillor Loades also considered that it was also important to ensure that there was sufficient provision of GP surgeries when new housing was developed. Councillor Loades was advised that was a matter for possible joint scrutiny with the Health and Wellbeing Scrutiny Committee.

Agreed That Councillor Loades and Councillor Proctor together with and the Chair review the issue of the impact on highways of planning developments across the Borough and the A34 traffic policy developed by Staffordshire County Council and to report back to this Scrutiny Committee.

Agreed That the Vice Chair, Councillor G Williams together with the Portfolio holder examine the Borough market and the reasons why it was under-performing.

Continuing, The Regeneration and Economic Development Manager set out the bid for the Growth Deal 3 LEP funding, as aligned to the priorities of the Borough.

The Chair encouraged members to lobby relevant decision makers of the LEP executive prior to a decision being taken on Thursday 21 July on the allocation of funding prior to the bids going forward to central Government on 28 July. She emphasised the importance of the collective voice, especially as the future of local government was based around a rate levy. The Regeneration and Economic Development Manager agreed to ensure that the contact information was given to members.

5. PUBLIC QUESTION TIME

There were no members of the public present at the meeting.

6. URGENT BUSINESS

There were no items of urgent business.

As the date of the September meeting of the Committee coincided with Group meetings on that evening it was decided that the date be changed from 5 September to **Thursday 15 September, 2016 commencing at 7pm.**

COUNCILLOR ALLISON GARDNER
Chair

Meeting concluded at Time Not Specified

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Report to the *Economic Development & Enterprise Overview and Scrutiny Committee*

15 Sept 2016

Business Support Helpline



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Introduction

A request was made by the EDE O&S Committee for a performance report relating to the use of the Business Support Helpline by Newcastle businesses.

Background

The LEP Business Support Helpline provides free, expert business advice and support. Where appropriate, the Business Helpline will put callers in touch with a range of specialist advisors, programmes or funds via the Growth Hub. The service is managed by Staffordshire Chambers and is open to all businesses and start-ups, regardless of whether they are Chamber members.

Typical topics include:

- Starting a new business
- Growing your business
- Accessing appropriate finance and funding
- Marketing and promoting your business
- Improving productivity and increasing profitability
- Exporting and international trade
- Recruiting and employing staff
- Tackling regulation and cutting through red tape
- Enhancing environmental efficiency and business resilience
- Handling rural business issues
- Dealing with premises and land
- Learning how apprenticeships can benefit your business
- And many more!

The Business Helpline 0300 111 8002 is open 8.30am to 5.30pm from Monday to Friday or via e-mail growthhub@staffordshirechambers.co.uk

The Growth Hub, which is funded through the Regional Growth Fund, has been established to help drive strong, sustainable business growth across Staffordshire. It will act as the focal point for businesses that wish to grow, providing co-ordinated and cohesive growth programmes, business networks, growth groups and links to specialist information, advice and services. The Hub focusses on the delivery of access to finance, resource efficiency, innovation, mentoring, export and manufacturing advice, and start up support.

The Chamber actively promotes the Helpline on its website, at events and via social media. However, it relies heavily on partners to promote the service as well.

The number of Newcastle Borough based businesses contacting the Helpline in May, June and July 2016 were:

- May 2016 – 22 Contacts (21 of these were phone calls).
- June 2016 – 27 Contacts (23 were calls)
- July 2016 – 14 Contacts (11 were calls)

Questions to be Addressed

Are these contact figures about average or do districts which promote the Helpline more heavily have a greater number of contacts with the helpline?

The Helpline number is given on the Business pages of the Council's website (General business advice and specific start-up support) and Economic Regeneration officers will pass on the details directly to telephone or e-mail enquirers. What else can we do to promote the service to businesses, bearing in mind that there is very little support available for retail. Activities might include:

- Explore possibility of running drop-in sessions for businesses, possibly in conjunction with the county council using their business centres.
- Flyers in Civic Offices, Guildhall and the business centre on Parkhouse.
- Use of council communication channels such as The Reporter, social media, etc.

Outcomes

Committee to consider how the council can better promote the service to encourage more local businesses to take advantage of the support on offer.

Supporting Information

None

Invited Partners/Stakeholders/Residents

Helpline and Growth Hub representative can be invited to a future meeting if not available for 15th September meeting.

Constraints

Increased promotion may have implications for financial resources and use of officer time.

Conclusions

Members requested more information on the uptake of Staffordshire Chamber's Business Helpline. The Helpline is the gateway for local businesses to access free expert business advice and support. Although the service is publicised on the council's website, better promotion of the service should lead to increased contact from Newcastle businesses. Members are asked to consider how we can raise awareness of the Helpline.

Relevant Portfolio Holder(s)

Cllr John Williams, Portfolio Holder - Town Centres, Property and Business

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Brief for Scrutiny

<p>Topic to be scrutinised</p> <p>Newcastle Market</p>
<p>Questions to be addressed</p> <ol style="list-style-type: none"> 1) How can the performance of Newcastle market be improved 2) What do customers want from Newcastle market 3) How can new traders be attracted to Newcastle market 4) How can current traders be encouraged to work with the Council for the benefit of Newcastle market.
<p>Outcome</p> <p>To improve the performance of Newcastle market and examine some of the challenges in achieving this.</p>
<p>Background materials</p> <p>Mission For Markets industry review document Market performance information Market operational practices</p>
<p>Evidence and witnesses</p> <p>Best practice examples from NABMA (National Association of British Market Authorities) and other local authorities. Survey of market customers Visits to other markets Potential to talk to experienced market officers from other authorities.</p>
<p>Method of scrutiny</p> <p>Review of information gathered, result of customer survey and officer advice/guidance</p>
<p>Timetable</p> <p>Autumn/winter 2016</p>
<p>Constraints</p> <p>Information that is gained from industry documents and external organisations will need to be collated and analysed. Representatives would need to be prepared to share information.</p>
<p>Members to undertake the scrutiny</p> <p>EDE Scrutiny Committee</p>
<p>Support</p>

Officers from the Assets team
Newcastle Borough Council Corporate Plan Priority area (s) <ul style="list-style-type: none">○ Creating a Borough of opportunity
CfPS Objectives: <ul style="list-style-type: none">● Provides and critical friend challenge to executive policy makers and decision makers● Enables the voice and concerns of the public to be heard● Is carried out by independent governors who lead and own the scrutiny role● Drives improvement in public services
Brief approved by Overview and Scrutiny Co-ordinating Committee Signed Date

Members: Bailey, Dymond, T
Hambleton, Holland,
Huckfield, Loades, Matthews,
Northcott, Proctor, Wilkes

ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY COMMITTEE WORK PLAN



Chair: Councillor Allison Gardner
Vice Chair: Councillor Mrs Gill Williams

Portfolio Holder(s) covering the Committee's remit:
Councillor John Williams (Town Centres, Property and Business)
Councillor Kyle Robinson (Planning and Housing)

Economic Development and Enterprise Scrutiny Committee is responsible for:

- Building Control
- Design and Heritage Champion
- Economic Development
- External Regeneration Funding
- Housing and Homelessness
- Inward Investment/Marketing
- Land and Property (Asset Management)
- Local Enterprise Partnership
- Planning Policy and Development Control
- Transport Strategy and Policy (Planning)

Date of Meeting	Item	Reason for Scrutiny	Executive Officer Responsible for Service	Outcome
15 September 2016	Scrutiny Brief for the Borough Market. Report on use by business in the Borough and ways to increase its visibility and effectiveness. Impact on highways of planning developments across the Borough	To improve performance Member question as to the use by businesses in the Borough and ways to help increase effectiveness	Chair and Vice Chair of the Committee together with Councillor Matthews undertaking the review. Executive Director of Regeneration and Development responsible for the service	
30 November 2016	Half Yearly report - Kidsgrove Town Council	Member request - for information only		
15 March 2017	Scrutiny Brief - How the Borough may maximise economic benefits of HS2 and the Northern Gateway Development Zone		Executive Director of Regeneration and Development	

Classification: NULBC **PROTECT Organisational**

To be considered - Shared Service Building Control

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