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PUBLIC

To: Members of D2 Joint Committee for Economic Prosperity

Wednesday, 12 July 2023

Dear Councillor,

Please attend a meeting of the **D2 Joint Committee for Economic Prosperity** to be held at **9.30 am** on **Thursday, 20 July 2023** in Derby Silk Mill (Silk Mill Lane, Derby, Derbyshire, DE1 3AF), the agenda for which is set out below.

Yours faithfully,

A handwritten signature in black ink that reads 'Helen E. Barrington'.

Helen Barrington
Director of Legal and Democratic Services

A G E N D A

PART I - NON-EXEMPT ITEMS

1. Apologies for Absence
To receive apologies for absence (if any)
2. Declarations of Interest
To receive declarations of interest (if any)
3. Minutes (Pages 1 - 4)

To confirm the non-exempt minutes of the meeting of the Derby and Derbyshire Joint Committee for Economic Prosperity held on 08 June 2023.

4. Welcome and Introductions
5. Business Start Up - Vision Derbyshire (Pages 5 - 6)
6. Draft Terms of Reference for Growth Board (Pages 7 - 10)
7. LVEP: New Opportunities & Arrangements (Pages 11 - 18)
8. News in Brief
9. Date of Next Meeting

Thursday 28 September 2023 at 9:30am.

10. Exclusion of the Public

To move “That under Regulation 21 (1)(b) of the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000, 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 Paragraph(s)... of Part 1 of Schedule 12A to the Local Government Act 1972”

PART II - EXEMPT ITEMS

11. Declarations of Interest

To receive declarations of interest (if any)

12. Minutes (Pages 19 - 20)

To confirm the exempt minutes of the meeting of the Derby and Derbyshire Joint Committee for Economic Prosperity held on 08 June 2023.

13. Place Promotion: Visitor Economy and Inward Investment Place Marketing (Pages 21 - 54)

PUBLIC

MINUTES of a meeting of **D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY** held on Thursday, 8 June 2023 at Committee Room 1, County Hall, Matlock, DE4 3AG.

PRESENT

Councillor B Lewis (in the Chair)

Councillors N Barker, J Dawson, C Emmas-Williams, S Flitter, A McKeown, and N Peatfield.

Also in attendance was E Alexander (Derbyshire County Council), K Apps (Derbyshire County Council), D Arnold (Derbyshire County Council), D Adle (Amber Valley Borough Council), J Battye (Derbyshire County Council), G Galloway (Bolsover District Council), L Hickin (North East Derbyshire County Council), J Jaroszek (Erewash Borough Council), R North (Derby City Council), L Sharp (Chesterfield Borough Council), and P Wilson (Derbyshire Dales District Council).

Apologies for absence were submitted for Councillor S Fritchley, T Gilby, R Pearson, and B Shanker.

01/23 DECLARATIONS OF INTEREST

There were no declarations of interest.

02/23 MINUTES

RESOLVED that the Minutes of the meeting of the Committee held on 23 November 2022 be confirmed as a correct record.

03/23 EXTENSION OF BUSINESS START UP

J Battye introduced the item, providing an update on the key success areas regarding the D2 Vision Derbyshire Business Start-Up Project and requested that funding on the project be extended to cover the period until December 2023 with a possible further extension beyond that time, subject to funding being approved through the Shared Prosperity Fund (see later agenda item).

RESOLVED to

a) note the strong and continued progress of the Vision Derbyshire Business Start Up Project;

b) note the previous changes to eligibility criteria which have ensured the Programme remains responsive to the needs of business;

c) agree the proposed extension to the timescale of the Programme, utilising the allocated Retained Business Rates fund and agree the revised, draft Memorandum of Understanding be signed by local authorities;

d) note the separate report setting out the potential use of Shared Prosperity Fund for the Business Start Up Project to support an additional extension beyond 31 December 2023 to March 2025; and

e) request the Business, Economy and Place Workstream explore the potential for a single front door for advising on grant funding opportunities across the D2 area and provide a report to the Joint Committee at a future date.

04/23 GOVERNANCE REVIEW AND PROPOSALS

K Apps introduced the item, informing the D2 Joint Committee for Economic Prosperity on the outputs of the DEP review and set out the proposed governance arrangements going forward.

RESOLVED to

1) note the content of the report and specifically the assessment of governance arrangements;

2) agree to the proposed governance arrangements, and specifically to the closing down on the DEP Board;

3) request officers prepare terms of reference to support the new governance arrangements for consideration at the next Joint Committee meeting; and

4) agree to formally thank Richard Horsley, Chair of DEP, for his dedication and achievements in the role over the past years.

05/23 JOINT WORKING AND FUNDED DELIVERY

J Battye introduced the item, providing the Joint Committee with an update on the proposed collaborative approach across D2 authorities for utilisation of the UK Shared Prosperity Funding (SPF) to support business and aid economic growth. The proposals were set within the context of the proposed East Midlands County Combined Authority and the constraints of the SPF funding criteria.

RESOLVED to

1) agree the approach to further extend the Business Start Up programme over the period 1 January 2024 to 31 March 2025 through the use of allocated SPF to fund business advisers, management costs and project

support, and note the submission of a tender to support delivery in Derby City;

2) approve the allocation of £245,000 from the shared Retained Business Rate pot to extend the Business Start Up grant for the period 1st January 2024 to 31 March 2025;

3) agree DCC to continue leadership and management of the extended business start-up scheme for the period to the end of March 2025;

4) note the discussions and progress that have been made to develop an extended De-Carbonise UKSPF project;

5) approve Option 2 as the preferred approach to delivering a De-Carbonise scheme and commissions officers to undertake the work required to finalise arrangements, including addressing the issues set out at paragraph 3.22;

6) agree that update reports for Business Start Up and De-Carbonise be brought back to Committee as appropriate; and

7) note the current position of Growth Hub and Visit Peak District and Derbyshire in relation to UKSPF and consider if any further work is required.

06/23 NEWS IN BRIEF

Joe Battye introduced the item, providing a verbal update covering key update items.

Updates were provided to Committee members on four areas; investment zones, visitor economy, growth and investment strategies and supporting skills and employment.

07/23 EXCLUSION OF THE PUBLIC

- 1. Declarations Of Interest**
- 2. Minerals And Quarrying Sector**
- 3. Combined Authority Update**

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DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

**Celebrating the Vision Derbyshire
Business Start Up Project**

(1) Purpose of Report

- 1.1 To provide a brief outline of the Business Start Up video that will be shared at the meeting.

(2) Discussion/ Decision Required by the Derby and Derbyshire Joint Economic Prosperity Committee (D2JC)

- 2.1 The D2JC is requested to consider the content of the video and acknowledge the achievements to date.

(3) Information and Assessment

Background

- 3.1 The Vision Derbyshire Business Start Up project has been running for just over a year and members will recall previous reports to the Joint Committee which have set out achievements to date.
- 3.2 The success of the project is reflected in its being shortlisted as a finalist in the recent Local Government Chronicle awards – a significant achievement from a strong field of 40 entries.
- 3.3 A short video was prepared to support the award process and this will be shared with the Joint Committee at the meeting on 20 July. It is proposed this video be used as shared collateral for all partners to help promote our business support activity.

4. Recommendations

- 4.1 It is recommended that the D2 Joint Committee:

- a) Notes the content of this report and accompanying video and acknowledges the achievements of the business start up project
- b) Agrees to the use of the video as shared, promotional collateral to promote D2 business support activity.

DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

Terms of Reference for Proposed New D2 Growth Board

(1) Purpose of Report

- 1.1 To provide the D2 Joint Committee (D2JC) with an overview of the draft terms of reference for the proposed new D2 Growth Board and associated D2 Business Board* and seek a steer on the level of decision making and delegation considered appropriate. This report will be augmented by a presentation at the meeting on 20th July.
- 1.2 To formally recognise the work of Richard Horsley in chairing the Derbyshire Economic Partnership and thank him for his contribution.

(2) Discussion/ Decision Required by the Derby and Derbyshire Joint Economic Prosperity Committee (D2JC)

- 2.1 **The D2JC is requested to discuss and provide a steer on the draft terms of reference for the new arrangements.**

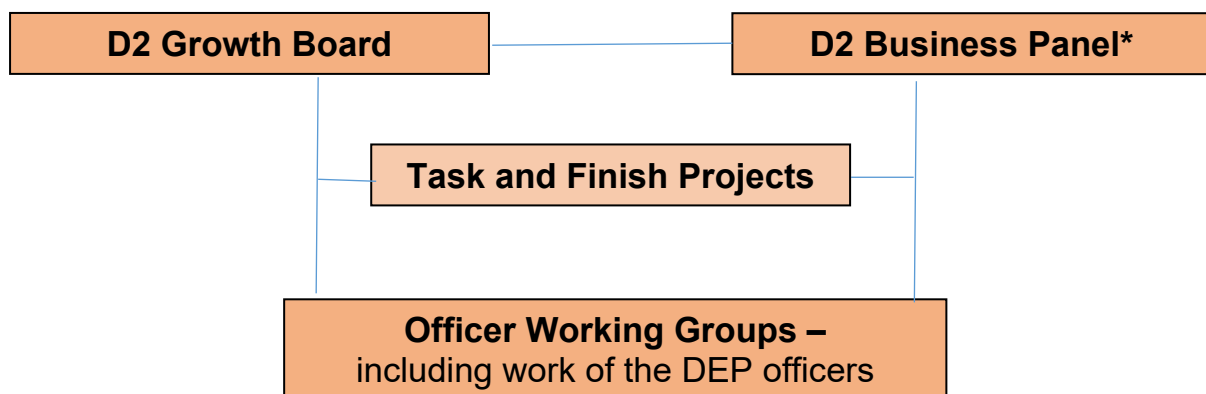
(3) Information and Assessment

Background

- 3.1 Members will be aware that at the last meeting of the D2 Joint Committee on 8 June 2023, it was agreed to create new governance arrangements that were 'capable of providing a strategic steer and making decisions to drive the growth agenda across the D2 geography', ensuring there is clarity of priorities and objectives prior to the East Midlands Combined Authority being formally established.
- 3.2 Having recognised the need to reduce the number of boards and level of duplication within the current arrangements, it was agreed to create two distinct arenas within which issues can be explored, debated and decided: a D2 Growth Board attended by all 10 local authority leaders and a complementary D2 Business Board* attended by a

representatives from key business and education and skills organisations (*name to be determined). It was considered these arrangements reflected those in the emerging East Midlands Combined Authority and provided a strong platform for corralling the 'D2 voice'.

- 3.3 It was also agreed that as part of the new arrangements, the existing Derbyshire Economic Partnership Board would be dis-established, although the work of the funded DEP officers would continue – most notably as part of the supporting officer arrangements. Richard Horsley, has now stood down as Chair of the DEP and his contribution in helping drive the collaborative efforts of all partners to deliver growth and prosperity in Derbyshire is fully acknowledged – and specifically his personal contribution in steering our recovery efforts through the pandemic.
- 3.4 The diagram below sets out the broad shape of the new governance proposals:



- 3.5 Drafting of the terms of reference is subject to on-going discussions with legal and democratic colleagues and a first draft of the proposals will be shared at the meeting by way of presentation. Key areas for consideration and confirmation by the Joint Committee prior to finalising the terms will be:
- Membership and level of representation – it is proposed the new Growth Board be made up of the Leaders of all 10 local authorities
 - Level of formal constitution – it is proposed the new Growth Board be formally constituted similar to the D2 Economic Prosperity Joint Committee – ie to be a meeting in public.
 - Level of decision making and delegation – options are subject to discussion and will be presented
 - Frequency of meetings – it is proposed to meet six times per year
 - Core purpose of the new Growth Board

- Scope of work
- Areas of responsibility and accountability – including interdependencies and relationship with officer working group and new Business Panel
- Budget

3.6 In relation to the complementary D2 Business Panel* key considerations for the Joint Committee will include:

- Confirmation of the name of the panel – bearing in mind the strong feedback from business representatives.
- Membership of the Panel – it is proposed to be made up of a selection of business leaders reflecting the economic sectors of the geography - including business representative organisations, further and higher education providers.
- Confirmation on the inclusion of cabinet portfolio holders from local authorities
- Core purpose and scope of work
- Level of responsibility and accountability
- Frequency of meetings – it is proposed to meet four times per year
- Dependencies and relationship with new Growth Board and officer working group
- Budget and resources

3.7 General terms of reference for the potential task and finish groups will be developed once the main terms have been confirmed, along with those for the officer working group but general principles will be set out in the presentation.

4. Recommendations

4.1 It is recommended that the D2 Joint Committee:

- a) Notes the content of this report and provides feedback on the proposals set out in the draft terms of reference to be presented at the Committee to enable terms to be finalised at the earliest possibility.
- b) To agree the meeting of the Joint Committee planned for September 2023 be confirmed as the first meeting of the new D2 Growth Board.
- c) To formally acknowledge the contribution of Richard Horsley in his role as Chair of the Derbyshire Economic Partnership.

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DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

UPDATE AND OPPORTUNITIES OF THE LVEP

1.0 Purpose of Report

- 1.1 To confirm County, City, district and borough council membership of the new Local Visitor Economy Partnership (LVEP) Board and provide an update on the potential benefits to Derbyshire to help drive growth within visitor economy businesses (as set out in letter from Rt Hon John Whittingdale, OBE MP, the Minister for Media, Tourism and Creative Industries).
- 1.2 This report will be accompanied by a brief presentation and the Committee is invited to discuss key priorities for the D2 geography to develop a collaborative Tourism Action Plan and Destination Management Plan.

2.0 Discussion/Decision Required by the Meeting

- 2.1 **The D2 Joint Committee is requested to discuss and comment on how the LVEP can benefit both local and regional goals, agree a plan to drive it forward, and agree representation on the new LVEP Board.**
- 2.2 **The Joint Committee is also asked to consider further potential for UKSPF to be made available for projects to improve visitor numbers and footfall across market towns.**

3.0 Information and Analysis

LVEP Accreditation – How can Derbyshire Benefit from this Status.

- 3.1 Visit Peak District and Derbyshire (VPDD), and Visit Derby are the 'destination management organisations for the D2 geography. Working together, we successfully applied to become a Local Visitor Economy Partnership (LVEP) in February/ March 2023, creating a joined-up approach for promoting and marketing the Peak District, Derbyshire

and Derby. Visit England has approved 15 destinations to date and we are delighted to be not only the first destination in the East Midlands to be accredited but we are also one of the first 15 destinations across England, putting Derbyshire in a great position as the structure continues to develop.

- 3.2 The LVEP accreditation has been signed with some conditions attached. Including:
- Development of a 1-year Tourism Growth Plan (July 2023 to June 2024)
 - A revised Destination Management Plan for the area
 - **A revised Governance Structure to represent the new LVEP geography**
 - MOU between VPDD and Visit Derby
 - Full understanding of how the LVEP will work with tourism partners including; DVMWHS, Culture Derby, Culture, Heritage and Tourism Board (CHAT), and neighbouring destinations, Marketing Sheffield, Marketing Cheshire, Enjoy Staffordshire.
- 3.3 The North East of England was confirmed as the pilot area in November 2022 (led by Newcastle Gateshead, Northumberland and Durham). Partners in the North East of England will be monitored against a set of growth targets, with the pilot phase ending March 2025. Visit England and the Department for Culture, Media and Sport (DCMS) have made it clear that no funding will be available for LVEPs during this pilot phase.
- 3.4 VPDD continues to work hard with districts, boroughs and the County council to deliver against agreed performance measures and using this new LVEP status, has introduced Local Authority Partnership Agreements to replace previous Service Level Agreements. The Partnership Agreements build on the new LVEP concept and are underpinned with a set of collaborate ways of working, recognising local needs whilst working towards a shared set of goals and aspirations and delivery against local tourism strategies. It is clear the sector is stronger in some areas than others, i.e. Derbyshire Dales is not comparable with Chesterfield. However, the principles for working together to promote and support businesses are consistent, with driving visitor footfall, improving quality, staff recruitment and retention and product development and investment being some of the shared performance measures for partners.
- 3.5 Currently, VPDD does not have a Partnership Agreement with South Derbyshire District Council and Erewash Borough Council and the Partnership Agreement with North East Derbyshire District Council is under review. VPDD has a Memorandum of Understanding (MoU) with

the Peak District National Park Authority and is working with the National Forest Company to introduce an MOU in 2023.

- 3.6 The LVEP accreditation is fantastic news for the area, VPDD and Visit Derby now need stakeholders to get behind and support the LVEP. As well as achieving this nationally recognised official status, LVEPs will provide strong leadership and management of their destinations, working collaboratively with the public and private sector. They will help to shape and deliver national strategy and activities. Their important role will be promoted across government and national agencies, ensuring the local visitor economy is an active and valued contributor to Levelling Up and the wider economy.
- 3.7 LVEPs will be able to access expert advice, dedicated toolkits and training programmes from VisitBritain/ VisitEngland in areas ranging from commercialisation, distribution, accessibility and sustainability to business support and marketing.
- 3.8 The new LVEP structure recognises the importance of partnership working across all aspects of the visitor economy, and between the public and private sectors. Securing the full support of our local public and private sector partners will be a key ingredient if we are to succeed. Through the new LVEP Programme we hope to foster local partnerships and work for the benefit of the destination and all its stakeholders, generating better outcomes for visitors, business, the local environment and local communities.
- 3.9 As custodians of place-shaping through economic development and regeneration, infrastructure and transport, our local government partners are integral to visitor economy growth. An LVEP Board is to be established which will include representation from across the private and public sectors and the Joint Committee is asked to identify representatives from four local authorities to sit on the Board (NB: this reflects the current arrangement of the VPDD Board which will be dis-established). It is suggested that representation represents the full D2 geography and is: 1 x City Council member, 1 x County Council and 2 x district/ borough members.

Value of the visitor economy and current business sentiment

- 3.10 STEAM is a tourism economic impact modelling process which approaches the measurement of tourism from the bottom up, through its use of local supply side data and tourism performance and visitor survey data collection. It quantifies the local economic impact of

tourism, from both staying and day visitors, through analysis and use of a variety of inputs - including visitor attraction numbers, tourist accommodation bedstock, events attendance, occupancy levels, accommodation tariffs, macroeconomic factors, visitor expenditure levels, transport use levels and tourism-specific economic multipliers.

- 3.11 STEAM data 2019, reported that the value of the visitor economy sector was worth £2.5bn to the Derbyshire and Derby economy, supporting c.32,000 direct and indirect jobs (Derbyshire, Peak District and Derby). Inevitably, COVID impacted the sector significantly, with 2020 STEAM data reporting the value of the sector had shrunk by 50% to £1.2bn, supporting only 16,000 jobs.
- 3.12 Working within the economic recovery arrangements, Visit Peak District and Derbyshire and VISIT Derby led on the recovery of the sector with partners, providing businesses with support and guidance to re-open successfully. **Over 900** businesses were engaged and supported through a series of online webinars covering a diverse range of support from how to manage furlough through to opening your business safely (e.g. **960** businesses signed up to the We're Good to Go Campaign spearheaded by Visit England).
- 3.13 In addition, VPDD has just completed the ERDF business support programme (2016 – 2023), engaging with over **900** businesses providing specialist support in areas such as: accessibility best practice; sustainability; cycling tourism; international tourism; marketing; and digital skills. This support included a number of interventions such as grant funding, 1:1 advice, 1:many workshops, networking events and peer to peer roundtables. Final evaluation of this project highlighted that roughly **56%** of businesses had never accessed public sector support prior to this programme.
- 3.14 As we look ahead, many practitioners and academics are citing that businesses are now facing a 'permacrisis' with the current cost of living increases, inflation and hike in energy costs creating an even greater challenge for the sector. Alongside this, many are juggling issues such as value for money demanded by customers, retention of staff, and limited cashflow - all of which are stifling growth and further investment.

VPDD Q1 Business Sentiment Survey – Key Findings:

- *60% of businesses surveyed said visitor/guest numbers were down compared to Q1 last year*
- *63% of businesses stated that they were confident in the performance of their business going forward for Q2 (April – June) 2023. Visitor attractions were the most confident sector, with*

100% of those businesses stating that they were either very confident or fairly confident for Q2 2023.

- *“Energy prices” were the main concern for businesses with 95% stating this was a concern. “Increase in the price of goods and services” was the next concern with 67% saying this was a worry, followed by “inflation” with 61% of business surveyed suggesting this was a concern to them.*
- *Cost of living crisis, staff shortages and having to increase prices were also noted by the businesses surveyed when asked what other factors were having an impact on their overall performance.*

- 3.15 There is currently no sector-specific business support budget available; the business support plan going forward relies on a limited core budget managed by VPDD. Any future business networking events will have to be paid for by businesses to cover costs. Webinars can continue to be delivered at little or no cost and the team will continue to signpost businesses to opportunities to access grants wherever possible.
- 3.16 Despite the current economic environment, VPDD is maintaining membership numbers with any losses following business closure being replaced with new businesses. The www.visitpeakdistrict.com consumer facing website continues to support businesses and membership retention, attracting **c 300,000 unique visits per month**. This is further supported by VPDD social media platforms now having a combined following of **210,000**, and **1million engagements a month**. All businesses (members and non-members) across the sector benefit from these digital assets, providing visitors with inspiring content to visit and take a holiday in Derbyshire, with many using it as a research platform, building ideas on where to go once they arrive.
- 3.17 A new website for www.visitpeakdistrict.com was launched in November 2022. The website has been designed with smart phone technology first – so it acts like an App on a mobile phone. The website is fully dynamic offering bookable technology and real time availability. Customers can also filter their searches by accessibility, sustainability or location. The website is often cited by businesses as their top referral site i.e. Chatsworth, Camping and Caravanning Club, Hoe Grange Holidays, Wild Hive at Callow Hall etc. and helps keep commission fees at a minimum, charged by intermediaries such as Booking.com and Airbnb.
- 3.18 As part of our Partnership Agreements with districts and boroughs, we have developed landing pages on the website featuring information to support the towns and villages across Derbyshire, and partners can also upload their own events. We are also working more closely with tourism

officers and regeneration officers to build more local content, highlighting any businesses that we should be working with, that aren't members and have introduced a new offer providing the first three months free of charge (agreed by the VPDD Board). Quarterly performance reports are shared with partners.

3.19 VPDD has a strong track record of attracting national and international journalists promoting Derbyshire and the Peak District as a great place to visit and take a holiday. Some examples over the last 12 months include;

- **Daily Mail – September 2022** – Peak District feature centred around a new Freud exhibition, exploring art links to Chatsworth. Printed circulation 800,000. Also featured online (24 million monthly readers).
- **Country Walking Magazine – October 2022** – Promoting long-distance walking in the Peak District. Print circulation of 45,000 and readership of 60,000.
- **Svenska Dagbladet – November 2022** – 4-night trip for one of Sweden's biggest daily newspapers, with a circulation of 155,000. Focusing on low-season breaks, boutique hotels, Christmas events and Buxton's spa history.
- **BRITAIN Magazine – February 2023** – 1-week trip for the official magazine of VisitBritain, with a reach of 300,000 people and a large US readership. Focusing on family-friendly breaks, attractions, experiences and walks.
- **VisitBritain Germany – July 2023** – 4-night trip for two nationally-recognised German travel writers, writing for German's biggest newspaper Die Welt (4 million readers). Focusing on walking, cycling, food and drink, towns and villages.

We also attract regular coverage on local radio and print such as BBC Radio Derby, BBC Radio Sheffield, Derby Telegraph and the Derbyshire Times on our work to support and grow the visitor economy. We are working more closely with partners on journalist visits.

4.0 Recommendations:

4.1 That the D2 Joint Economic Prosperity Committee:

- a) Notes the strong and strategic position of the LVEP leading on visitor economy and destination management for the area.**
- b) Recognises the value of the sector and its contribution economic growth across Derbyshire and Derby**

- c) Considers that sector support and development of the Visitor Economy be hardwired into the relevant plans for the emerging East Midlands Combined Authority.**
- d) Agrees representation from four local authorities to become members of the LVEP Board – ideally 1x Derby City, 2x district and borough and 1x County Council representatives**
- e) Considers and confirms any additional opportunities for project-based activity from within the current UKSPF programme to support sector support offer and marketing campaigns.**
- f) Requests the LVEP forms part of the D2 governance arrangements for supporting economic growth across the D2 geography, particularly in relation to the complementary business advisory group that is proposed to support the new Growth Board.**

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