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PUBLIC

To: Members of D2 Joint Committee for Economic Prosperity

Wednesday, 20 September 2023

Dear Councillor,

Please attend a meeting of the **D2 Joint Committee for Economic Prosperity** to be held at **9.30 am** on **Thursday, 28 September 2023** in Committee Room 1, County Hall, Matlock, DE4 3AG, 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 20 July 2023.

4. Welcome and Introductions
5. Governance: Vision Derbyshire Update on Strategic Proposals (Pages 5 - 12)
6. Economic Assessment (Pages 13 - 14)
7. Developing the D2 Approach to Stronger Inward Investment (Pages 15 - 18)
8. Learning from Town Deals (Pages 19 - 20)
9. Funding Proposal - Business Start Up Project (Pages 21 - 22)
10. Date of Next Meeting
11. 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

12. Declarations of Interest

To receive declarations of interest (if any).
13. Minutes (Pages 23 - 24)

To confirm the exempt minutes of the meeting of the Derby and Derbyshire Joint Committee for Economic Prosperity held on 20 July 2023.
14. East Midlands County Combined Authority - Shadow Arrangements

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MINUTES of a meeting of **D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY** held on Thursday, 20 July 2023 at Derby Silk Mill (Silk Mill Lane, Derby, Derbyshire, DE1 3AF).

PRESENT

Councillor B Lewis (in the Chair)

Councillors C Emmas-Williams, J Dawson, D Flitter, T Gilby, and A McKeown.

Also in attendance was E Alexander, K Allen, K Apps, J Battye, S Birks, E Burrows, H Bowen, J Dilley, J Forkin, S Gladwin, R Gillis, R Hattersley, L Hickin, C Henning, J Jaroszek, Councillor T King, W Morlidge, R North, A Rock, A Stokes, and P Wilson.

Apologies for absence were submitted for Councillors B Shanker, R Pearson and N Barker.

11/23 DECLARATIONS OF INTEREST

Officer H Bowen declared an interest in item 5: Business Start Up - Vision Derbyshire. H Bowen's relative was currently receiving advice from the scheme for their new business.

12/23 MINUTES

RESOLVED that the Minutes of the meeting of the Committee held on 08 June 2023 be confirmed as a correct record.

13/23 WELCOME AND INTRODUCTIONS

Councillor Lewis welcomed new Members and officers to the meeting and gave both Members and officers an opportunity to introduce themselves.

14/23 BUSINESS START UP - VISION DERBYSHIRE

Councillor T Gilby and J Battye introduced the item and played a video, providing the Committee with a brief outline of the Business Start Up.

RESOLVED to

- 1) Note the content of the report and accompanying video and acknowledge the achievements of the business start-up project; and
- 2) Agree to the use of the video as shared, promotional collateral to promote D2 business support activity.

15/23 DRAFT TERMS OF REFERENCE FOR GROWTH BOARD

K Apps and J Battye introduced the item, providing the Committee with an overview of the draft terms of reference for the proposed new D2 Growth Board and associated D2 Business Board and sought a steer on the level of decision making and delegation considered appropriate.

RESOLVED to

- 1) Note the content of the report and provide feedback on the proposals set out in the draft terms of reference to enable terms to be finalised at the earliest possibility;
- 2) Agree the meeting of the Joint Committee planned for September 2023 be confirmed as the first meeting of the new D2 Growth Board; and
- 3) Formally acknowledge the contribution of Richard Horsley in his role as Chair of the Derbyshire Economic Partnership.

16/23 LVEP: NEW OPPORTUNITIES & ARRANGEMENTS

R Gillis and J Dilley introduced the item, confirming County, City, District and Borough council membership of the new Local Visitor Economy Partnership (LVEP) Board and provided an update on the potential benefits to Derbyshire to help drive growth within visitor economy businesses.

A brief presentation was shared, and Committee members were invited to discuss key priorities for the D2 geography to develop a collaborative Tourism Action Plan and Destination Management Plan.

RESOLVED to

- 1) Note the strong and strategic position of the LVEP leading on visitor economy and destination management for the area;
- 2) Recognise the value of the sector and its contribution economic growth across Derbyshire and Derby;
- 3) Consider that sector support and development of the Visitor Economy be hardwired into the relevant plans for the emerging East Midlands Combined Authority;
- 4) Agree 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;
- 5) Consider and confirm any additional opportunities for project-based activity from within the current UKSPF programme to support sector

support offer and marketing campaigns; and

6) Request 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.

17/23 NEWS IN BRIEF

C Henning and R North introduced the item, providing the Committee with a roundup of key issues and progress since the last meeting, including East Midlands Combined Authority.

There was no discussion in public on the East Midlands Combined Authority, this was due to the bill still being in the parliamentary stages. It had been expected that the mayoral elections would take place in the Autumn. A lot of work was taking place behind the scenes making the necessary preparations as well as Councillor Lewis working with new Members to bring them up to speed.

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DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

VISION DERBYSHIRE - UPDATE ON APPROACH

1.0 Purpose of Report

- 1.1 To provide a summary of the agreed changes to the overall approach of Vision Derbyshire and the implications for the D2 Joint Committee for Economic Prosperity.

2.0 Discussion/Decision Required by the Meeting

- 2.1 **Discuss the proposed and agreed changes to the Vision Derbyshire approach and the strategic implications for the D2 Joint Committee for Economic Prosperity.**
- 2.2 **Discuss the proposal to progress new governance arrangements through a single framework for Derbyshire Councils to be formally agreed at a future meeting.**

3.0 Information and Analysis

Background

- 3.1 At its meeting on the 20 July 2023, the Vision Derbyshire Joint Committee (VDJC) agreed a series of proposals which marked a significant change to the overall approach. These proposals were agreed following a series of recommendations made to the VDJC, through an independent light touch review report completed by East Midlands Councils.
- 3.2 The review was undertaken as a direct response to the emergence and progression of the Devolution Deal and the new East Midlands Mayoral Combined County Authority (EMCCA) for the region.
- 3.3 Members of the committee will be aware that at the meeting of the D2 Joint Committee on 8 June 2023, it was also agreed that new governance arrangements were necessary, capable of providing a strategic steer to drive the growth agenda across the D2 geography and ensuring there is clarity of priorities and objectives prior to the East Midlands Combined Authority being formally established.

- 3.4 Having regard to the above, it was agreed the work, purpose and terms of reference of the following Boards be evaluated as part of the wider governance review:
- The Derbyshire Economic Recovery Board (DERB)
 - The Derbyshire Economic Partnership (DEP)
 - The D2 Joint Committee
 - The Vision Derbyshire Joint Committee
- 3.5 These reviews have provided a key opportunity to re-engage partners in Derbyshire across our overall approaches and to determine the most appropriate sub-regional governance arrangements, which are critical to ensure that Derbyshire is well positioned to maximise the benefits from the Devolution Deal as it moves into implementation.

Vision Derbyshire proposals and agreed changes

- 3.6 The VDJC on 20 July 2023 welcomed the East Midlands Councils report's findings and recommendations, in particular the clear recognition that the Vision Derbyshire objectives of collaboration and joint working remained relevant and worthy and that the approach had helped to lock together the county and district and borough relationships with shared ownership and equal partnership.
- 3.7 The VDJC however recognised that it had been clear for some time that the central issue and challenge of the approach was that only a limited number of councils were participating members and it was imperative that steps were taken to 'refresh' arrangements in a way that would develop and agree an approach which allowed for all Derbyshire Councils to become participating members in the future.
- 3.8 The VDJC agreed to a series of changes, which had been developed to progress the implementation of recommendations by East Midlands Councils as follows:
- The existing Vision Derbyshire principles be refreshed and aligned to the emerging East Midlands Combined County Authority (EMCCA) to be a fundamental basis for the revised approach.
 - The Vision Derbyshire brand be retired and replaced by 'Derbyshire Strategic Leadership'.
 - The Vision Derbyshire thematic delivery programme be revised and aligned to the thematic areas of the EMCCA (Appendix A) and new Leads be appointed with an updated work programme for formal agreement at a future meeting.
 - A phased approach for securing dedicated programme resource for Vision Derbyshire, including the appointment of a programme team, be adopted.

- Funding for the programme for the remainder of the 2023/24 period be met by Derbyshire County Council.
- In principle, funding for the total programme resource for the 2024/25 period be met by Derbyshire County Council and other Councils through redirecting current Derbyshire Economic Partnership funding and retained business rate pool funding.

3.9 It is anticipated that these proposals will ensure the is collective agreement on the establishment of a refreshed and fully inclusive approach to collaborative working in Derbyshire and ensure that the future approach aligns with proposals for the EMCCA. It is expected that the new approach will be fully implemented before the combined authority is formally established.

New governance arrangements

3.10 In a separate report to the same VDJC on the 20 July 2023, it was also agreed in principle, following a review of governance arrangements, to formally work towards establishing a new single governance framework for Derbyshire Councils.

3.11 The emergence of the EMCCA has created additional governance structures with which Councils need to engage and as this committee has discussed previously, it is crucial that Councils in Derbyshire can position themselves to align local arrangements to the EMCCA and ensure that the benefits of the combined authority are optimised for the county. A mechanism for political appointments onto the EMCCA is also required in the future.

3.12 Any new sub-regional governance needs to support the maturation and continued collaborative working which has been developed through the D2 EPC, DEP, Economic Recovery Board and Vision Derbyshire approach. It is important that councils feel they have a voice in new arrangements and the positives of current ways of working are not lost in the process.

3.13 There have been ongoing concerns raised about the proliferation of partnership arrangements discussing similar or identical issues and agreement that streamlining and rationalisation is necessary to simplify arrangements and reduce the bureaucratic burden on all authorities moving forward.

3.14 This committee has also recognised the need to reduce the number of boards and level of duplication within the current arrangements, and agreed on 8 June 2023 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'.

- 3.15 Alongside the proposals for a Growth Board, it was also proposed and agreed at the VDJC that the current governance and partnership arrangements in Derbyshire are merged, collapsed and/or revised into a more streamlined and effective structure, whilst also anticipating the role and types of functions necessary to support the sub-regional delivery of a Devolution/County Deal.
- 3.16 In anticipation of the potential implications for such an approach on this committee and recognising the efforts of both committees to proactively work to prepare for the EMCCA, work activity has taken place with appropriate officers to bring together the relevant reviews and identified solutions. This has captured what effective decision-making arrangements are necessary to support future strategic developments across a Derbyshire footprint and has ensure that the vital work already completed has not been lost moving forward.
- 3.17 It was agreed by the VDJC on 20 July 2023 that the following actions are progressed in respect of the governance arrangements moving forward:
- The Vision Derbyshire Joint Committee and the D2 Economic Prosperity Committee should be merged into a single new framework for Derbyshire Councils, which will include a new formal decision-making committee called the Derbyshire Strategic Leadership Board. The proposed structure, which was agreed in principle, can be found at Appendix B.
 - All Derbyshire Councils would be invited to be participating members of the Strategic Leadership Board and the Joint Committee would be structured to utilise part and/or split agendas to discuss and agree relevant matters and take appropriate decisions.
 - The articles, functions and responsibilities and procedural rules for the Strategic Leadership Board would be developed to reflect the drivers for collaboration and delivery priorities, whilst also providing a mechanism for political appointments onto the EMCCA.
- 3.18 It was also agreed in principle at the VDJC that the proposed D2 Growth Board and its draft Terms of Reference, with all the Derbyshire Leaders in attendance, is also merged into the Strategic Leadership Board alongside the proposed D2 business board as an appropriate advisory group in the single framework. This is further illustrated at Appendix B.

- 3.19 This will further reduce number of Boards, from 4 to a maximum of 2, thereby reducing duplication and ensuring best use of resources.
- 3.20 It was also agreed that proposals for the development and implementation of the future governance approach were phased as follows:

Phase 1 (July 2023 – December 2023)

- Meetings of the Vision Derbyshire Joint Committee and D2 EPC are aligned to support the transition to new arrangements
- Terms of Reference and Articles are developed to support the revised approach and establish a mechanism for political appointments onto the EMCCA
- Relevant committees are dissolved through the appropriate procedures
- The new Strategic Leadership Board is established and will meet in November 2023
- EMCCA issues will be discussed through the SLB in shadow arrangements

Phase 2 (January 2024 onwards)

- Sub-committees, sub-groups and advisory groups are developed and established when applicable aligned to the new thematic delivery programme
- Members to the EMCCA are formally appointed once the new Authority has been established
- Additional governance structures are consolidated when and where necessary in the future.

- 3.21 Is it recognised that not all district and borough councils are participating members of the VDJC, although they attend the meetings. Derby City Council are currently not a member of the VDJC.
- 3.22 Members of the D2 EPC are therefore invited to discuss the proposed changes to the Vision Derbyshire approach and the proposed single framework for Derbyshire Councils, to support the work being undertaken over Phase 1 outlined above and that any changes can ensure full involvement of all prospective participants.

4.0 Recommendations:

4.1 That the D2 Joint Economic Prosperity Committee:

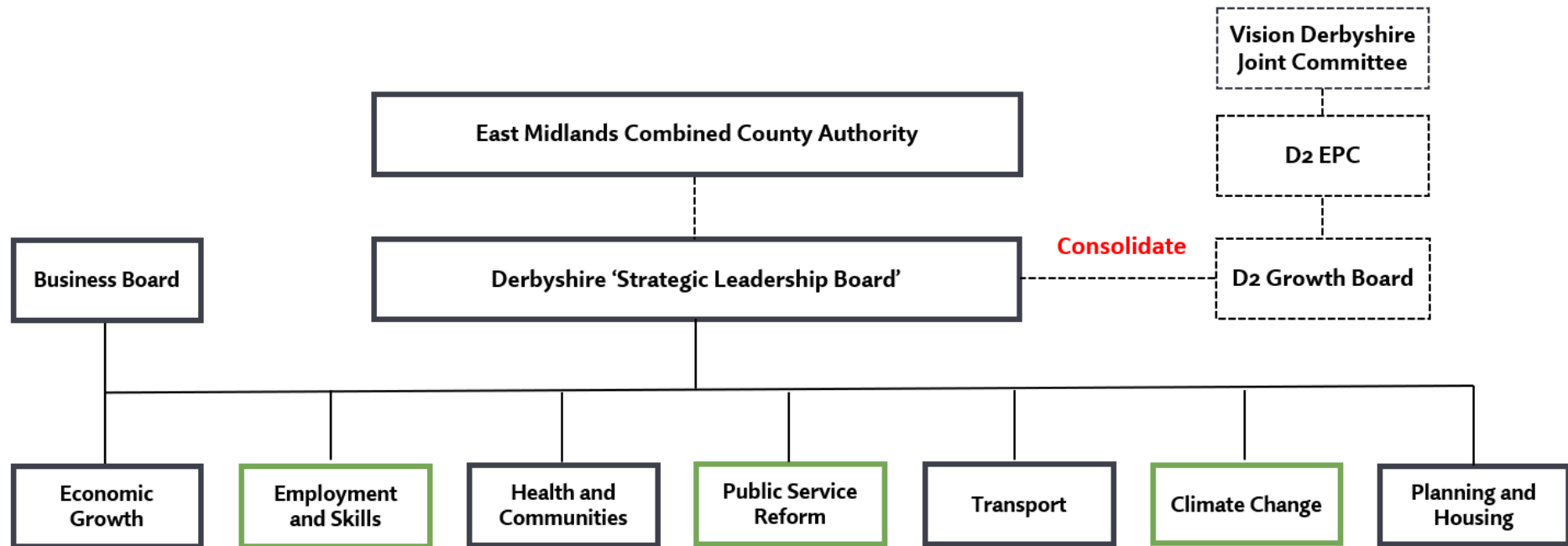
- a) Notes the agreed changes to the Vision Derbyshire approach, in the context of the emerging East Midlands Combined County Authority (EMCCA)**
- b) Considers the information presented and discusses the strategic implications of the report on the D2 Joint Committee for Economic Prosperity Committee**
- c) Considers the information presented and discusses the proposed single governance framework, the Strategic Leadership Board**
- d) Receives a future report on the final terms of reference of the Strategic Leadership Board and the strategic implications for the Committee.**

Emma Alexander
Managing Director
Derbyshire County Council

Appendix A – Proposed new thematic areas for the Strategic Leadership Board aligned to EMCCA themes

Vision Derbyshire Themes	County Deal Themes	New SLB Themes
Seize Innovation	Economic Development	Economic Delivery and Growth
	Business Engagement	
Establish relentless ambition	Skills	Employment and Skills
	Adult Education	
Build proactive communities	Public Health	Health and Communities
	'Beyond the deal'	Public Service Reform
Live and work sustainably	Net Zero	Climate Change
	Land and Housing	Planning and Housing

Appendix B – Proposed new single framework for Derbyshire Councils



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DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

ECONOMIC ASSESSMENT

1.0 Purpose of Report

- 1.1 To provide an overview of the presentation on the current economic conditions prevailing across Derby and Derbyshire that will be shared at the Joint Committee meeting

2.0 Discussion/Decision Required by the Meeting

- 2.1 The Joint Committee for Economic Prosperity is requested to consider and discuss the information and issues that will be outlined in the presentation, and specifically provide a steer on key economic priorities for the D2 geography to inform development of related growth strategies going forward**

3.0 Information and Analysis

- 3.1 Members will note that the Joint Economic Prosperity Committee receives economic updates from time to time to inform strategic discussions and the preparation of relevant strategies. Previously, the Committee agreed to prepare a D2 Inward Investment Strategy (subject of a separate report at the meeting) and D2 Growth Strategy – both of which will inform the wider discussions and development/ investment prioritisation taking place within the context of the proposed East Midlands County Combined Authority (EMCCA).
- 3.2 At the meeting, officers will present an overview of the current economic baseline for the D2 geography, drawing out sectoral and structural changes, challenges and potential opportunities going forward. Committee members will be encouraged to consider the information and provide a steer on economic priorities for the area; this will help inform not only the content of D2 strategies but will be used to inform on-going discussions within a number of the EMCCA workstreams - including Business & Innovation, Housing & Regeneration, Skills and Transport.

4.0 Recommendations:

4.1 That the D2 Joint Economic Prosperity Committee:

- a) Notes the economic baseline presented at the meeting**
- b) Considers implications for the D2 economy and provides a steer on key economic priorities to be included in future growth strategies.**

DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

**DEVELOPING THE D2 APPROACH TO STRONGER
INWARD INVESTMENT**

1.0 Purpose of Report

- 1.1 To provide a summary of the overall approach to inward investment activity, the new contractual arrangements with Marketing Derby and the preparation of an Inward Investment Strategy for the D2 geography.

2.0 Discussion/Decision Required by the Meeting

- 2.1 The Joint Economic Prosperity Committee is requested to consider the information presented and confirm the inward investment priorities for the D2 area, including the broad shape and content of the draft strategy.**

3.0 Information and Analysis

- 3.1 Members will recall the discussion on 'place promotion' at the Joint Committee meeting in July 2023 which explored the strong and varied opportunities for attracting inward investment across the D2 geography. Whilst the discussion specifically focused on the visitor economy, it was acknowledged that the area had much to offer potential investors in terms of strategic, well-connected sites of varying size and at varying stages of readiness. It was also acknowledged that a clear single narrative of the offer was critical to support continued economic growth – set within the framework of high quality collateral.
- 3.2 Marketing Derby and Derbyshire has been engaged by Derbyshire County Council to undertake a number of activities in support of the inward investment function, including:
- Leading preparation of a comprehensive inward investment strategy as a framework for intermediate activity - and in anticipation of a wider strategy for the East Midlands County Combined Authority (EMCCA) area.
 - Helping raise the profile of the D2 area to attract investment and create jobs
 - Commissioning new collateral as appropriate

- Representing and promoting the area at appropriate sector events, including UKREiiF, trade fairs/conferences etc.
- Maintaining the inward investment website and liaising with third party providers – including an enhanced profile via on-line platforms (Twitter and LinkedIn) and monitoring digital analytics to inform activity.
- Supporting regeneration priorities to attract investment and employment to key sites and locations and maximise investment opportunities.
- Being the nominated point of contact for all Department for Business and Trade inward investment activities to ensure a joined-up approach across D2 geographies ahead of EMCCA – including fielding FDI enquiries from the Department for Business and Trade
- Influencing the partnership environment on inward investment matters (e.g. DBT, other UK Investment Promotion Agencies, East Midlands Chamber, D2N2, Midlands Engine etc) to maintain an Invest in Derbyshire sensibility and profile in key partnerships.

- 3.3 Previously, these activities were set within the context of the Derbyshire Economic Partnership but are continuing now within the revised governance arrangements and responsibilities of the proposed Strategic Leadership Board (see earlier agenda item).
- 3.4 The Joint Committee will receive a presentation from Marketing Derby and Derbyshire that draws out the complementarity of inward investment as part of the wider ‘place promotion’ piece and outlines potential priority areas/themes for the new Inward Investment Strategy. Specific geographies and sites will form part of this work so Leaders are encouraged to put forward suggestions as part of the discussion. This is important as the D2 geography needs an investment strategy that clearly articulates its priorities and is geared up to maximising the opportunities of the EMCCA
- 3.5 It should be noted that discussion on the area’s growth potential and specific investment nodes will be considered in the context of the economic baseline (subject to a separate report on the agenda). Also, it is anticipated that the EMCCA will produce a D2N2–wide investment strategy so it is important the D2 geography is clear on its own priorities and potential in advance to inform more regional debates.

4.0 Recommendations:

4.1 That the D2 Joint Economic Prosperity Committee:

Considers the information presented and confirms the inward investment priorities for the D2 area, including the broad shape and content of the draft strategy.

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DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

LEARNING FROM TOWN DEALS

1.0 Purpose of Report

- 1.1 To provide a summary of the presentation outlining the progress made on the Staveley Town Deal programme, including challenges and good practice to help inform future ways of working.

2.0 Discussion/Decision Required by the Meeting

- 2.1 The Joint Economic Prosperity Committee is requested to discuss the issues, challenges and opportunities covered in the Staveley Town Deal presentation and consider how best to use the learning to inform the effective development of the EMCCA pipeline of projects.**

3.0 Information and Analysis

- 3.1 Members will be aware that the D2 geography has benefitted from a number of Government regeneration grants, including Levelling Up, Town Deals and the Future High Street Fund.
- 3.2 The new East Midlands County Combined Authority (EMCCA) will provide a new delivery and funding context for regeneration projects so it is important to consider where challenges exist and how to maximise the opportunities that may be presented. Often, the preparation of early business cases, the building up of cost estimates and commencement of 'early start' work such as land assembly, contracting and partnership working do present significant challenges for regeneration projects - and specifically for securing acceptance into investment pipelines.
- 3.3. The Committee will receive an update on the progress being made in the Staveley town deal, together with an overview of the issues and challenges ever-present in the delivery of regeneration projects. This overview is intended to draw out good practice and lessons for D2 authorities to take forward in influencing and maximising access to the new EMCCA pipeline which is likely to be developed over the coming months.

3.4 Contributions, advice and experience from other local authority areas will be sought as part of the discussion following the presentation by Chesterfield Borough Council.

4.0 Recommendations:

4.1 That the D2 Joint Economic Prosperity Committee:

- a) **Notes the issues, challenges and opportunities covered in the Staveley Town Deal presentation**
- b) **Considers how best to use the learning to inform the effective development of the EMCCA pipeline of projects, including embedding discussions/ decisions into the work of the proposed Strategic Leaders' Board as appropriate.**

DERBYSHIRE COUNTY COUNCIL

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

FUNDING PROPOSAL: BUSINESS START UP

(1) Purpose of Report

- 1.1 To set out a revised funding proposal and request further access to the D2 Retained Business Rates to support the previously approved extension to the Business Start-Up programme from January 2024 to March 2025.

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

- 2.1 The Committee is requested to note the overview set out in this report and consider the detailed proposals which will be circulated under separate cover and will include recommendations to approve an allocation of funding from the retained business rates fund to support continuation of the business start-up programme.**

(3) Information and Assessment

- 3.1 Members will recall previous approvals to support the extension of the highly successful (Vision Derbyshire) business start up programme – accessing a combination of the retained business rates fund and shared prosperity fund (SPF) allocations from specific local authorities. The most recent of these reports was considered by the Joint Committee 12 July 2023 which advised that six district authorities (Chesterfield, High Peak, Derbyshire Dales, North East Derbyshire, Amber Valley and South Derbyshire) wished to continue the Start-Up scheme, funded through SPF grant.
- 3.2 In the period since the July meeting, a number of circumstances have changed, impacting the broader funding proposals. To this end, a more detailed report is being prepared and will be discussed with the project sponsors (Cllr Gilby and Emma Alexander) and the Joint Committee prior to circulation for the Joint Committee. This approach is in line with the existing delegation agreements for the Vision Derbyshire project.
- 3.3 It is anticipated the detailed report will set out the current level of progress on the project – in summary over 1000 clients have received advice from a

business adviser, half of which are being guided through the grant application process. It will also set out the current funding envelope and specific arrangements already approved regarding use of business rates and SPF – alongside recent changes and the revised approach to funding.

- 3.4 The report will include a recommendation for approval to access further retained business rates to support the business start up programme. The detailed report will be made available as soon as possible and in advance of the Committee meeting on 28th September.

4. Recommendations

- 4.1 **That the D2 Joint Committee considers the overview presented in this report, along with the detailed proposal circulated under separate cover which will include specific recommendations for approval.**

18/23 EXCLUSION OF THE PUBLIC

19/23 DECLARATIONS OF INTEREST

There were no declarations of interest.

20/23 MINUTES

RESOLVED that the Exempt Minutes of the meeting of the Committee held on 08 June 2023 be confirmed as a correct record.

21/23 PLACE PROMOTION: VISITOR ECONOMY AND INWARD INVESTMENT PLACE MARKETING

J Battye and K Apps introduced the item, providing a summary of the overall approach to place promotion in Derby and Derbyshire and provided a presentation in relation to the visitor economy sector and inward investment activity.

The Committee had been provided with a presentation on the Silk Mill followed by views from sector operators Mr Hattersley, Mr Burrows, and Dr Rock which outlined the challenges they had faced and their view of the future of the sector.

Officers gave an overview of the proposed approach and content of inward investment strategy with a view to seek feedback from Joint Committee and suggestions for investment sites.

Further discussion would take place at the next meeting and a workshop was to be held on 11 September.

RESOLVED to

- 1) Note the shared issues for place promotion activity across Derby and Derbyshire;
- 2) Consider the information presented, discuss the strategic implications for the visitor economy sector and provide a steer on key priorities for addressing challenges in the sector;
- 3) Consider the information presented and provide a steer on the key themes and priorities to be included in the proposed inward investment strategy; and
- 4) Identify potential investment sites within each local authority area to support development of proposed inward investment strategy.
- 5) Invite John Forkin to return to the next meeting to provide an overview of on-going inward investment work and the draft strategy

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