



**NOTTINGHAM CITY COUNCIL**  
**OVERVIEW AND SCRUTINY COMMITTEE**

**Date:** Wednesday 4 January 2017

**Time:** 2.00 pm

**Place:** Ground Floor Committee Room - Loxley House, Station Street, Nottingham, NG2 3NG

**Councillors are requested to attend the above meeting to transact the following business**

**Corporate Director for Strategy and Resources**

**Senior Governance Officer:** Laura Wilson **Direct Dial:** 0115 8764301

- |          |   |         |
|----------|---|---------|
| <b>1</b> | <b>APOLOGIES FOR ABSENCE</b>  |         |
| <b>2</b> | <b>DECLARATIONS OF INTERESTS</b>  |         |
| <b>3</b> | <b>MINUTES</b><br>To confirm the minutes of the meeting held on 7 December 2016   | 3 - 8   |
| <b>4</b> | <b>MINUTES OF THE CALL-IN PANEL</b><br>To confirm the minutes of the meeting of the Overview and Scrutiny Call-in Panel held on 7 December 2016   | 9 - 14  |
| <b>5</b> | <b>DISCUSSION WITH THE PORTFOLIO HOLDER FOR EARLY INTERVENTION AND EARLY YEARS</b><br>Report of the Corporate Director for Strategy and Resources | 15 - 18 |
| <b>6</b> | <b>TOURISM IN NOTTINGHAM</b><br>Report of the Corporate Director for Strategy and Resources   | 19 - 22 |
| <b>7</b> | <b>WORK PROGRAMME</b><br>Report of the Corporate Director for Strategy and Resources  | 23 - 30 |

IF YOU NEED ANY ADVICE ON DECLARING AN INTEREST IN ANY ITEM ON THE AGENDA, PLEASE CONTACT THE GOVERNANCE OFFICER SHOWN ABOVE, IF POSSIBLE BEFORE THE DAY OF THE MEETING

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**NOTTINGHAM CITY COUNCIL**

**OVERVIEW AND SCRUTINY COMMITTEE**

**MINUTES of the meeting held at Loxley House on 7 December 2016 from 2.01 pm - 3.26 pm**

**Membership**

Present

Councillor Leslie Ayoola  
Councillor Josh Cook  
Councillor Georgina Culley  
Councillor Patience Uloma Ifediora  
Councillor Glyn Jenkins  
Councillor Sue Johnson  
Councillor Neghat Khan  
Councillor Ginny Klein  
Councillor Brian Parbutt (Chair)  
Councillor Anne Peach

Absent

Councillor Azad Choudhry  
Councillor Pat Ferguson  
Beverley Frost  
Councillor Mohammed Ibrahim  
Councillor Gul Nawaz Khan (Vice-Chair)

**Colleagues, partners and others in attendance:**

Adam Boucher - Wholesale Operations Waste Team Manager, Severn Trent Water  
Chris Capewell - Highway Engineering – Technical Lead, Nottingham City Council  
Paul Lockhart - East Midlands Area Flood Risk Manager, Environment Agency  
Laura Wilson - Senior Governance Officer, Nottingham City Council

**32 APOLOGIES FOR ABSENCE**

Councillor Azad Choudhry – leave  
Councillor Gul Khan – leave

Beverley Frost

**33 DECLARATIONS OF INTERESTS**

None.

**34 MINUTES**

The minutes of the meeting held on 9 November 2016 were confirmed and signed by the Chair.

**35 REVIEW OF FLOOD RISK MANAGEMENT IN NOTTINGHAM**

Chris Capewell, Highway Engineering – Technical Lead, Nottingham City Council, Paul Lockhart, East Midlands Area Flood Risk Manager, Environment Agency, and Adam Boucher, Wholesale Operations Waste Team Manager, Severn Trent Water,

attended the meeting to review the progress of the implementation of the Nottingham Local Flood Risk Management Strategy (LFRMS).

Chris Capewell presented the Committee with the following information:

- (a) the LFRMS was prepared in consultation with a wide range of internal and external stakeholders over an 18 month period. It was reviewed by this Committee in February 2015, and approved by Full Council in March 2015. It focuses on local flood risk and the importance of interaction with other risk management authorities, specifically the Environment Agency and Severn Trent Water;
- (b) the LFRMS contains:
  - how risk management authorities will work together to reduce flood risk to citizens;
  - the statutory duties of Nottingham City Council as Lead Local Flood Authority;
  - maintenance of existing flood risk management assets;
  - engagement with communities at risk of flooding;
  - the capital investment programme to reduce the risk of flooding to citizens;
- (c) the action plan covers:
  - statutory duties such as:
    - the use of new powers, eg the specific designation of a flood wall at Moore's Place;
    - being a statutory consultee on major planning applications;
    - section 19 investigations;
  - asset management, including:
    - effective gulley cleaning;
    - clearing grills on watercourses
  - community engagement and providing assistance to communities;
- (d) capital investment includes:
  - a city-wide property level protection programme:
    - in Phase 1 30 properties in Top Valley have been protected through flood resistant front and patio doors (tested to 600mm depth of water), smart air bricks and non-return valves. These have been fully paid for by the Department for Environment, Food and Rural Affairs (Defra), but are now the responsibility of the owners;
    - the second phase is currently in procurement and construction is likely in April/May 2017;
    - both phases include the treatment of all properties that flooded in 2013 and, although gardens may still flood, the houses should remain dry;
    - garages won't be protected unless they are integral with living accommodation;
  - Woolsington Close, Strelley:
    - the introduction of a surface water management scheme which routes water away from the properties into open space in Broxtowe Country Park;

- an earth bund has been created across green open space, kerb levels have been raised, and other areas of open space have been lowered to store flood water;
  - the properties are protected up to a 1 in 75 standard;
  - the 2016/17 programme of works:
    - Phase 2 of the property level resilience work;
    - a potential scheme at Colmon Close, Top Valley;
    - a joint surface water management scheme with Severn Trent Water in Mapperley Park;
  - future years:
    - there is a 6 year flood defence programme managed by the Environment Agency on behalf of Defra;
    - the Environment Agency are leading on the Day Brook flood alleviation scheme;
    - there is potential European Regional Development Fund (ERDF) money for environmental improvements, including flood risk reduction benefits, in the Day Brook catchment , and on the River Leen at Bobbers Mill;
  - longer term schemes (beyond 2021):
    - Broxtowe Park Brook capital maintenance;
    - Tottle Brook flood alleviation scheme;
    - River Leen, Bobbers Mills, flood alleviation scheme;
- (e) it is a legislative requirement to review progress against the LFRMS action plan, and this is done on a regular basis.

In response to questions from the Committee, Chris Capewell, Paul Lockhart, and Adam Boucher provided the following additional information:

- (f) flood defence grant and aid money is provided by central government. There is a partnership funding system in place for all schemes, and each authority pays a local levy which is also used for schemes;
- (g) all flood risk is rated. The intention is for flood alleviation schemes to be built to a 1 in 100 year standard, but this depends on affordability and effectiveness. Where it isn't possible to achieve a 1 in 100 year standard, effort is made to achieve a 1 in 75 year standard as properties are considered high risk for insurance purposes if this isn't achievable;
- (h) modelling work is being done on Tottle Brook to establish the causes of flooding. Once this has been completed solutions will be investigated;
- (i) natural remedies are favoured, such as storage ponds, meanders, etc;
- (j) summer 2018 will be the earliest for improvements in Mapperley Park, as the scheme is currently at stage 1 of modelling;
- (k) the flood team within the Council try to comment on all planning applications, but are only a statutory consultee on major applications. Changes in surfaces have an impact on flooding and the team try to highlight this on all

developments. Many citizens aren't aware that they require planning permission to pave over their lawn due to the impact it has on flooding.

Paul Lockhart presented the Committee with the following information:

- (l) a national flood resilience review has been undertaken in response to the record breaking rainfall in December 2015;
- (m) during the winter flood events from storms Desmond, Eva and Frank, the river level gauges with the highest level recorded represented over 10% of the national gauge network, and covered the whole of the north of England;
- (n) over 340mm rainfall was recorded during the flooding, and anything over 30mm in Nottingham would cause concern. New flood defences were built in Nottingham between 2009 and 2012, but the City is still vulnerable to large floods. The City has a low probability for flooding, but it would have a high impact and could result in the evacuation of of 16,000 properties (over 50,000 people);
- (o) the national flood resilience review is being carried out by a ministerial group and covers modelling weather and floods, locally significant infrastructure, incident response, and future investment;
- (p) in relation to modelling weather and floods:
  - case studies have been used and validated by the Scientific Advisory Group to show flooding within an Extreme Flood Outline (EFO);
  - recommendations have been made to develop new approaches to communicate the scale and likelihood of severe flooding;
- (q) in relation to locally significant infrastructure:
  - work is being done to map energy, water, telecoms, health and transport infrastructure assets within the EFO;
  - the standards of flood protection and resilience are being assessed, including the potential for using temporary barriers;
  - voluntary agreements with water, telecoms, and electricity companies are being sought;
- (r) in relation to future investment in core cities:
  - Liverpool, Manchester and Newcastle meet or exceed London's standard of protection from rivers and sea;
  - some further investment is needed in Birmingham, Bristol, Leeds, Nottingham and Sheffield;
  - the advisory group will identify innovative and self-funding solutions;
- (s) in relation to incident response:
  - proactive steps have been taken to improve incident response to complement the national flood risk review:
    - signing a memorandum of understanding with the Ministry of Defence to enable fast and effective deployment;
    - an increase in the amount of temporary defence assets available to deploy around the country;

- further development of incident response procedures to make it easier to send resources to where they're most needed;
  - improvements will continue to be made, but some will be dependent on money being available;
- (t) the next steps include:
- the ministerial group will continue to oversee implementation;
  - work on a longer term strategy has begun, which will be informed by the review.

In response to questions from the Committee, Chris Capewell, Paul Lockhart, and Adam Boucher provided the following additional information:

- (u) dredging works in deeper water, but is less effective in shallower levels so wouldn't be effective in Nottingham;
- (v) the city has a lot of older drainage systems which are replaced or rehabilitated when the structural integrity is compromised. The network is monitored to ensure that works are timed correctly and cause minimal disruption;
- (w) there is a programme of inspection for fast food takeaways to ensure that they are disposing of fat, etc correctly, as blockages cause major problems in the drainage network;
- (x) hydraulic flooding schemes are used to strengthen the network to increase its capability during heavy rain;
- (y) there is a programme of scheduled work for the sewage system;
- (z) if properties are still at risk of flooding once work to the area has been completed, they are offered property level protection too;
- (aa) communities need to be proactive in ensuring that flood risk is minimised by moving parked cars so that gulleys can be cleared, etc.

**RESOLVED to**

- (1) thank Chris Capewell, Paul Lockhart and Adam Boucher for their attendance;**
- (2) recommend that the Planning Committee consider how to increase awareness of flood risk in planning applications.**

**36 WORK PROGRAMME**

Laura Wilson, Senior Governance Officer introduced the report setting out the programme of activity for this Committee and the Overview and Scrutiny Review Panels for 2016/17.

**RESOLVED to agree the work programme for the Overview and Scrutiny Committee and Review Panels for 2016/17.**

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**NOTTINGHAM CITY COUNCIL**

**OVERVIEW AND SCRUTINY - CALL IN PANEL**

**MINUTES of the meeting held at Ground Floor Committee Room - Loxley House, Station Street, Nottingham, NG2 3NG on 7 December 2016 from 12.04 - 13.13**

**Membership**

Present

Councillor Georgina Culley (substitute for  
Councillor Andrew Rule)  
Councillor Patience Uloma Ifediora  
Councillor Glyn Jenkins  
Councillor Sue Johnson  
Councillor Brian Parbutt (Chair)  
Councillor Anne Peach

Absent

Councillor Azad Choudhry  
Councillor Gul Nawaz Khan  
Councillor Neghat Khan

**Colleagues, partners and others in attendance:**

Councillor Jim Armstrong - Call-in signatory  
David Bishop - Deputy Chief Executive/Corporate Director for  
Development and Growth  
Callum Bruce - Political Assistant to the Conservative Group  
Councillor Jon Collins - Leader of the Council/Portfolio Holder for Strategic  
Regeneration  
Nigel Hawkins - Head of Culture and Libraries  
Rav Kalsi - Senior Governance Officer  
Rachel Mottram - Executive Officer  
Councillor Andrew Rule - Call-in signatory  
Councillor Dave Trimble - Portfolio Holder for Leisure and Culture  
Rebecca Wilson - Executive Officer  
Laura Wilson - Senior Governance Officer  
Adam Volz - Interim Political Assistant to the Labour Group

**10 APOLOGIES FOR ABSENCE**

Councillor Azad Choudhry – personal  
Councillor Neghat Khan – other Council business

**11 DECLARATIONS OF INTERESTS**

None.

**12 CONFIRMATION OF VALIDITY OF CALL-IN REQUEST RELATING  
DELEGATED DECISION 2649 - APPROVAL OF THE DISPOSAL OF THE  
ANGEL ROW SITE.**

Councillor Brian Parbutt (Chair) explained the procedure for the hearing to the attendees. He outlined the reasons for the call-in and requested the Panel to confirm its validity.

**RESOLVED to confirm the call-in request as valid on the following grounds:**

**(1) Inadequate consultation relating to the decision:**

**There has been insufficient consultation with library users, local interest groups and given the library is used by residents on a city wide basis councillors as a whole;**

**(2) Relevant information not considered:**

**Plans have not yet been finalised for either an interim service whilst the redevelopment is in progress and there is insufficient information available for whether a replacement site will be included in the redeveloped site or what contingency is in place if the provision in the redeveloped site is unsuitable.**

**There is no plan finalised for the clearing and storage of the archive records at the library. There needs to be a proper containment plan in place to ensure they are not lost as part of the site's redevelopment. This should be finalised before the current occupancy of the building ceases following any sale of the building;**

**(3) Justification for the decision open to challenge on the basis of evidence considered:**

**The documentation accompanying the decision does not consider or analyse the impact of alternative/ existing Grade A commercial property on the projections for occupancy of the developed site.**

**The forecasts included do not provide explanation for where any shortfall will be met in the event that letting targets for the redeveloped site are not met.**

**13 CONSIDERATION OF CALL-IN REQUEST**

Following the report of the Corporate Director for Strategy and Resources, the Committee was asked to:

- consider the information provided in relation to Delegated Decision 2649 'Approval of the disposal of the Angel Row site' and the reasons given for requesting a call-in of that decision and use that information to inform questioning and discussion;
- focus on the reasons for the call-in as given in the call-in request form, and based on the evidence from the Leader, his supporting colleague(s), and the councillors who requested the call-in decide to either:
  - i) require that the decision is reconsidered, and make recommendation(s) as to what should be taken into consideration; or

- ii) agree that the decision does not need to be reconsidered and can be implemented.

Councillor Jon Collins presented the Panel with the following information in relation to the reasons for taking the decision:

- (a) Creating a development plan for a new Central Library was an election pledge which now forms part of the Council Plan and was adopted by Council in November 2015. The delegated decision is the first stage in exploring how to achieve this;
- (b) The decision approves the disposal of the site in principle, subject to agreeing the heads of terms to enter into a 12 month pre-contract period. During this period, the Council will explore how best to deliver a new Central Library on the current site and only if the Council is satisfied, will the decision lead to a binding agreement;
- (c) The Central Library site is an important facility but is in need of investment in order to provide a high quality library in Nottingham. Nottingham does not have the resources places like Birmingham have to invest in a new library so working with a developer is a way of attracting substantial investment into the site;
- (d) Nottingham is unable to attract inward investment across the city owing to a lack of grade A office space. There have been a number of enquiries from investors in the past but Nottingham has lost out as businesses look elsewhere for quality office space;
- (e) This decision provides a good opportunity for the Council to work in partnership with a developer on an attractive site as well as generating £3 million for the Council;
- (f) The Council has already had initial discussions with the developer around the principles of providing library space as part of the development but there are no detailed designs to share at this stage. The 12 month pre-contract phase will provide time to establish satisfactory proposals on how best to deliver a quality central library. The Council has a history of investing in libraries across the city and many libraries have been consolidated into joint service centres.

Councillor Andrew Rule and Councillor Jim Armstrong (Call-in signatories), responded with the following information:

- (g) There has been a lack of consultation around the decision to dispose of the site on Angel Row. The only opportunity members of the public have had to review the decision has been since the decision was published on 10 November 2016. There has been no opportunity for interested groups or individuals to feed into the decision making process;
- (h) Central Library is accessed by users across all wards of the city and an opportunity to consult with all city councillors has been missed;

- (i) There appears to have been little thought to an interim library provision in the city. By pursuing a developer-led approach, there is a fear that the Council will miss its opportunity to feed into the process as there are no plans for what the new library might look like;
- (j) Should the redeveloped Angel Row site be deemed unsuitable for a library, there appears to be little regard for what a replacement site would be or upon what criteria it would be judged;
- (k) Central Library houses archived material and a plan should be established prior to any agreement with a developer to ensure that these records are appropriately catalogued and stored to ensure that they are not lost or damaged as part of the redevelopment.

Councillor Jon Collins raised the following in response to the points raised:

- (l) Council officer time and capacity is limited so their efforts at this stage are best placed negotiating with the developer. At the end of the 12 month pre-contract period, if the Council are not satisfied with the proposals the deal will not go ahead;
- (m) Consultation will take place once the Council and the developer have established the detailed design proposals. As the local planning authority, the Planning Committee will also review any detailed application for design work on the site;
- (n) The Council has to manage substantial amount of cuts in its budget and does not have the capital to invest millions into a new central library. The approach detailed in Delegated Decision 2649 will secure grade A office space in Nottingham as well as a new fit for purpose central library facility. If, after consultation, the proposals are not supported, then Nottingham will not get that investment into the site or a new Central Library facility;
- (o) The Council has a track record of investing in libraries in Nottingham, for example, in Bulwell, St Ann's and Strelley. Nottingham continues to do this, despite other local authorities closing their library stock;
- (p) There are no current plans for the interim period but the 12 month pre-contract period will provide an opportunity to consider those proposals in more detail.

Following questions from Panel members, the following points were raised:

- (q) This decision provides an opportunity to attract inward investment into the city whilst providing a new library site. This formed part of the adopted Council policy and the Council is committed to realising this;
- (r) The 12 month pre-contract period will allow time for consultation to take place with the people of Nottingham. The Council will then take another decision on whether to proceed.

**14 EXCLUSION OF THE PUBLIC**

The Panel decided to exclude the public from the meeting during consideration of the next agenda item in accordance with Section 100A(4) of the Local Government Act 1972 on the basis that, having regard to all the circumstances, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

**15 CONFIRMATION OF VALIDITY OF CALL IN REQUEST RELATING TO DELEGATED DECISION 2649 - APPROVAL OF THE DISPOSAL OF THE ANGEL ROW SITE - EXEMPT APPENDICES**

The Panel considered the exempt appendix to the report of the Corporate Director for Strategy and Resources and noted its content.

The Panel then concluded that there were no further reasons for excluding the public from the meeting and invited members of the public back for its deliberations and decision.

**16 CONSIDERATION OF CALL-IN REQUEST**

**RESOLVED to agree that delegated decision 2649 - 'Approval of the disposal of the Angel Row site' does not need to be reconsidered and can be implemented for the following reason:**

- **Delegated decision 2649 approves the disposal of the Angel Row site in principle, subject to agreeing the heads of terms to enter into a 12 month pre-contract period. During this period, the Council will explore how best to deliver a new central library on the current site and carry out consultation with affected parties, which is reasonable in the circumstances.**

Councillor Georgina Culley requested that her vote against the resolution be recorded.

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| <b>OVERVIEW AND SCRUTINY COMMITTEE</b>   |
| <b>4 JANUARY 2017</b>  |
| <b>DISCUSSION WITH THE PORTFOLIO HOLDER FOR EARLY INTERVENTION AND EARLY YEARS</b> |
| <b>REPORT OF THE CORPORATE DIRECTOR FOR STRATEGY AND RESOURCES</b>                 |

**1 Purpose**

- 1.1 An opportunity to hear from the Portfolio Holder for Early Intervention and Early Years on his key priorities, objectives in 2016/17 and current challenges.

**2 Action required**

- 2.1 The Committee is asked to use the information received at the meeting from Councillor David Mellen, Portfolio Holder for Early Intervention and Early Years, to inform questioning.

**3 Background information**

- 3.1 On 9 November 2015, the Council Plan was formally approved by Full Council and this will guide the Council's services and approach to support the delivery of its key priorities for the city over the next four years to 2019.
- 3.2 Each Portfolio Holder has been consulted on the deliverables in their area and the Portfolio Holder for Early Intervention and Early Years will attend the Committee to outline his overall vision for his executive portfolio.
- 3.3 In the Council Plan 2015-19, Councillor David Mellen identified the following:
- aims over the next 4 years:
    - to give all Nottingham's children the best start in life;
    - enable Nottingham's children and young people to thrive by providing opportunities to utilise their energy and enthusiasm;
  - key things that will be done:
    - ensure that in the evening and at weekends, as well as during school holidays, there are a range of positive activities for children and young people to enjoy in every part of the City;
    - promote the Dolly Parton Imagination Library scheme so that every child under 5 in Nottingham receives a free book monthly;

- work with the parents of 4,500 children to create new services for babies and toddlers in the Big Lottery funded Small Steps Big Changes programme.

3.4 Since 2011, the portfolio has achieved the following:

- offered support and facilities for young people by developing a central youth centre open 7 days a week, and improving 3 other neighbourhood centres;
- reduced the number of young people committing crime by 39% between 2011 and 2015;
- worked with partners to secure £45m of Big Lottery funding for the Small Steps Big Changes programme to improve the lives of 0-3 year olds.

#### **4 List of attached information**

4.1 Children, Early Intervention and Early Years – Council Plan 2015-2019

#### **5 Background papers, other than published works or those disclosing exempt or confidential information**

5.1 None.

#### **6 Published documents referred to in compiling this report**

6.1 None.

#### **7 Wards affected**

7.1 All.

#### **8 Contact information**

8.1 Laura Wilson  
Senior Governance Officer  
0115 8764301  
[laura.wilson@nottinghamcity.gov.uk](mailto:laura.wilson@nottinghamcity.gov.uk)



# Children, Early Intervention and Early Years




Portfolio Holder  
Councillor David Mellen



## What we want to achieve over the next 4 years:

- To give all Nottingham's children the best start in life
- Enable Nottingham's children and young people to thrive by providing opportunities to utilise their energy and enthusiasm

## The key things that we will do:

- Ensure that in the evening and at weekends as well as during school holidays there are a range of positive activities for children and young people to enjoy in every part of the City 
- Promote the 'Dolly Parton Imagination Library' scheme so that every child under 5 in Nottingham receives a free book monthly
- Work with the parents of 4,500 children to create new services for babies and toddlers in the Big Lottery funded 'Small Steps, Big Changes' programme



## Our track record so far...

### 2007-2011

- ▶ Expanded our Children's Centre network to 18, providing more parents and children with access to vital facilities and services
- ▶ Provided vital support to our top 50 anti-social families, improving behaviour and opportunities
- ▶ Developed a package of early intervention measures to help parents improve their children's health and education and tackle anti-social behaviour, truancy and drug use

### 2011-2015

- ▶ Offered support and facilities for young people by developing a central youth centre open 7 days a week and improving 3 other neighbourhood centres
- ▶ Reduced the number of young people committing crime by 39% between 2011 and 2015
- ▶ Worked with partners to secure £45m of Big Lottery funding for the 'Small Steps, Big Change' programme to improve the lives of 0-3 year olds

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| <b>OVERVIEW AND SCRUTINY COMMITTEE</b>                             |
| <b>7 DECEMBER 2016</b>   |
| <b>TOURISM IN NOTTINGHAM</b>                                       |
| <b>REPORT OF THE CORPORATE DIRECTOR FOR STRATEGY AND RESOURCES</b> |

**1. Purpose**

To gather information on the establishment of the new Place Marketing Organisation (PMO) for Nottingham and Nottinghamshire, Marketing Nottingham and Nottinghamshire, and the impact it could have on tourism in the city.

**2. Action required**

The Committee is asked to gather information on the potential impact of Marketing Nottingham and Nottinghamshire on tourism in the city and consider its progress so far, its objectives and any areas for future scrutiny.

**3. Background**

- 3.1 Historically, Nottingham and Nottinghamshire were marketed separately as destinations for inward investment and visitors. The marketing was delivered by Invest in Nottingham and Experience Nottinghamshire.
- 3.2 In April 2014 Nottingham City and Nottinghamshire County Councils proposed to integrate the inward investment and visitor economy marketing functions within a single organisation, creating a single centre of place marketing expertise to boost the effective marketing of the reputation and economic benefits.
- 3.3 Marketing Nottingham and Nottinghamshire Ltd (MNN) was established in April 2016, through the remodelling of Experience Nottinghamshire, and has undergone a period of organisational transformation to enable it to evolve into a fully integrated PMO for Nottingham and Nottinghamshire which includes:
- Invest in Nottingham (a former Nottingham City Council team);
  - Experience Nottinghamshire; and
  - Nottingham Means Business.
- 3.5 The combined teams have been co-located since November 2016 and are planning how to take the PMO forward to achieve its objectives. This is an opportune time for the Committee to gather information and ascertain whether there are any future scrutiny possibilities.
- 3.6 Robert Dixon, Head of Business Growth and International Strategy, Nottingham City Council, and Brendan Moffett, Chief Executive of the PMO, have been invited to attend the meeting.

4. **List of attached information**

Appendix 1 – briefing note from Robert Dixon, Head of Business Growth and International Strategy.

5. **Background papers, other than published works or those disclosing exempt or confidential information**

None.

6. **Published documents referred to in compiling this report**

None.

7. **Wards affected**

City-wide

8. **Contact information**

Laura Wilson  
Senior Governance Officer  
Tel: 0115 8764301  
Email: [laura.wilson@nottinghamcity.gov.uk](mailto:laura.wilson@nottinghamcity.gov.uk)

## Marketing Nottingham and Nottinghamshire – The New Place Marketing Organisation

Briefing for Overview and Scrutiny Committee – Nottingham City Council

### Organisation

Marketing Nottingham and Nottinghamshire (MN&N) is the newly created place marketing organisation for Nottingham and Nottinghamshire.

It combined the 3 previous functions of

- Invest in Nottingham -the inward investment focused team, previously based in the city council and based at Loxley House.
- Experience Nottinghamshire – the visitor economy team that has delivered visitor economy and tourism support for the city and county
- Nottingham Means Business – a business network group focused on the city.

The new organisation became effective 1<sup>st</sup> April 2016, with the TUPE transfer of the Invest in Nottingham team, who are now co-located with the other teams in Gothic House, Barker Gate – in the city centre near the ice arena. Nottingham City Council staff at Tourist Information Centre also TUPE'd across.

Nottingham City Council is a key funder of MN&N (£690k per annum) and has a service level agreement (SLA) with MN&N. The SLA is managed by Head of Business Growth and International. Portfolio for Jobs and Growth is a Board member of MN&N.

### The SLA has key objectives:

- Economic Growth: help to bring in new inward investment, increase visitor spending, attract major events and conferences and attract and retain talent
- Compelling Offer: establish a fresh narrative for Nottingham and Nottinghamshire and what it stands for – championed by local stakeholders including the business community
- Place Marketing Centre of Excellence: build the capability of the new organisation to be integrated, trusted, highly professional local centre of excellence, capable of supporting the needs of local partners.

### And Key Performance Indicators:

- Business Investment – generating an incremental 1000 jobs delivered by 30 inward investment projects
- Visitor Economy – grow the visitor spend by 4.5%. Secure return on investment of 20% on marketing campaigns
- Events and Conferences – delivered 55 events with a total value of £650k.

### Progress so far

1. New CEO recruited full time since 1<sup>st</sup> November
2. Teams integrated from 1<sup>st</sup> April. Co-located since November 2016
3. New narrative commissioned. Plan is for roll out in early 2017
4. Business investment on track in terms of incremental jobs and projects
5. Events and Conferences – target already met. Very successful year so far

Robert Dixon/Head of Business Growth and International Strategy/19<sup>th</sup> December 2016

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| <b>OVERVIEW AND SCRUTINY COMMITTEE</b>                             |
| <b>4 JANUARY 2017</b>  |
| <b>WORK PROGRAMME 2016/17</b>                                      |
| <b>REPORT OF THE CORPORATE DIRECTOR FOR STRATEGY AND RESOURCES</b> |

**1. Purpose**

To consider and set the overall programme and timetable for scrutiny activity for the forthcoming year.

**2. Action required**

The Committee is asked to

- 2.1 note the items scheduled on the work programme for the Overview and Scrutiny Committee and Scrutiny Review Panels for 2016/17.

**3. Background information**

- 3.1 One of the main roles of the Overview and Scrutiny Committee is setting, managing and co-ordinating the overall programme of scrutiny work.

This includes:

- mapping out an initial programme for scrutiny at the start of the municipal year
- monitoring progress against the programme throughout the year, and making amendments as required
- evaluating the impact of scrutiny activity and using lessons learnt to inform future decisions about scrutiny activity.

- 3.4 In setting the programme for scrutiny activity, the Committee should aim for an outcome-focused work programme that has clear priorities and is matched against the resources available to deliver the programme. It is intended to hold fewer, but more in depth reviews which will enable panels to explore and challenge more.

Commissioning scrutiny reviews

- 3.5 Delivery of the programme will primarily be through the commissioning of time-limited (2 to 3 meetings maximum) review panels to carry out reviews into specific, focused topics. All reviews must have the potential to make a positive impact on improving the wellbeing of local communities and people who live and/or work in Nottingham; and to ensure resources are used to their full potential, reviews must have a clear and tight focus and be set a realistic but challenging timetable for their completion.

- 3.6 In setting the programme of scrutiny reviews, it is important that the programme has flexibility to incorporate unplanned scrutiny work

requested in-year. However, the Committee will only be able to schedule unplanned work after it has reassessed priorities across the scrutiny programme and considered the impact on existing reviews of the diversion of resources. When the Committee monitors the overall programme for scrutiny at each meeting there will be opportunity to do this.

- 3.7 The Committee held a workshop session in March 2016 and identified a number of areas for consideration during 2016/17. These topics have been identified and are listed in Appendix 1 to this report.
- 3.8 When establishing a review panel, the Committee needs to decide on:
- a clear and tight remit for the review
  - a timescale within which the review should be carried out
  - size of review panel, including whether any co-opted members should be involved
  - chair of the review panel (to be appointed from the pool of five scrutiny chairs)
- and should have regard to the need over the year to engage as many councillors as possible in the scrutiny process.

#### Policy briefings

- 3.9 Through the process of developing the programme for scrutiny, the Committee may identify issues which call for a policy briefing. The purpose of these briefings is to inform councillors about a current key issue or to prepare councillors for review work that has been commissioned. These informal briefings will not be occasions for scrutiny to be carried out, although they may result in a suggestion for a new scrutiny topic, which would need to be considered by this Committee against the current programme for scrutiny and available resource.
- 3.10 Policy briefings will not form part of the Overview and Scrutiny Committee's agenda but will be held separately and be open to all councillors to attend.

#### Monitoring programme for scrutiny

- 3.11 On an ongoing basis the Committee will be responsible for managing and co-ordinating the programme for scrutiny and assessing the impact of scrutiny activity. At all future meetings the Committee will monitor the progress of the programme, making amendments as appropriate.

### **4. List of attached information**

- 4.1 The following information can be found in the appendices to this report:

Appendix 1 - feasibility criteria for topics

Appendix 2 - long list of main scrutiny topics

Appendix 3 - long-list of potential future OSC/SRP topics



5. **Background papers, other than published works or those disclosing exempt or confidential information**

5.1 None

6. **Published documents referred to in compiling this report**

6.1 None

7. **Wards affected**

7.1 Citywide

8. **Contact information**

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## Appendix 1

### Feasibility Criteria

|  |  |   |
|--|--|---|
| <b>Decision making and being a critical friend</b> | <b>Is it a topic/key decision which requires consultation with Overview and Scrutiny <u>prior</u> to the decision being taken.</b>   | Yes – include.<br>No – apply other criteria and consider removing   |
| <b>Public Interest and relevance</b>               | <b>Is the topic still relevant in terms of it still being an issue for citizens, partners or the council in terms of performance, delivery or cancellation of services?</b>  | Yes – apply other criteria and consider inclusion<br>No – apply other criteria and consider removing                          |
| <b>Ability to change or influence</b>              | <b>Can the Committee actively influence the council or its partners to accept recommendations and ensure positive outcomes for citizens and therefore be able to demonstrate the value and impact that scrutiny can have?</b>  | Yes – apply other criteria and consider inclusion<br>No – apply other criteria and consider removing                          |
| <b>Range and scope of impact</b>                   | <b>Is this a large topic area impacting on significant areas of the population and the council’s partners <u>or significant impact on minority groups</u>.<br/><br/>Is there interest from partners and colleagues to undertake and support this review and will it be beneficial?</b> | Yes – apply other criteria and consider inclusion<br>No – apply other criteria and consider removing                          |
| <b>Avoidance of duplication of effort</b>          | <b>Is this topic area very similar to one already being scrutinised in another arena or has it already been investigated in the recent past?</b>   | Yes – consider involvement in the existing activity or consider removing<br>No – apply other criteria and consider inclusion. |

Work Programme 2016/17

|                 |  |
|-----------------|--|
| 8 February 2017 | <ul style="list-style-type: none"> <li>• <b>Housing and the Private Rented Sector in Nottingham</b><br/><br/>(Housing)</li> <li>• <b>Discussion with Portfolio Holder for Schools</b><br/>To consider an update from the Portfolio Holder on his Council plans, priorities and challenges<br/>(Councillor Sam Webster)</li> <li>• <b>Work Programme</b><br/>To agree a draft work programme for 2016/17</li> </ul> |
| 8 March 2017    | <ul style="list-style-type: none"> <li>• <b>Cycling Strategy in Nottingham</b><br/><br/>(Transport colleagues)</li> <li>• <b>Work Programme</b><br/>To agree a draft work programme for 2016/17</li> </ul>   |
| 5 April 2017    | <ul style="list-style-type: none"> <li>• <del><b>Discussion with Portfolio Holder for Planning and Housing</b></del><br/>To consider an update from the Portfolio Holder on her Council plans, priorities and challenges<br/>(Councillor Jane Urquhart)</li> <li>• <b>Work Programme Session</b><br/>To agree a draft work programme for 2017/18</li> </ul>  |



Scrutiny Review Topics 2016/17

|   | <b>Topic</b>  | <b>Comments</b>  |
|---|---|--|
| 1 | <b>Graduate retention and recruitment in Nottingham</b> – a review to look more closely at what work is taking place to improve and encourage graduates to remain in the city.            | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Azad Choudhry to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul> |
| 2 | <b>Impact of Welfare Reform in Nottingham</b> – What is the impact of the Welfare Reforms introduced in April 2013 on citizens and services in Nottingham.                                | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Glyn Jenkins to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul>  |
| 3 | <b>Fracking in Nottingham and Nottinghamshire</b> – a review to look closely at the impact of fracking in Nottingham and neighbouring authorities.  | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Brian Parbutt to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul> |
| 4 | <b>Effectiveness of Nottingham City Council's consultation process</b>  | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Glyn Jenkins to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul>  |
| 5 | <b>Parking enforcement in Nottingham</b>  | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Azad Choudhry to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul> |
| 6 | <b>Housing regeneration in Nottingham</b> – Nottingham City Council aims to build 2,500 new houses that Nottingham people can afford to rent or buy. Is that a deliverable target?        | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Sue Johnson to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul>   |
| 7 | <b>Cycling in Nottingham</b> – Nottingham City Council has an ambitious vision for a cycle city and recently secured £6.1m to kick start an overhaul of the Council's cycling facilities. | <p><b>Status – to be scheduled</b></p> <ul style="list-style-type: none"> <li>• Councillor Glyn Jenkins to chair the Panel.</li> <li>• Scope needs to be finalised with chair and submitted for approval to OSC.</li> </ul>  |

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