



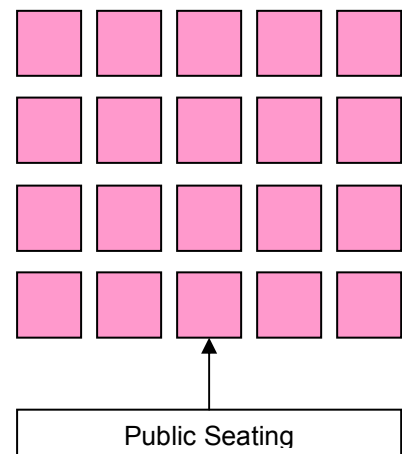
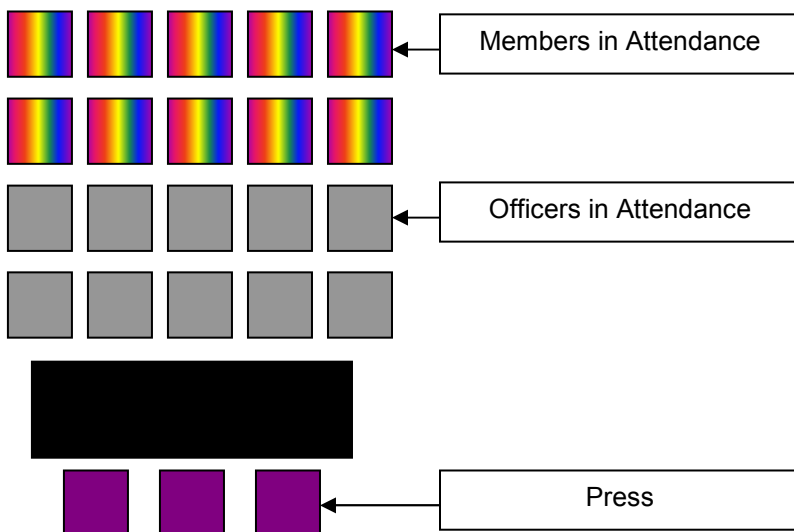
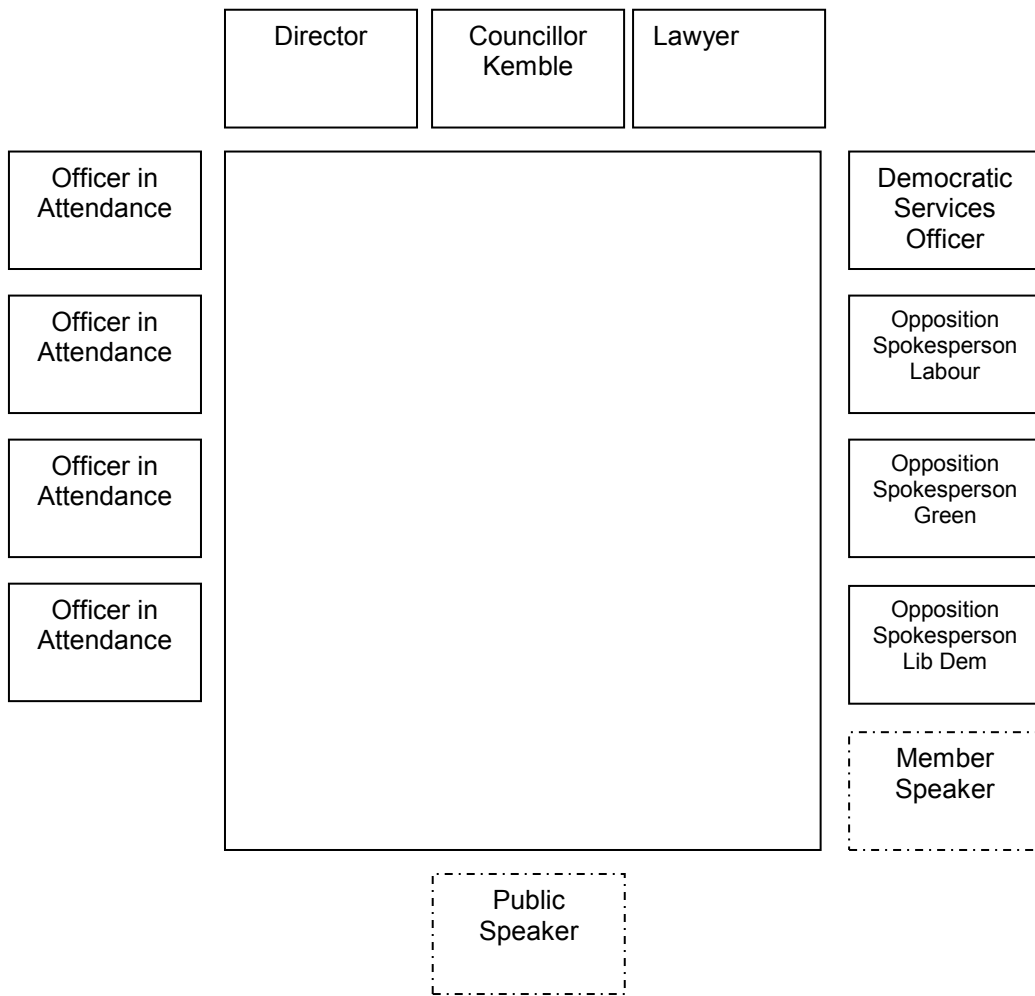
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Enterprise, Employment & Major Projects Cabinet Member Meeting
Date:	8 December 2009
Time:	5.00pm or at the conclusion of the Culture Recreation & Tourism CMM, plus 15 minutes break (will not meet earlier than 5.00pm)
Venue	Committee Room 3, Hove Town Hall
Members:	Councillor: Kemble (Cabinet Member)
Contact:	Caroline De Marco Democratic Services Officer 01273 291063 caroline.demarco@brighton-hove.gov.uk

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Democratic Services: Meeting Layout



AGENDA

23. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

A list and description of the exempt categories is available for public inspection at Brighton and Hove Town Halls.

24. MINUTES OF THE PREVIOUS MEETING

1 - 6

Minutes of the Meeting held on 15 September 2009 (copy attached).

25. CABINET MEMBER'S COMMUNICATIONS

26. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokespersons
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.

27. PETITIONS

No petitions have been received by the date of publication.

28. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 1 December 2009)

ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

No public questions have been received by the date of publication.

29. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 1 December 2009)

No deputations have been received by the date of publication.

30. LETTERS FROM COUNCILLORS

No letters have been received.

31. WRITTEN QUESTIONS FROM COUNCILLORS

7 - 8

Request for Update on i360 Project – Question from Councillor Davis (copy attached).

32. NOTICES OF MOTIONS

No Notices of Motion have been received by the date of publication.

33. BUSINESS RETENTION AND INWARD INVESTMENT STRATEGY

9 - 18

Report of Director of Culture & Enterprise (copy attached).

Contact Officer: Andy Glover

Tel: 01273 291093

Ward Affected: All Wards;

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

Agendas and minutes are published on the council's website www.brighton-hove.gov.uk. Agendas are available to view five working days prior to the meeting date.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Caroline De Marco, (01273 291063, email caroline.demarco@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk

Date of Publication - Monday, 30 November 2009

ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

Agenda Item 24

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

5.00pm 15 SEPTEMBER 2009

COMMITTEE ROOM 1, HOVE TOWN HALL

MINUTES

Present: Councillor Kemble (Cabinet Member)

Also in attendance: Councillor Randall (Opposition Spokesperson – Green)

Other Members present: Councillors Oxley

Apologies: Councillor Turton (Opposition Spokesperson – Labour)

PART ONE

11. PROCEDURAL BUSINESS

11a Declarations of Interests

11.1 There were none

11b Exclusion of Press and Public

11.2 In accordance with section 100A of the Local Government Act 1972 (“the Act), the Cabinet Member for Enterprise, Employment and Major Projects considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press and public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A (3) of the Act) or exempt information (as defined in section 100I(I) of the Act).

11.3 **RESOLVED** – that the press and public be not excluded from the meeting.

12. MINUTES OF THE PREVIOUS MEETING

12.1 **RESOLVED** – That the minutes held on 10 June 2009 be agreed and signed by the Cabinet Member.

13. CABINET MEMBER'S COMMUNICATIONS

Future Jobs Fund

- 13.1 The Cabinet Member reported that Brighton & Hove City Council had successfully led a bid for £2.3 million from the Futures Jobs Fund. This fund, announced in the chancellors budget speech, was to be used as part of the young peoples guarantee, to ensure that those aged between 18 – 24, who had been on Jobseekers Allowance for between 9 and 12 months, would have a real job opportunity, and that a generation is not overlooked during this current economic downturn.
- 13.2 350 jobs would be created across the public and third sector, as well as social enterprises that show community and/or green benefit, and would be provided alongside apprenticeships and other qualifications. The money would be used to pay for core salaries for 6 months, based on minimum wage and 25 hours per week. With over 30 partners on board, this would be a great opportunity for the young people, furthest from the labour market.

Economic Taskforce Update

- 13.3 The Cabinet Member reported that the city's Economy Task Force continued to meet to oversee progress on the package of recession relief measures that had been put in place. The press and media campaign Be Local Buy Local would run until Christmas and this phase was being run in partnership with the Argus. The programme of support workshops for local businesses would come to an end in October. The Economy Task Force was currently looking to shape the next phase of support for local businesses with a forward looking and positive programme of training, marketing and events initiatives.

Business Retention/Inward Investment Strategy (BRIL)

- 13.4 The Cabinet Member reported that following the approval of the first ever Business Retention and Inward Investment Strategy for the city, work had commenced in delivering some of the key actions for the first year.
- 13.5 A Board had been formed to act as the main delivery vehicle for the strategy with representatives from the city council, the economic partnership, SEEDA, the Universities and FE, the commercial agents all sitting on the Board. The Board had approved the 1st year action plan and officers were now working to deliver against these.
- 13.6 Some successes were already being seen, such as assisting a local firm achieve their relocation / expansion aims with a new premises in Woodingdean, a television production company was moving to Brighton from London and officers had been actively working with a number of other relocation and expansion enquiries that were still progressing.
- 13.7 Work was also underway to improve the quality and effectiveness of the commercial property database which tended to be the first port of call for businesses looking for commercial space in the city. This enhanced database was due to be launched in October of this year.

13.8 A number of events were being planned for this year and more information on these would be available soon.

14. ITEMS RESERVED FOR DISCUSSION

14.1 All items were reserved for discussion.

15. PETITIONS

Petition – Kingspan

15.1 The Cabinet Member considered the following petition presented at Council on 16 July 2009 by Councillor Marsh and signed by 78 people:

“We, the undersigned ask the Conservative administration of Brighton and Hove Council to:

- Actively seek an alternative site for Kingspan, so that they may reach their full commercial potential,
- Fully inform residents of any changes to Kingspan’s operating hours or any potential relocation,
- To recognise that increased operating hours would bring serious disruption to residents in Moulsecoomb.”

15.2 The Cabinet Member explained that a written response would be sent to Councillor Marsh.

15.3 **RESOLVED** – That the petition be noted.

16. PUBLIC QUESTIONS

16.1 There were none.

17. DEPUTATIONS

17.1 There were none.

18. LETTERS FROM COUNCILLORS

18.1 There were none.

19. WRITTEN QUESTIONS FROM COUNCILLORS

19.1 There were none.

20. NOTICES OF MOTIONS

20.1 There were none.

21. SOCIAL ENTERPRISE STRATEGY ACTION PLAN & EQUALITIES IMPACT ASSESSMENT (EIA)

- 21.1 The Cabinet Member considered a report of the Director of Culture & Enterprise which reported that the Action Plan and Equalities Impact Assessment (EIA) were developments from the Social Enterprise Strategy approved by the Enterprise Employment & Major Projects Cabinet Member Meeting on 16 September 2009. They completed the set of reports needed to start implementing a robust and inclusive city-wide social enterprise strategy (for copy see minutes book). Approval was requested for the action plan and EIA to enable implementation of the social enterprise strategy to proceed.
- 21.2 The Head of Communities Team confirmed that the council is now a member of a new European Social Enterprise Network.
- 21.3 The Cabinet Member and Councillor Randall considered the report to be good and comprehensive.
- 21.4 The Cabinet Member asked for an update report in six months
- 21.5 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendations.
- (1) That the Social Enterprise Strategy Action Plan be approved.
- (2) That the Social Enterprise Strategy EIA be approved.

22. SUPERMARKET IMPACT WORK

- 22.1 The Cabinet Member considered a report of the Director of Culture & Enterprise which recommended continued support to local independent retail businesses (for copy see minute book). The report was initiated as a result of a Notice of Motion to Council earlier this year by Councillor Brian Oxley, which raised the issue of the potential impact of a supermarket locating in the Portland Road area. The report took a wider look at this issue and summarised current research and information available on the impact of supermarkets and on retail statistics in Brighton and Hove.
- 22.2 Councillor Oxley attended the meeting and explained that earlier in the year there had been talk about the possibility of a major retailer moving to Portland Road. There had been concern in the area about the impact this would have on independent businesses. The report mentioned the competition supermarkets could bring to an area and also highlighted the key value of local shops. For example, local shops could create a sense of neighbourhood. Councillor Oxley stressed the need to get the right mix of businesses in areas. He explained that the Portland Road Traders Association had now been set up, and he considered that the recommendations in the report were the right ingredients to take forward.
- 22.3 Mr Gavin Beatty was invited to speak to the meeting. He explained that he would like to see the business sector spread to the far end of Portland Road and would like to see the

traders association more involved in the renewal of the road. Mr Beatty was pleased to report that two shops had recently opened in the road.

- 22.4 The Cabinet Member offered to attend a meeting of the Portland Road Traders Association. Mr Beatty was pleased to accept this offer and considered that further support from the Cabinet Member would be enormously helpful. It was agreed that Mr Beatty should write to him and suggest some dates.
- 22.5 The Head of Culture and Economy stressed the huge impact of retail sector and the need to support that sector.
- 22.6 Councillor Randall supported the recommendations in the report and stressed the need to cut down on food miles and support the local supply chain. He hoped the council could be sensible about rents for small businesses. The Cabinet Member endorsed this view and stressed that the council were being careful in renegotiating rents. Meanwhile there were initiatives such as Be Local Buy Local which would benefit traders in general. He thanked officers for their work on the report.
- 22.7 Councillor Oxley informed the Cabinet Member that the traders acknowledged the work carried out by the Head of Culture and Economy and the Economic Development Officer. He hoped it would inform other thinking and would affect other areas such as Preston Street.
- 22.8 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation.
- (1) That the council continue to support local independent retailers in terms of relevant policy development as part of the Local Development Framework and suite of supporting documents.
 - (2) That the council continue to fund support programmes for local retailers as part of the Recession Relief measures, expanding upon the Be Local Buy Local and Business Lifebelt programmes.

The meeting concluded at 5.34pm

Signed

Chair

Dated this

day of

**ENTERPRISE EMPLOYMENT
& MAJOR PROJECTS
CABINET MEMBER MEETING**

Agenda Item 31

Brighton & Hove City Council

**Enterprise, Employment & Major Projects Cabinet Member Meeting – 8
December 2009**

Written question from Councillor Davis

“Please can the Cabinet Member update us with developments on the i360 project?”

Councillor Melanie Davis

1 – Marketing and Communications

- 3.3 The BRIL has been launched to all the identified partners including the Economic Partnership, SEEDA, the city's commercial agents, Business Link and has also be launched on the council's web site.
- 3.4 A Welcome Pack has been prepared which is in the final stages of production which provides information to businesses that are already located in the city, businesses that are looking to move within the city and businesses considering Brighton & Hove as a business location. The Pack has been produced in such a way that it can be collated to meet the specific needs of the business enquiry.

2 – Investor Information

- 3.5 Research has been carried out to source the most appropriate database for information on investor information locally, regionally and nationally and after a series of tests of various databases, FDI Markets has been purchased and a member of the economic development team has been trained on how to use the database.

3 – Commercial Property

- 3.6 The current commercial property database which is managed by the economic development team in partnership with the commercial agents operating in the city has been reviewed and compared against comparator authorities. The provider of the database is currently making a number of significant changes the database in line with the findings of the review and this will include a more effective monitoring and reporting system behind the database which will enable officers to track commercial space movement in a more robust manner. These improvements currently being tested by the database provider and are due to be launched on the councils web site at the end of November.

4 - Inward Investment

- 3.7 An Inward Investment Board has been formed as an early action and the representation comprises from the city council, the Economic Partnership, SEEDA, the two universities, City College and the commercial agents. This Board oversees the work of the Officer Working group and acts as 'ambassadors' when required for inward investment enquiries or hosting business events.
- 3.8 Inward investment enquiries previously have been handled in a reactive manner and information collated and provided when an enquiry is received. A generic report about the city and its benefits as a business location has been prepared and commercial property information is included at the end of the report to meet the property search requirements.

- 3.9 A sector specific workshop has been held with national, regional and local partners with regards to the handling of inward investment focusing on the digital media sector.
- 3.10 A Proposition Offer document for Brighton & Hove will be produced early in the new year working with colleagues from the Inward Investment team at SEEDA which will be used to promote the city to all of SEEDA's overseas reps. This will enable Brighton & Hove to compete for international inward investment along side other locations in the region more effectively.

5 - Business Retention

- 3.11 The key sectors for growth in the city were identified in the main BRII Strategy and the original action plan identified that the city council would work closely with SEEDA and other sector support agencies to carry out a co-ordinated approach towards business retention. Currently SEEDA are undergoing a review of their programme of sector support with a shift in emphasis away from the area based approach towards a sector based approach. They have identified the key sectors for the region and the majority of these coincide with the identified sectors in Brighton & Hove. This new working practice at SEEDA will be in place and operational from April 2010.
- 3.12 At a local level, information is being gained on the key sectors and a programme of activities to work with the various sectors in the city is being planned.

6 – Research

- 3.13 The position of Research Officer has recently been appointed within the economic development team. This officer will be able to provide up to date information on all aspects of economic development to support the delivery of the main Strategy and assist businesses when a request for research information is made.

7 – Events

- 3.14 A number of events have been attended to promote the BRII including an Economic Partnership event at Queensbury House, The Commercial Agents Forum, the Brighton & Hove Estate Agents Association, Business Support Partner Workshop at the University of Brighton and the Brighton & Hove Business Show and a programme of activities for the remainder of the 1st year is being drawn up with partners.

Additional Information

- 3.15 During the first 6 months the economic development team has been directly involved in the handling of 18 business retention and inward investment enquiries ranging from businesses looking for space for 8 employees to businesses looking for space for 200 employees. To date these have resulted in one business relocation within the city and one inward investment into the city. A number of enquiries are still live and on-going.

4. CONSULTATION

- 4.1 The Action Plan was prepared by the Officer Working Group and the BRII Board were consulted with regards to the actions contained and approved this at their first Board meeting.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The Implementation Plan has identified a series of actions that are required to enable a more structured and proactive approach towards business retention and inward investment. For 2009/10 an allocation of £60,000 has been made from the LABGI grant, the amount available to support this work in 2010/11 will be considered by Cabinet once the LABGI grant for 2010/11 is announced.

*Finance Officer Consulted: Anne Silley, Head of Financial Services
Date: 12th November 2009*

Legal Implications:

- 5.2 The recommendations in this report are consistent with the council's economic development and well-being powers and duties and there are no adverse implications arising.

Lawyer Consulted: Carl Hearsom, Date: 12th November 2009

Equalities Implications:

- 5.3 The Strategy and Implementation Plan has not had an Equalities Impact Assessment completed at this time but one will be carried out in due course.

Sustainability Implications:

- 5.4 The Strategy and Implementation Plan fully supports sustainable development in the city.

Crime & Disorder Implications:

- 5.5 It is not considered that there are any direct implications for crime and disorder arising from the actions contained within.

Risk & Opportunity Management Implications:

- 5.6 A risk analysis has been prepared as part of the Implementation Plan identifying potential risks and mitigation measures.

Corporate / Citywide Implications:

- 5.7 The condition of the economy has a major impact on the city. The Strategy has considered the relevant policies, locally, regionally and nationally in reaching its conclusions in the Implementation Plan.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Not applicable in this instance

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The Business Retention and Inward Strategy and Implementation Plan will provide a structured and proactive approach to assisting local businesses and attracting new businesses to the city. The current economic climate makes this even more important and will provide the city with the tools to be able to compete for business growth.

SUPPORTING DOCUMENTATION

Appendices:

- 1. 1st year Action Plan

Documents in Members' Rooms

- 1. none

Background Documents

- 1. none

Business Retention and Inward Investment Strategy

1st Year Action Plan 2009/ 10

Key Task	Actions	Timescale			
		Q1 April – June	Q2 July - Sept	Q3 Oct- Dec	Q4 Jan - Mar
1 – Marketing and Communications					
	1 – Identify key partners current marketing and communications activities				
	2 – Identify key publications for inward investment activities locally, regionally and nationally				
	3 – Prepare Welcome Pack for Brighton & Hove including consultation on content with key partners.	Due for completion early December			
	4 – Launch BRII to commercial agents in the city	CAF June	BHEAE Sept		
	5 – Launch BRII on ED website	Launched May			
	6 – Prepare Inward Investment proforma for inward investment enquiries	Completed and used for II enquiries			
2 – Investor Information	1 – source relevant databases for information on investor information locally, regionally and nationally	Research carried out			
	2 – Purchase investor database and training	FDI markets purchased	1 officer trained		
	3 – Liaise with commercial agents to establish protocol for tracking investor movement in (and out) of the city	Met and being incorporated in CPD improvements			

	4 – establish business enquiry database to track level of enquiries being generated through the economic development team		Looking at various business enquiry databases to source most appropriate		
3 – Commercial Property	1 Review current commercial property database and look at other inward investment commercial databases currently operational locally and regionally	Reviewed and compared with comparator local authorities			
	2 – set up meeting with current provider to determine how the database can be updated	Met June			
	3 – look at how the reporting mechanisms can be improved to provide relevant information to support inward investment activities	Met June			
	4 – Update commercial property database in line with competitors information		Updates being tested		
	5 – Monitor and review quality of database				
4 - Inward Investment	1 – Launch BRII to inward investment partners	Launched on web site and distributed to partners			
	2 – Set up Inward Investment Board	Board established and met June			
	3 – same as 1.6 above				
	4 – set up ‘bank’ of support providers for inward investment visits				
	5 – Provide relevant information when requested to inward investment enquiries				
	6 – facilitate visits when requested for inward investment enquiries				
	7 – monitor and follow up on visits				

5 – Business Retention	1 – identify key sectors that require support				
	2 – Liaise with IDM from SEEDA for co-ordinated approach to business retention to ensure appropriate businesses / sectors are identified for support				
	3 – Establish appropriate level of officer / member involvement for business retention				
	4 – Develop a programme of Business Retention / aftercare visits to key businesses / sectors				
	4 – Revised – develop a programme of local business events to invite a wider attendance in partnership with the Brighton & Hove Business Forum / Economic Partnership to discuss issues around Business Retention and aftercare.				
	5 – Provide on going support from any issues raised through programme of visits				
6 – Research	1 – working with key stakeholders and commercial agents provide supported information to developers to assist in bringing forward business space to meet business needs				
	2 – provide appropriate research information when requested to meet business requirements		Research Officer appointed		
	3 – up date and monitor research information on web site				
7 – Events	1 – identify potential events taking place in the city where BRII would be appropriate to take to				
	2 – attend three events in the city promoting the BRII and its activities		EP event at Queensbury House BHEAA		

			September Business Support Workshop Sept		
8 – Monitoring and Reporting	1 – Define the roles and responsibilities for delivering the BRII				
	2 – Set up monitoring procedures for all activities associated with BRII activity				
	3 – Provide quarterly monitoring information based on the key tasks identified in the Action Plan				
	4- Reporting to City Council and Economic Partnership on 6 monthly basis				