



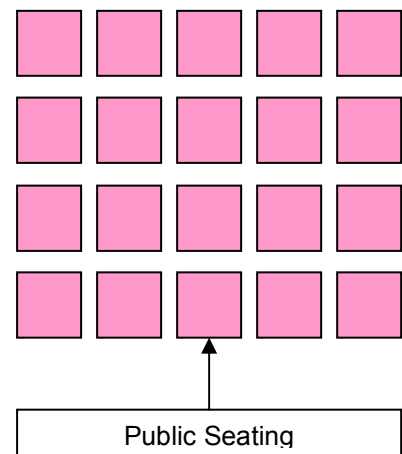
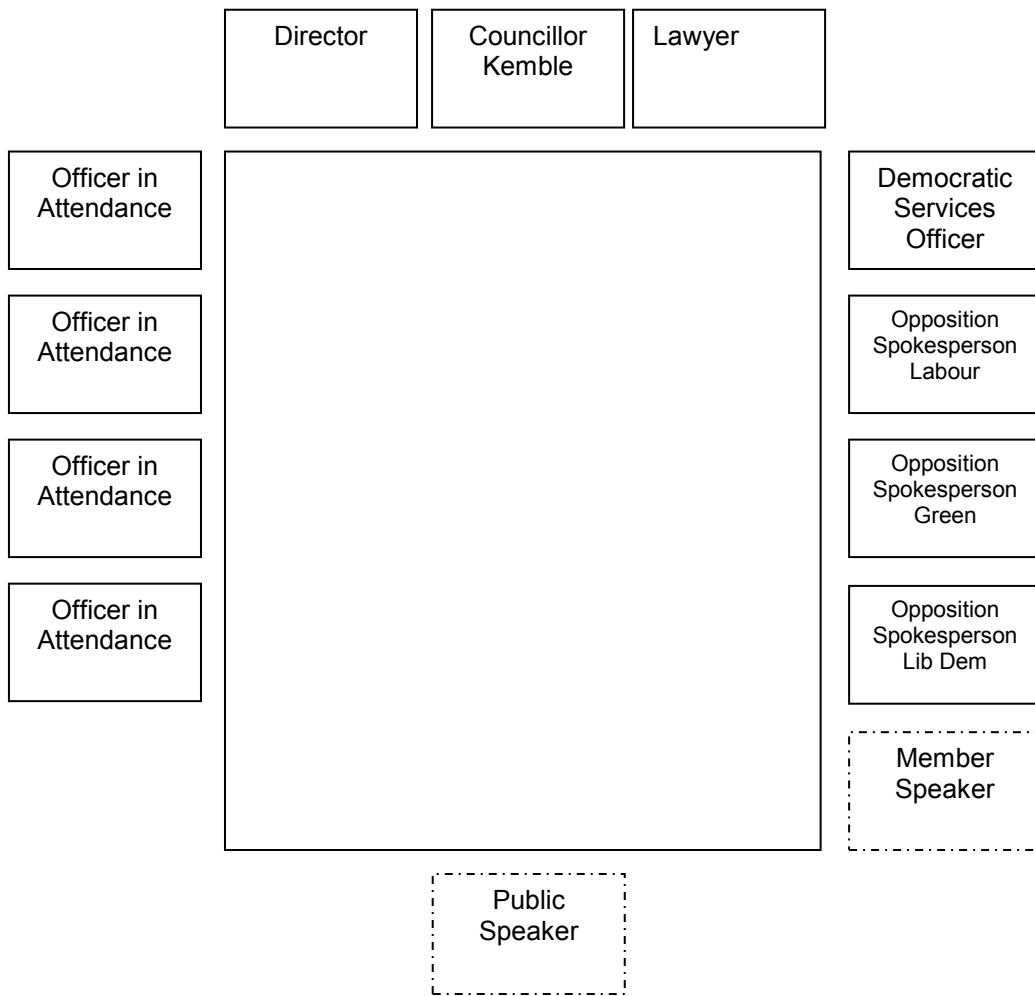
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Enterprise, Employment & Major Projects Cabinet Member Meeting
Date:	26 January 2010
Time:	11.30am
Venue	Council Chamber, 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

34. 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.

35. MINUTES OF THE PREVIOUS MEETING

1 - 10

Minutes of the meeting held on 8 December 2009 (copy attached).

36. CABINET MEMBER'S COMMUNICATIONS

37. 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.

38. PETITIONS

No petitions have been received by the date of publication.

39. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 19 January

ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

2010)

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

40. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 19 January 2010)

No deputations have been received by the date of publication.

41. LETTERS FROM COUNCILLORS

No letters have been received.

42. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

43. NOTICES OF MOTIONS

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

44. EXECUTIVE RESPONSE TO SCRUTINY AD HOC PANEL ON ENVIRONMENTAL INDUSTRIES

11 - 16

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

Contact Officer: Paula Murray

Tel: 29-2534

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.

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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 - Wednesday, 20 January 2010

ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

Agenda Item 35

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

5.00pm 8 DECEMBER 2009

COMMITTEE ROOM 3, HOVE TOWN HALL

MINUTES

Present: Councillor Kemble (Cabinet Member)

Also in attendance: Councillor Turton (Opposition Spokesperson – Labour Group)

Other Members present: Councillor Davis

PART ONE

23. PROCEDURAL BUSINESS

23a Declarations of Interests

23.1 There were none

23b Exclusion of Press and Public

23.2 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).

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

24. MINUTES OF THE PREVIOUS MEETING

- 24.1 Councillor Turton referred to paragraph 13.3 and asked why October 2009 had been set as a cut off date for the programme of support workshops for local businesses. The Economic Development Manager explained that the support had not been cut off but had been winding down. There would be a re-launch of the project. The Head of Culture and Economy reported that a detailed report on this subject would be submitted to Cabinet and would be made available to Councillor Turton.
- 24.2 **RESOLVED** – That the minutes held on 15 September 2009 be agreed and signed by the Cabinet Member.

25. CABINET MEMBER'S COMMUNICATIONS

Lloyds TSB

- 25.1 The Cabinet Member reported that the council was very sorry to hear, last week, that Lloyds Banking Group announced plans to cut 580 local jobs, closing its contact centre at Sussex House in Grand Parade, Brighton by May 2010. As Lloyds was currently the fourth largest private sector employer in the city this had serious implications, and was clearly the largest loss of jobs for Brighton & Hove in this recession to date.
- 25.2 The city council was working closely with colleagues from the Regional Development Agency (SEEDA) and officers were in the process of setting up a Task Force to help all the affected employees to formulate a rapid response service in order to give staff at risk as much support as possible through this time, including offering tailored skills training and job matching services. A meeting to discuss this further with Lloyds was expected in early December.

Update on Response to the Ad Hoc Scrutiny Panel on Environmental Industries

- 25.3 The final Ad Hoc Scrutiny Panel review on Environmental Industries was received in October and in the Cabinet Member's view it was an excellent and thorough piece of work that he welcomed from an economic development perspective. The department was currently formulating an Executive Response and would be arranging an additional Cabinet Member Meeting in January to consider this matter.

Digital Media Development

- 25.4 The Cabinet Member attended a very good inward investment workshop on digital media development in the city which was organised by Wired Sussex. The Regional Development Agency were there, along with UK Trade and Industry and it was a useful and productive session that he hoped would give the council a blueprint for how to chase and retain digital businesses for the city for the future.

Future Jobs Fund

- 25.5 The Cabinet Member reported that the Futures Jobs Fund scheme was progressing well. He carried out a special visit to Hove YMCA, one of the council's partners in the scheme. Hove YMCA also had a ministerial visit on the same day.

26. ITEMS RESERVED FOR DISCUSSION

26.1 All items were reserved for discussion.

27. PETITIONS

27.1 There were none.

28. PUBLIC QUESTIONS

28.1 There were none.

29. DEPUTATIONS

29.1 There were none.

30. LETTERS FROM COUNCILLORS

30.1 There were none.

31. WRITTEN QUESTIONS FROM COUNCILLORS

31.1 Councillor Davis had submitted the following written question:

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

31.2 The Cabinet Member replied as follows:

“The i360 gained planning permission in 2006. All pre-start planning conditions have been discharged and sufficient works have been carried out to for the planning authority to confirm that the development has commenced.

The i360 gained planning permission in 2006. All pre-start planning conditions have been discharged and sufficient works have been carried out to for the planning authority to confirm that the development has commenced.

Agreements with the council as landowner are complete save for a few minor items.

Brighton i360 Limited is currently in discussion with potential funders to secure the remaining funding to enable the project to start. The council is working closely with Brighton i360 both to support the project itself and in bringing forward plans for the seafront arches and landscaping works adjacent to the development.

It remains Brighton i360’s aim to complete the i360 for opening in 2012.
Agreements with the council as landowner are complete save for a few minor items.

Brighton i360 Limited is currently in discussion with potential funders to secure the remaining funding to enable the project to start. The council is working closely with Brighton i360 both to support the project itself and in bringing forward plans for the seafront arches and landscaping works adjacent to the development.

It remains Brighton i360's aim to complete the i360 for opening in 2012."

31.3 The Head of Culture and Economy explained that it was felt that the area around the i360 should not replicate the livelier noisier areas of the city. The arches at the back should be capitalised and used. The big spaces either side of the i360 could be used by artists and for events such as craft markets. Licensing arrangements would allow for light music outside and inside cafes.

31.4 **RESOLVED** – That the written question and response be noted.

32. NOTICES OF MOTIONS

32.1 There were none.

33. BUSINESS RETENTION AND INWARD INVESTMENT STRATEGY

33.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which gave an update on activities carried out in the first 6 months against the approved Business Retention and Inward Investment (BRII) Strategy and Implementation Plan. The Strategy and Implementation Plan was approved on 23 March 2009 and set out the framework for the city council to work with internal and external partners to safeguard and develop the economic base of the city; setting out actions to support and retain existing businesses and attract new ones to the city (for copy see minute book). It was reported that a welcome pack which would provide information to local businesses would be available by the end of the week.

33.2 Councillor Turton considered that the welcome pack was the right approach but noted that there were limited resources. He expressed concern that only one officer would be consigned to implement the strategy. He asked the Cabinet Member to request more resources for the strategy at full Cabinet.

33.3 The Cabinet Member replied that he would be happy to take up Councillor Turton's comments about additional resources with the Leader of the Council.

33.4 Councillor Turton referred to paragraph 3.11 relating to business retention. He asked what would happen to this work after the General Election and asked officers to clarify what would happen if SEEDA was abolished.

33.5 The Cabinet Member said he would write to the Chair of SEEDA and the Shadow Minister to ask them for their views on this matter, and would inform Councillor Turton of the outcome (copies of letters to Shadow Minister and reply dated 22 December 2009 attached to minutes).

33.6 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendations.

(1) That the content of the report be noted.

- (2) That further updates be requested from the Director of Cultural Services on the actions contained within the Implementation Plan.

The meeting concluded at 5.23pm

Signed

Chair

Dated this

day of



**Brighton & Hove
City Council**

Cllr Ted Kemble

Kings House
Grand Avenue
Hove BN3 2LS

The Rt. Hon. Kenneth Clarke QC MP
Shadow Secretary of State for Business
House of Commons
London
SW1A 0AA

Date: 16 December 2009
Our Ref: TK/nmd
Your Ref:
Phone: (01273) 291166
Fax: (01273) 291166
e-mail: ted.kemble@brighton-
hove.gov.uk

Dear Mr Clarke

Conservative Policy on Regional Development Agencies

I am writing to you in my capacity as Brighton & Hove City Council Cabinet Member for Enterprise, Employment and Major Projects.

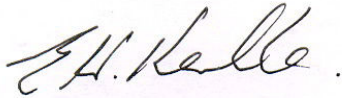
I wondered whether you would be able to expand a little on what the policy of a future Conservative Government will be on Regional Development Agency (RDA) funding? I understand from reading the "Control Shift" policy green paper that the general policy towards RDAs is to refocus them on economic development, stripping them of their powers over planning and instead, giving local governments the power to establish their own local enterprise partnerships. These are all measures which I am in complete agreement with but I was wondering if you could give me some more detail on how the funding streams that currently come through the RDAs (SEEDA in our case) would operate in the future? Will they, for example, be directed straight to local authorities and, if so, will they be ring-fenced to specific projects as is often the case now?

There is an increasing acceptance amongst our partners in the City that politically, things are going to be changing post-May 2010 and this sort of information would be very useful for me to give a little more clarity about future economic development projects.

Yours sincerely

Telephone (01273) 290000
hove.gov.uk

www.brighton-



Councillor Ted Kemble
Brighton & Hove City Council Conservatives
Cabinet Member for Enterprise, Employment and Major Projects



HOUSE OF COMMONS

LONDON SW1A 0AA

Cllr. Ted Kemble
Kings House
Grand Avenue
Hove
BN3 2LS

22nd December 2009

Dear Councillor Kemble,

Thank you for your letter to Mr Clarke requesting more information about our policy with regard to Regional Development Agencies.

As you know, in order to promote local accountability and ensure that decisions are taken at the lowest level possible we have decided to transfer the regional planning tier, including the roles of the new Regional Leaders Boards the Regional Development Agencies, to elected local governments.

In terms of economic development we are looking at each of the functions of the RDAs and assessing their effectiveness, efficiency and quality of delivery. We are carefully considering alternative ways of delivering these functions, and are consulting with local government, business leaders and other stakeholders before ahead of announcing our more detailed policy decisions.

Thank you again for getting in touch.

Yours sincerely,

A handwritten signature in blue ink that reads "Kathryn Laing".

Kathryn Laing
Assistant Private Secretary

ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

Agenda Item 44

Brighton & Hove City Council

Subject: Executive Response to Scrutiny Ad Hoc Panel on Environmental Industries

Date of Meeting: 26th January 2010

Report of: Director of Culture and Enterprise

Contact Officer: Name: Paula Murray Tel: 29-2534

E-mail: paula.murray@brighton-hove.gov.uk

Key Decision: No

Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report outlines the Executive response to the Ad Hoc Scrutiny Panel on Environmental Industries established in November 2008 by the Culture and Enterprise Overview and Scrutiny Committee.

2. RECOMMENDATIONS:

- (1) To congratulate the panel on the detailed and well informed work undertaken to produce their report.
- (2) To mandate officers to implement the service changes needed to accommodate the major recommendations of the Scrutiny report as outlined in the body of this report.
- (3) To request an update on the implementation of the recommendations in 12 months time

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) agreed to set up this ad-hoc scrutiny panel to consider how to capture the potential and economic benefits of environmental industries for Brighton and Hove in November of last year.

3.2 The panel comprised of Councillors Bill Randall (Chair), Steve Harmer-Strange and Melanie Davis. Over a six month period, the Panel interviewed 25 witnesses representing 21 organisations. The final report from the Panel was received and endorsed at the last CTEOSC in October of this year and forwarded for an Executive response.

3.3 The report outlined 7 major recommendations and it is these that the Executive Response is structured around:

3.3.1 **Recommendation One:** The Panel believes the council should appoint a lead officer for environmental industries to be a key point of contact for those in this sector seeking information and support.

The approach of designating a development officer to a particular business sub sector can be very successful as has been demonstrated with the council's appointment of a Creative Industries Officer in 2001. For a sub sector to have a single point of contact is clear and useful. However, in the current financial climate for Brighton and Hove, as for other local authorities, a growth strategy for new posts is extremely difficult. Therefore, the executive proposal would be to re-shape the current Creative Industries post which sits within the Economic Development Team and is to be held vacant until the new financial year. The post would become an Economic Development post which is asked to specialise in subsectors, probably two at any one time. In the first instance, the post would be required to focus on the continued development of the Creative industries sector and Environmental Industries. The model of creating a new post every time a subsector needs particular time or attention is unsustainable, however, a flexible post that can turn to different subsectors at different times is within the capacity of current resources.

3.3.2 **Recommendation Two:** The Panel welcomes the Business Retention and Inward Investment Strategy and Action Plan, and its commitment to the environmental industries. The Panel believes all other relevant strategies for the city should be refreshed to reflect the importance of environmental industries.

It is within the scope of this Executive response to agree to the inclusion of the development of environmental industries as a priority within certain relevant strategies directly. The further development of the Business Retention and Inward Investment Strategy for example, service plans of the Economic Development Team, Directorate or Corporate policy documents. In terms of strategies that sit with partner organisations such as the Brighton and Hove Economic Strategy led by the Economic Partnership or the Regional Economic Strategy led by the Regional Development Agency or the Community Strategy led by the Local Strategic Partnership the undertaking in this response differs. In these cases, the proposal from the executive would be for the designated officer to take a lead role in promoting the inclusion of environmental industries in those strategy and policy documents as they fell due for refreshing or as new policy documents were developed. This is not likely to be a difficult task or to meet with stony ground as there is a broad and

growing understanding and acknowledgement of the importance of this industry subsector as evidenced in the ad-hoc panel report itself.

3.3.3 Recommendation Three: The Panel believes the council should explore how more affordable work and office space could be made available in the city. The executive response agrees with this recommendation and would factor this task into the role of the Economic Development post designated to support subsectoral development. The needs of the Environmental industries as outlined here are not dissimilar from those identified by the Creative Industries subsector in this respect. There is clearly a need to work with partners such as the universities in terms of this objective, the potential to look at council owned sites for development, the council's own property portfolio and partnerships with developers. The caveat on this aspiration would be that the council's influence is limited in respect of market forces.

3.3.4 Recommendation Four: The Panel recommends the council plays an active role in supporting the new regional Environmental Innovation Network, which will be led by EnviroBusiness.

The council has already played an active role in the support of this Network by submitting a letter of support as part of the bid application for funds to establish it. This support would be continued by active participation via the Economic Development post appointed.

3.3.5 Recommendation Five: The Panel welcomes the council's commitment to creating apprenticeships. It recommends that future bids for funding for apprenticeships take account of the environmental industries.

The current Futures Jobs Fund bid being co-ordinated by the council's City Employment Initiatives team already contains a significant number of environmental industries jobs. Future applications for funding for job creation or apprenticeships will contain this element also as a priority.

3.3.6 Recommendation Six: The Panel recommends that the council encourages inter-college partnering, where appropriate, to address the skills gaps in the environmental industries and in the retrofitting sector of the construction industry to meet demand for future employment.

The council has already begun dialogue with City College in terms of the skills development agenda as one of the city's major providers of skills for employment. The continued encouragement of this area of skills development will also be driven forward via the City Employment and Skills Plan delivery.

3.3.7 Recommendation Seven: The Panel recommends the council uses its procurement policy to promote the growth and development of environmental industries and to encourage innovative and environmentally conscious companies to tender for work.

This recommendation falls within the scope of Corporate Procurement within the Cabinet portfolio of Finance and Resources and will be referred accordingly.

- 3.4 The ad-hoc panel report also makes a further set of minor recommendations around the further development of sector specific data, funding information, profile development and advocacy. These would be included in the development of the role of the Economic Development post with responsibility for sub sectoral development.
- 3.5 In addition to the recommendations in the report, it is also proposed by the executive to include in the Economic Development role an objective to make applications for external funding for the development of this sector. There are a number of international funding opportunities in this area which would be prioritised by the lead officer with support from the International Team.

4. CONSULTATION

- 4.1 There has been consultation with the Executive Member for Enterprise and Major Projects and senior officers.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

All actions proposed in this executive response are within the scope of current financial resources. Any additional activity would need to be subject to external funding raised

Finance Officer Consulted: Anne Silley

Date: 4th January 2010

5.2 Legal Implications:

There are no adverse legal implications arising from this report.

Lawyer Consulted: Bob Bruce, Principal Solicitor Date: 05.01.10

5.3 Equalities Implications:

Job creation schemes such as the Futures Jobs Fund would prioritise those in long term unemployment and skills development opportunities would be accessible to a full range of people including those facing barriers to employment and training.

5.4 Sustainability Implications:

The implementation of all of the proposed recommendations in the ad-hoc panel report would have positive implications in terms of sustainability.

- 5.5 Crime & Disorder Implications:
Any initiatives or programmes implemented that reduce unemployment and benefit the city's economy would be likely to have a positive impact in reducing the likelihood of crime and disorder.
- 5.6 Risk and Opportunity Management Implications:
If the ad-hoc panel report recommendations are not implemented, there is a risk that job creation and skills and training opportunities will be lost for the city. There would also be a risk of increased negative impact of climate change. The opportunities that have been identified by the panel report in terms of economic development in particular will have to be maximised, with partners and within available resources.
- 5.7 Corporate / Citywide Implications:
The implementation of the recommendations in the ad-hoc panel report would have a positive impact on both climate change and employment in the city and therefore would be citywide.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The option to create a new post in response to this ad-hoc panel report was considered but was not possible within current financial constraints.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The ad-hoc panel report drew on a detailed level of expertise and current information on the development of the environmental industries. The resulting recommendations were extremely well informed and offer a number of useful and pragmatic ways forward for the development of this key subsector.
- 7.2 In the view of all of the witnesses who presented to the ad-hoc panel, this subsector is one that Brighton and Hove should actively develop both because of the inherent opportunities and because it would flourish well in this city. Many of the preconditions for growth for this subsector were identified in Brighton and Hove by the panel's findings.

SUPPORTING DOCUMENTATION

Appendices: None

A report of the Culture, Tourism and Enterprise Overview and Scrutiny Committee Ad Hoc Panel weblink below:

http://www.brighton-hove.gov.uk/downloads/bhcc/CTEOSC_version_for_7th_oct.doc

