

ECONOMIC DEVELOPMENT CABINET COMMITTEE

Wednesday, 6th March, 2013

10.00 am

**Council Chamber, Sessions House, County Hall,
Maidstone**





AGENDA

ECONOMIC DEVELOPMENT CABINET COMMITTEE

Wednesday, 6 March 2013, at 10.00 am
Council Chamber, Sessions House, County
Hall, Maidstone

Ask for: **Christine Singh**
Telephone: **01622 694334**

Tea/Coffee will be available 15 minutes before the start of the meeting

Membership (13)

Conservative (11): Mr M A Wickham (Chairman), Mr N J Collor (Vice-Chairman),
Mr A H T Bowles, Mr K A Ferrin, MBE, Mr J A Kite, MBE,
Mrs J P Law, Mr R A Pascoe, Mr K Smith, Mrs E M Tweed and
Mrs C J Waters

Liberal Democrat (1): Mr T Prater

Labour (1) Mrs E Green

UNRESTRICTED ITEMS

(During these items the meeting is likely to be open to the public)

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A. COMMITTEE BUSINESS

- A1 Introduction/Webcasting
- A2 Substitutes
- A3 Declarations of Members' Interest relating to items on today's Agenda
- A4 Minutes of the meeting held on 9 January 2013 (Pages 1 - 16)

B. Key or Significant Cabinet/Cabinet Member Decision(s) for Recommendation or Endorsement

None

C. MONITORING PERFORMANCE

- C1 Regeneration and Economic Development Portfolio Financial Monitoring 2012/13 (Pages 17 - 20)

D. Other Items for Comment/Recommendation to the Leader/Cabinet or Officers

- D1 'DIGITISING KENT': Maximising the benefits from the Kent and Medway BDUK project (Pages 21 - 26)
- D2 Unlocking Kent's Potential - Kent's Strategy for Growth (Pages 27 - 30)
- D3 Economic Growth on Romney Marsh (Pages 31 - 34)
- D4 Kent and Medway Green Deal Partnership (Pages 35 - 38)
- D5 Raising Participation Age (RPA) (Pages 39 - 52)
- D6 Proposed Extension to Service Level Agreements for Visit Kent and Locate in Kent for the period April 2013 - March 2014 (Pages 53 - 58)
- D7 Economic Development Unit 2013/14 Business Plan (Pages 59 - 62)
- D8 Produced in Kent - Feedback from Member Visits (Pages 63 - 66)
- D9 Verbal Update by Director of Economic Development

EXEMPT ITEMS

(At the time of preparing the agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public)

Peter Sass
Head of Democratic Services
(01622) 694002

Wednesday, 27 February 2013

KENT COUNTY COUNCIL

ECONOMIC DEVELOPMENT CABINET COMMITTEE

MINUTES of a meeting of the Economic Development Cabinet Committee held in the Council Chamber, Sessions House, County Hall, Maidstone on Wednesday, 9 January 2013.

PRESENT: Mr M A Wickham (Chairman), Mr N J Collor (Vice-Chairman), Mr A H T Bowles, Mr K A Ferrin, MBE, Mr J A Kite, MBE, Mrs J P Law, Mr R A Pascoe, Mr T Prater, Mr K Smith, Mrs E M Tweed and Mrs C J Waters

ALSO PRESENT: Mr M C Dance

IN ATTENDANCE: Ms B Cooper (Director of Economic Development), Ms J Hansen (Finance Business Partner BSS), Dave Hughes (Head of Business Engagement and Economic Development), Mr P Wookey, Mr R Moys (Head of European Policy), Mr R Gill (Economic Policy and Strategy Manager) and Mrs C A Singh (Democratic Services Officer)

UNRESTRICTED ITEMS

48. Minutes of the meeting held on 8 November 2012 (Item A4)

RESOLVED that the Minutes of the meeting held on 8 November were correctly recorded and that they be signed by the Chairman.

49. Presentation - High Growth Kent by Ms Jane Ollis, Chief Executive Officer of Business Support Kent - Community Interest Companies (Item A5)

1. The Chairman welcomed the Chief Executive Officer, Business Support Kent, Community Interest Company (BSK-CiC), Ms Ollis and Mr Ivanov (High Growth Coach in BSK) to the meeting and invited them to give their presentation. Ms Ollis and Mr Ivanov welcomed the opportunity to speak to the Cabinet Committee.

2. Ms Ollis and Mr Ivanov gave a comprehensive presentation using overheads and highlighted the following points:-

- As a community interest company it was a non profit business based in Kent. Its sole purpose was to help Kent companies grow and any profits that were made had to be reinvested back into the business community.
- BSK help Kent businesses to grow through offering opportunities for networking and deploying a team of trusted advisors.
- The majority of BSK's services were free of charge as they had secured European and other public funding.
- BSK looked to work with ambitious Kent companies with something unique to offer the market place such as offering new products and ideas into the market place that could grow particularly in Europe and the global market place. The High Growth coaches were all specialists in one or more areas.

- Only 20% of the business in the UK had real substantive ambitions to grow. In Kent 55,000 businesses were operating in the community, approximately 6% of those business had the potential to grow, equalling 3,000, and of that 3,000 approximately 20% had real substantive ambition to upscale their business.
- There were a number of factors which impinged on why businesses did not have the ambition to grow including the economic situation Ms Ollis stated that there needed to be a culture of where “success breeds success”. Having networks and creating events for businesses to meet and talk to one another was important.
- A key barrier to growth was accessing finance with a quarter of businesses citing this reason.
- Over the last three years High Growth Kent had generated a network of nearly 500 Kent companies, providing individual coaching support for over half of those companies and in that process creating 400 new jobs for the Kent business community and raising £40 million of investment to those businesses. BSK had also supported a small number of Kent businesses into the European market.
- Ms Ollis stressed the importance of a Coach saying that research showed that a number of businesses sought advice from a colleague or friend, accountants or lawyers but a third who looked for that advice did not do anything with it. A Coach would help solve a particular problem that the business had at that point in time and as part of that process would improve the ability of that owner to take control, to be confident to be able to manage risk better and go forward to manage their business better.
- High Growth Kent was only working with 9% of Kent companies with growth potential. Referring to national data, Ms Ollis advised that Kent was below average in terms of companies with growth. Ms Ollis considered that there was potential through encouraging ambition and aspirations and good business plans, to grow businesses in Kent.
- Mr Ivanov gave 4 examples of business; *PPR WIPAG*, *C.MECH*, *2gbiopower* and *Nicholls*, that had received assistance from High Growth coaches and gave details of how they were individually helped. He explained that the coach’s role was to meet the business owners face to face to discuss their problems/concerns; identify where the Coach could help them; identify the quickest way to make an impact; and help them derisk their potential growth.
- Coaches worked with a wide range of businesses including start ups, existing companies and fast growing companies. To qualify for the Coaches help they had to be small medium business (SME) with up to 49 million euros turn over per year.

3. Members were given the opportunity to make comments and ask questions which included the following:

- a) A comment was made on the 400 jobs created by the 250 businesses that High Growth Kent had been coaching on a one to one basis which was equivalent to 2 jobs per company as an average; although in some cases this was a lot higher and in others it had not yet happened. Ms Cooper advised that these companies were being supported because of growth potential. Many of the businesses in East Kent particularly in Discovery Park in the early days was not about taking on new staff but proving the concept of the business therefore there was a time lag in new recruitment.

- b) Ms Ollis added that High Growth Kent had a target of 300 new jobs over the next two years and she was confident that this would be achieved. The manufacturing sector had particular potential to create new jobs. High Growth Kent was about to start work with a company in East Kent which had the potential to create 46 jobs once they set up their operations. A lot of the work carried out by High Growth in East Kent currently focused on finding investment, which would eventually lead to new job creation.
- c) A comment was made on the potential conflicts between supporting the ambitions of a private business through High Growth Kent [funded by KCC] and KCC's position in the community when there was a potential conflict.
- d) Mr Dance advised that as a member of the Investment Approval Board (IAB) many companies had received regeneration money in East Kent and High Growth Kent and the intervention with those companies by High Growth Kent had been successful. He hoped that High Growth Kent would be as successful with TIGER project in North Kent.
- e) A question was posed in two parts; 1. What was the return for KCC's investment through High Growth Kent, in those companies and if the answer was jobs what were the number of jobs? and 2. What was the scale of the investment? Mr Hughes advised that the scale of the investment in the past 21 months was £150, 000. For the next 2 years the agreement with High Growth Kent, which started in January 2013, was £296,000. The prime objective was jobs and the target for those 2 years was 300 new jobs.
- f) In reply to a question, Ms Cooper advised that for the £300,000 funding 300 jobs would be created equalling £1000 per job. This figure compared very favourably with the Expansion East Kent scheme which worked to a £8-12k figure per job.
- g) In reply to question, Mr Ivanov explained that for every business that the Coaches met, the sole purpose was to expand the business, both their headquarters and operation, in Kent. If they wanted to sell their products and develop internationally the Coaches would support that too. He mentioned manufacturing businesses that had relocated to Kent from London and France who received support from High Growth Kent.
- h) In reply to a comment, Ms Ollis advised that Kent was in a unique position to attract businesses and retaining businesses in Kent when the two Regional Growth Funds came on line, offering interest free, unsecured loan financing. She was not aware of anywhere else in the country that offered this. Ms Ollis advised that she had worked with businesses that had looked to move out of Discovery Park that were now staying because of the finance they could access in Kent. She considered that this opportunity should be used to drive inward investment for the development of Kent companies.

- i) A request was made for covering reports to be provided when presentations are given to the committee.
 - j) In reply to a question, Ms Cooper highlighted the work that Economic Development undertook with businesses including the sector conversations to be held with manufacturing and digital sectors where businesses will come together to discuss barriers to growth. To date barriers had been identified as the need to better network; recruit people with the right skills, develop the local supply chains and access business support and advice. Economic Development also worked closely with business support agencies and the six key banks. In relation to Expansion East Kent and eventually for TIGER the aim was to derisk bank lending which would enable the businesses to start accessing funding. Work was also being undertaken with BIS and UKTI regarding marketing Kent as well as Visit Kent and Locate in Kent. It was also the role of Economic Development to look at new markets and future innovations too.
 - k) Members would welcome more detail giving examples of how many jobs had been saved through the intervention of High Growth Kent.
 - l) In reply to a question, Ms Cooper advised that within the draft Business Plan, in the latter part of the agenda, there was a draft job target. The number of new jobs took account of multiple interventions. A request was made for the details of the calculation to be included in the covering report.
4. RESOLVED that the responses to comments and questions by Members and the information provided by Ms Ollis and Mr Ivanov, High Growth Kent be noted, with thanks.

50. Presentation - Action with Communities in Rural Kent (ACRK) by Mr Keith Harrison, Chief Executive
(Item A6)

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

(Mr K Harrison, Chief Executive, Actions for Communities in Rural Kent was present for this item)

1. The Chairman welcomed the Chief Executive of Action for Communities in Rural Kent (ACRK) Mr K Harrison, to the meeting and invited him to give his presentation.
2. Mr Harrison welcomed the opportunity of speaking to the Cabinet Committee. He gave his presentation using overheads and raised the following points:-

- Action for Communities in Rural Kent (ACRK) was a charitable organisation with 17 staff and 50 volunteers [2012 - ACRK had 22 staff 22 associates and 100 volunteers].
- ACRK's role was to influence and give information so that the County Council can make decisions and form policies.
- The work of ACRK covered approximately 600 projects per year.
- ACRK's main clients were Parish Councils, community organisations, small business, Social Enterprises, informal community bodies and sometimes combinations of those five bodies.
- ACRK would need to review its level of activity if the investment it received remained the same.
- ACRK was working with KCC officers in new external investments coming into the Kent to help deliver for rural communities.
- Work had been undertaken to quantify the economic impact of ACRK's work [ACRK's two agreements with KCC was listed in the Economic Development draft Business Plan in the latter part of the agenda].
- ACRK had two "rural proofing" contracts with the Government. This was where the Government had given private sector companies the opportunity to deliver a rural quota or they would be fined and ACRK gave the company that rural reach. Mr Harrison considered that that may be something that was replicable in Kent.
- Over the past five years ACRK had underpinned £420 million of activity in Kent's economy. More work would be carried out to evidence this later in the year.
- ACRK's running costs for 2007-12 were £3.6 million of which KCC invested 11%. This represented a return on KCC's investment of £1:£1,050. Mr Harrison advised that the average investment per council was 26%. He calculated that for every £1 of KCC's investment ACRK attracted £1050 worth of spend in Kent every year. He was unable to say how much of that figure would have been spent without ACRK.
- ACRK was involved in a local needs housing scheme in Gunston Park to develop 80 housing units. ACRK had a database of all the housing schemes that it had worked on and explained that at present there were 2.5 million unbuilt local needs houses in Kent due to either problems in finding sites. Work was being undertaken with the districts and Housing Associations which was underpinned by the Housing protocol which KCC had a key role in producing. He then spoke on the work of the ACRE in the network of village halls across the country keeping them safe and legal.
- ACRK was currently running eight European funded projects all bar one were run with partners in other countries across Europe. They were improving the quality of social entrepreneurship and what it takes to make a sustainable rural community and placing young people in non profit organisations to see whether that was a viable career option for them etc. ACRK also played a role in writing the first bid of the LEADER programme administered by KCC, detailed within the Economic Development Business Plan. It was also involved in the National Monitoring Committee for the LEADER programme worth £3.9 billion. Mr Harrison sat on the Board of the National Association of ACRK and was able to represent what happened in Kent, this would also inform the Rural Investment Plan.
- Community led planning was the core business of ACRK. There was currently one in Northfleet with plans for one in Dover and one in Ramsgate. ACRK had carried out 140 Community plans in Kent. The Department for Communities

and Local Government advised that £155,000 worth of economic benefit was gained from those plans.

- ACRK delivered projects to get 200 people back into work.
- ACRK ran a European Social Fund Grant Scheme targeted at assisting small bodies who assist people getting back into work.
- ACRK carried out a limited amount of work in rural tourism. It co owned “Hidden Britain” that worked with Visit Kent.
- ACRK sponsors included Europe, DEFRA, Avanta and Southeastern.
- Mr Harrison advised on the relationship between KCC and ACRK. KCC appointed a governor to the Board of Trustees, Richard King was currently the Vice Chairman of ACRK. ACRK received support financially and “in kind”. There were three funding sources received from KCC; two from Economic Development, a £37,000 core service level agreement and £16,000 contribution to ACRK retail sales and one through the Highways and Transportation section of £25,000 that dealt with the Community Rail Partnership.
- KCC’s policy setting and delivery worked well for ACRK.
- For the future ACRK wanted to do more of the same activities but better. This would be achieved through continuing to create a positive context for rural communities to be able to address and identify their needs, tackling disadvantage, supporting the creation of new enterprise neighbourhood planning, innovation work eg Broadband being targeted at homes where were real poverty issues and expanding its activity in rural retail through supporting pubs and garages etc.
- For the immediate future ACRK would be working with KCC on the Rural Investment Plan. As part of the national network ACRK would be working beyond Kent on economic growth in recognition of activity that had worked in Kent.
- Negotiations with KCC would be undertaken to secure the work that needed to be carried out in 2013.

3. Members were given the opportunity to make comments and ask questions which included the following:

- a) In reply to a question, Mr Harrison advised that he had seen signs of people using the Localism Bill through the ‘Right to Challenge’. ACRK had received queries on local people wanting to take over local services. He referred to the “Handyman Service” in Ashford Borough.
- b) In response to a question, Mr Harrison explained that a decision was still to be taken on which local growth services would be reduced if funding was not increased. The community led planning and neighbourhood planning areas were the most vulnerable. He advised that there had been discussion in principle with Sussex and Essex on buying in expertise. There may need to be a reduction in the village support work, which may impact of the work undertaken for KCC on grants to village halls.
- c) In reply to a question, Mr Harrison advised that anything less than triple the current funding received by ACRK would mean a reduction in the activity. At present it was not known what could be achieved with more, less or no funding. Work would need to be undertaken with KCC officers to provide this information.

4. RESOLVED that the responses to comments and questions by Members and the information provided by Mr Harrison be noted, with thanks.

51. Regeneration and Economic Development Portfolio Financial Monitoring 2012/13

(Item C1)

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

(Ms J Hansen, Finance Business Partner, Business Strategy and Support was present for this item)

1. The Chairman invited Ms Hansen to introduce the report. Mrs Hansen highlighted the following points:

- The revenue budget was on target to deliver a balanced outturn.
- There were no major variances
- There was a minor variance due to the empty properties initiative where the County Council received extra income which had to be paid directly to the Districts.
- There was rephasing on the Capital budget into following years due to the Regional Growth Fund rephasing which was based on “estimates” on applications for the Expansion East Kent programme, the Broadband project due to the procurement timetable and Live Margate which was rephasing beyond the current MTP period into 2012/15.

RESOLVED that the revenue and capital forecast variances from the budget for 2012/13 based on the second quarter’s full monitoring to Cabinet be noted.

52. Budget Consultation 2013/14

(Item D1)

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

(Ms J Hansen, Finance Business Partner, Business Strategy and Support and Mr D Shipton, Head of Financial Strategy, was present for this item)

1. The Chairman invited the Head of Financial Strategy, Mr Shipton, to introduce the report. Mr Shipton advised the following:

- The timing of this Cabinet Committee and some others was difficult as the settlement was advised just before Christmas and the final draft budget was planned to be launched on Tuesday, 15 January when the Cabinet papers would be published. As a result there was an offer for those Cabinet Committees that meet before the launch to convene a Budget IMG to discuss their draft budgets before the budget was discussed at County Council on 14 February.
- The provisional settlement from the Government was considered the most complicated settlement that the County Council had received from the

Government. This was due to the introduction of a new funding arrangement with localising the business rates and transferring a number of existing grants into the new business rate model which made the comparison of this year and next year complicated.

- The headline for KCC was overall the settlement was £16 million worse than was forecast as the time of the launch of the budget consultation in September 2012. The issues did not affect this Cabinet Committee's portfolio as they were about the changes to the arrangements on the early intervention of grant and the funding for local authority central functions in relation to Education where there were significant reductions that were not anticipated.
- On a more positive note there had been an announcement in the Autumn 2012 from the government that there would be an additional grant to support freezing Council tax 2013/14. This was more than had been forecast at the time of the budget consultation.
- In terms of the overall provisional budget, at the time of the launch of the budget consultation it was estimated that there would be £32 million additional spending pressures, some of those pressures had also increased since the launch of the budget consultation and it was anticipated that the County Council would have in excess of £40 million additional spending pressures to fund next year as well as those funding reductions which meant that the overall position was the need to make £83 to £84 million savings in the proposed budget compared to the £60 million estimated at the time of the launch of the budget consultation. This was all still subject to change before the final draft.

2. The Chairman asked Members whether they wished to have another Budget IMG meeting. A Member suggested that it would depend on how the final draft budget figures affected the budget of the Regeneration and Economic Development portfolio's budget.

3. Ms Cooper advised that she understood that there were no further pressures on the Regeneration and Economic Development £3.9 million budget as 30% savings had already been achieved over the 2 years. Mr Shipton indicated that there were no significant proposals affecting this portfolio, following which Members agreed not to hold a further Budget IMG meeting.

4. **RESOLVED** that:-

- a) the verbal update by Mr Shipton on the late announcement of the provisional local government finance settlement and the impact on budget timetable be noted; and
- b) the issues raised in consultation and Cabinet's response set out in the report be noted.

53. Grow for it: East Kent - Update Report (Item D2)

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

1. The Chairman invited the Director of Economic Development, Ms Cooper, to introduce the report. Ms Cooper gave a summary of the events since the Cabinet Committee received the presentation from Mrs Charlotte Hastings from Seven Hills at its meeting held on 21 November, which included the following:

- The launch of “Grow for it” held on 28 November at Dover Cruise Terminal was considered successful with many business people in attendance.
- Many of those businesses pledged their support to the campaign by offering their stories as successful businesses in East Kent and/or using their space to advertise the campaign. Work was currently being undertaken to follow up those pledges.
- Advertisements had been displayed in London on bus sides and in the underground from 28 November to 13 December 2012. Feedback as to the impact was awaited on the advertising campaign.
- The website had also been launched.

The plans for the next quarter were as follows:

- There would be sector debates, which included a digital and creative debate on 21 February 2013 called “Wanted Digital Pioneers -Innovations for the 21st Century” to coincide with Games Expo East Kent “GEEK” in Margate. Work was currently being undertaken on the programme and the speakers.
- Plans were underway to hold a Tourism Conference on Wednesday, 20 March 2013 at Dover Cruise Terminal. The programme would reflect what had been achieved in tourism in the past 10 years with Visit Kent and the challenges and opportunities for the future. This would include looking at new markets and how to adapt to those markets.
- Further developments were to be made to the website to include a “tool kit” for businesses.
- Another bus tour was being planned which may be in conjunction with the tourism conference.
- Seven Hills was meeting with the Economic Development Officers from each of the Districts. A meeting was due to be held on 11 January 2013.
- Ways of measuring the advertising campaign was currently taking place.

2. Members were given the opportunity to make comments and ask questions which included the following:-

- a) A Member considered that it was difficult to gauge the mood of business but there was evidence of positivity within the stock market and advertising. It was suggested that KCC needed to capture this as there could be benefits for Kent. Ms Cooper concurred saying that at the last meeting of the Business Advisory Board, business representatives said that they could see some real indicators of growth particularly in marketing and support services. Ms Cooper suggested that in economic development terms KCC had been working to help businesses cope with the recession, this was the time for KCC to start to capitalise on growth.
- b) In reply to a question, Ms Cooper advised that it was anticipated that the marketing programme would run for three years subject to results. The aim of this programme was to access markets through a fresh approach to portraying East Kent. There were two markets; the first was in East Kent with an aim to

retain and grow the businesses in East Kent and the second was the London market and beyond, looking at; who were the investors, who now wanted to come out of London because their business could operate elsewhere. How this was capture would be through Locate in Kent with applications coming through the expansion of East Kent. Seven Hills was able to tap into new areas and how the campaign should be pitched by promoting East Kent's connectivity, good quality of life and good value.

- c) A Member suggested that more local businesses need to be encouraged to attend the events in East Kent.
- d) In reply to a question, Ms Cooper advised that all of the pledges were categorised and immediately followed up by Seven Hills.

Ms Cooper mentioned the City of Culture bid for 2017, as East Kent had come together to bid for this to become a "City of Culture", Seven Hills would be supporting the bid A meeting was due to be held on 22 January with cultural organisations to discuss how the bid would be written.

3. RESOLVED that:-

- a) the responses to comments and questions by Member be noted; and
- b) the progress with the Grow for It campaign and the proposed next steps outlined in paragraph 4 of the report.

54. Business Planning 2013/14 - Economic Development Unit Substantive Draft Plan
(Item D3)

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

1. The Chairman invited the Director of Economic Development, Ms Cooper to introduce the report. Ms Cooper advised that the Key Performance Indicators would be refined and a report would be submitted to the next meeting of this Cabinet Committee.

2. Members raised the following points:

- a) In reply to a comment, Ms Cooper considered that the draft plan was as focused as it could be and there needed to be an assurance that the resources were in place to meet the plans.
- b) A comment was the Director of Economic Development needed to have flexibility and the ability to be able to react and make changes when necessary and keep Members informed. Ms Cooper concurred saying that there had already been of areas that the Team had to withdraw from as the total focus was on job creation.

- c) A comment was made that there appeared to be no structure around the skills base, apprenticeships etc within the county and Members would welcome guidance on what new skills were required for the new jobs generated in Kent.
- d) A request was made for the formula and trend indicators used to produce the number of jobs within the Business Plan.
- e) It was suggested that the links made on priorities with other portfolios should be strengthened. Ms Cooper gave examples of joint working that included the Culture and Sport Unit on the Capital Culture Bid, through environment and enterprise joint work was carried out on road transport links and with Education Learning and Skills on apprenticeships. Ms Cooper agreed to strengthen this in the Business Plan.

3. RESOLVED that:-

- a) the responses to comments and questions by Members be noted;
- b) the Directorate Risk Register set out in Appendix A in the report be noted; and
- c) the draft performance indicators in Section F of the draft business plans in Appendix B be noted.

55. Attracting Foreign Direct Investment into Kent

(Item D4)

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

(Mr P Wookey, Chief Executive, Locate in Kent and Mr D Hughes, Head of Business Engagement and Economic Development were present for this item)

1. The Chairman invited Mr Wookey and Mr Hughes to introduce the report. The points raised included:-

- There had been evidence of new opportunities emerging in key overseas markets and the report puts forward proposals to seize those opportunities to put Kent in the forefront of investors' minds when considering a UK or European location.
- Kent was in a unique advantageous position in some of those key markets. The UK was seen as a safe haven in terms of the European market for a place to invest.
- Locate in Kent was already talking to a number of USA companies, and companies located in northern Europe that were looking at coming to the UK which gave Kent some unique opportunities. Kent Science Park and Discovery Park and others were unique assets.
- Kent also had an advantage through Expansion East Kent and TIGER to offer support to those companies which was important when talking to UK Trade and Investment who had offices all over the world. They would sell the UK first not Kent. Kent had lost its overseas representation with the

demise of SEEDA so Kent was now under represented in key overseas markets.

- Unless Kent was in those key markets selling what it had to offer it would not see a return in foreign investment. Locate in Kent was targeted by KCC to attract 28% of its project success from foreign direct investment.
- This was not a proposal to open offices all over the world. It was proposed that this be carried out in a targeted way with direct lead generation identifying those companies that had projects with investment proposals. It was also about contacting a large amount of people and companies within the market.
- The proposal was to target those markets where Kent's strengths play to its advantages. Kent's unique selling points were cost, connectivity proximity to markets and quality of life aspect.

2. The Chairman advised that this was not the first time this initiative had been discussed by Members of this Cabinet Committee as it was presented and discussed at the Budget Informal Member Group in November and met the approval of the Regeneration Board.

3. Members were given the opportunity to make comments and ask questions which included the following:-

- a) In response to comments and questions, Mr Wookey gave assurances that this was a Kent wide initiative and not about one location. There would be no offices opened overseas. Locate in Kent would retain lead generating services in the USA whose job it would be to ensure that Kent's offer was put forward to those companies that had an investment requirement. There were fiscal measures that the American government had just introduced which gave the UK an advantage and there was encouragement to put our offer back to the companies in certain sectors such as medical devices. He agreed that the Paramount proposals offer a lot of opportunities and discussions had been held with UKTI who saw this as a great opportunity. Locate in Kent would retain a presence through part time representatives in the USA and in France. Their job would be to start delivering and producing a pipeline of enquiries which Locate in Kent would develop and work on. He was confident that the KPI's detailed within the report could be achieved over a three year period.
- b) It was suggested that in the short time more effort should be concentrated in France.
- c) It was suggested that there needed to be serious investment in this programme if it was going to be effective. Additional funding could be raised by redirecting funding from other less beneficial activities.
- d) In response to questions, Mr Dance gave his assurance that no Kent County Council Members would be travelling to the USA or Europe regarding this proposal. This would be led by Locate in Kent officers.
- e) In reply to a question, Mr Wookey advised that the potential to create 750 new jobs to Kent over the next three years was reached by looking at projects that were in the pipeline and whether representation could be put

into the market. This had been market tested with a number of companies that Locate in Kent would go out to tender.

f) A request was made for the IBM report to be circulated to Members.

4. RESOLVED that the responses to comments and questions by Members and the proposals set out in the report be noted.

56. Regional Aid and Structural Funds Review *(Item D5)*

(Report by Mr Dance, Cabinet Member for Regeneration & Economic Development, Mr Cockburn, Corporate Director Business Strategy & Support)

(Mr R Moys, Head of European Policy and Mr R Gill, Economic Strategy and Policy Manager, were present for this item)

1. The report set out two reviews undertaken at a similar timescale on Regional Aid and Structural Funds. The Head of European Policy, Mr Moys and the Economic Strategy and Policy Manager, Mr Gill raised the following points:-

Structural Funds

- Kent had secured £30 million in EU grants under the current programme period of 2007-2013. This had supported 60 projects in KCC and Kent, a number of which had related to economic development including; a future tourism event in March 2013, Visit Kent had secured projects from European funding eg the World Project which secured £1 million of EU grant.
- The current programme ends in 2013 therefore it was for Kent to be in a position to benefit from the new Structural Funds programme which would run from 2014-2020. The Commission's proposals suggested that Kent remained eligible for significant programmes; INTERREG Transnational programmes and the European Regional Development Fund Competitiveness Programme which at present was based on the former South East Region.
- Progress reports would be submitted to future meetings to this Cabinet Committee.

Regional Aid

- At the same time that the European Commission revised the Structural rules it had also changed the rules surrounding Regional Aid and assistance to business and consultation would take place shortly.
- The Regional Aid rules set the limits for the amount of public assistance that could be given to businesses through schemes such as Expansion East Kent and other public sector grant schemes. They also defined the geography that enabled certain areas to have higher thresholds for distributing various forms of public assistance.
- Kent benefitted from having Assisted Area Status for the whole of Thanet and the northern part of Dover, including Sandwich that enabled KCC to offer grant assistance to companies [SMEs and larger companies] in those areas at higher intervention rates than would otherwise be realised.
- There was a threat within the new process. The first stage of the European Commission's review would be the publication of the overall amount of the UK that would be eligible for Assisted Area Status. At present that was 24% of the

country. It was predicted that the percentage would reduce to 23% which meant that there may be a challenge to keep the status in East Kent. Once the Commission's Aid Guidelines had been published it was anticipated that the UK government would consult on the criteria for designating assisted areas in mid 2013 and would publish a map for consultation thereafter.

- Kent's position would be to retain what it already had rather than adding to it with diminished funding overall, but it may be that the criteria could allow the County Council to look at other parts of Kent other than Dover and Thanet such as Shepway and Swale.

2. Members were given the opportunity to make comments and ask questions which included the following:

- a) A comment was made that this was a good new story and the report showed what could be achieved and that the County Council's sights should be set much higher. This work should be promoted because it was important for the future of Kent communities.
- b) It was considered that this would be the worst time to downgrade the International Policy Unit with KCC.
- c) A comment was made that there was a strong case for including the Isle of Sheppey in the Assisted Area Status especially in light of the closure of the Steel Works with the loss of 500 jobs.
- d) The status that Kent already had must not be lost by adding additional areas that need not be added.

3. RESOLVED that:-

- a) the responses to comments and questions by Members be noted;
- b) the current position on the review of Regional Aid and the Structural Funds be noted; and
- c) the issues raised in paragraphs 2.12 and 3.9 respectively in the report be noted.

57. Verbal Update by Director of Economic Development (Item D6)

1. The Chairman invited the Director of Economic Development, Ms Cooper to give her update which included the following:

- TIGER (Thames Gateway Innovation, Growth and Enterprise) programme – Following the report submitted to this Cabinet Committee at its last meeting a Key Decision to enable KCC to act as the accountable body for the programme and to enter into a formal grant agreement with the Government had been signed by the Cabinet Member for Regeneration and Economic Development. A conditional grant offer had now been

received from the government. KCC was identified as an exemplar in how to organise an RGF Scheme. Work was now being undertaken on the detailed governance arrangements for the scheme. This would entail looking at who would sit on the Approval Panels which would be subject to a further Decision to be taken by the Cabinet Member for Regeneration and Economic Development.

- Continued work was being undertaken with each of the Districts on CIL and the negotiations about relative priorities. To date there had been meetings with Dover, Dartford, Ashford, Maidstone, Sevenoaks and Swale where there had been overwhelming cooperation and agreement.
- Broadband – Broadband was still out to tender and would close on 18 January.

2. The Chairman reminded Members that there was a visit to Produced in Kent being arranged for Friday, 1 March 2013.

3. RESOLVED that the information in the verbal update be noted with thanks.

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TO: Economic Development Cabinet Committee – 6 March 2013

BY: Mark Dance, Cabinet Member for Regeneration and Economic Development
David Cockburn, Corporate Director of Business Strategy and Support

SUBJECT: Regeneration and Economic Development Portfolio Financial Monitoring 2012/13

Classification: Unrestricted

Summary:

Members of the Cabinet Committee are asked to note that the second quarter's full budget monitoring report for 2012/13 was reported to Cabinet on 3 December 2012. Members of the Cabinet Committee are also asked to note the subsequent update to this position which was reported in the monitoring exception report to Cabinet on 23 January 2013.

FOR INFORMATION

1. Introduction:

- 1.1 This is a regular report to this Committee on the forecast outturn for the Economic Development Portfolio.

2. Background:

- 2.1 A detailed quarterly monitoring report is presented to Cabinet, usually in September, December and March and a draft final outturn report in either June or July. These reports outline the full financial position for each portfolio and will be reported to Cabinet Committees after they have been considered by Cabinet. In the intervening months an exception report is made to Cabinet outlining any significant variations from the quarterly report. The relevant extracts from the last exception report presented to Cabinet on 23 January are included in the revenue and capital sections below.

3. Regeneration and Economic Development Portfolio 2012/13 Financial Forecast - Revenue

- 3.1 The forecast remains at a nil variance with no movements reported in the exception report following the quarter 2 report provided to Cabinet Committees in January.

4. Regeneration and Economic Development Portfolio 2012/13 Financial Forecast - Capital

4.1 **Table 1** shows the revised approved budget in the exception report following the quarter 2 report provided to Cabinet Committees in January.

	Regeneration & Enterprise £m
Approved budget last reported to Cabinet	104.392
Approvals made since last Cabinet meeting	-0.165
Revised approved budget	104.227

Table 2 shows a summary of the variance.

	Forecast Variance £m	Movement from Qtr 2 report £m
Unfunded variance	0.000	0.000
Funded Variance	0.000	0.000
Variance to be funded from revenue	0.000	0.000
Project underspend	-0.282	+0.002
Rephasing (to/from beyond 2012-15)	-22.083	-5.773
Total Variance	-22.365	-5.771

Within the forecast movement, the main projects subject to re-phasing and overall variances are detailed below:

4.2 Movements in unfunded variance

There have been no movements in unfunded variance since the quarter 2 report.

4.3 Movements in re-phasing (to/from beyond 2012-15)

Movements since the quarter 2 report are detailed below:

Regional Growth Fund (REG) -£5.724m: The forecast has now been realigned to show actual payments to be made rather than committed funds.

The other -£0.049 movement on re-phasing is a result of small movements less than £0.100m.

4.4 Other movements

Eurokent (REG) -£0.284m: There is a forecast underspend on Eurokent due to a reduction in the forecast of compensation claims which are payable under the Land Compensation Act Part 1.

4.5 **Key Issues & Risks**

Rural Broadband (REG): is re-phasing within the three year period (2012-15), mainly due to further rounds of the grant schemes having been temporarily placed on hold, pending the outcome of the Kent and Medway BDUK procurement and until the DEFRA bidding rounds have concluded (to reduce the risk of displacing the draw-down of national funding). BDUK are also advising local authorities that they should consider holding a contingency for the BDUK - particularly to address any differences between budgeted tender provision and final procured costings. A view will be taken as to whether the rural community funding should be used as a contingency once the outcome of the BDUK procurement, surveys and delivery plan are known or to fund delivery to areas not currently included in the procurement.

There are no other new key issues and risks to report since those previously reported to Cabinet.

5. **Recommendations**

- 5.1 Members of the Economic Development Cabinet Committee are asked to note the revenue and capital forecast variances from budget for 2012/13 based on the last exception report.

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By: Mark Dance, Cabinet Member for Economic Development and Regeneration
Barbara Cooper, Director for Economic and Spatial Development

To: Economic Development Cabinet Committee, 6th March

Subject: 'DIGITISING KENT': Maximising the benefits from the Kent and Medway BDUK project

Classification: Unrestricted

Summary:

Poor broadband infrastructure has been identified as a major barrier for economic growth, whilst universal online access is a key enabler for transforming public sector services. Kent County Council is investing over £10 million, through the Kent and Medway BDUK project, with the ambition of bringing broadband to every premise across Kent and ensuring that most will be able to access superfast broadband services. However in order to ensure that Kent achieves the maximum economic uplift and public sector efficiency savings from this investment, it will be important to develop a digital plan to stimulate take up and utilisation of these new services.

1. Introduction

"The UK is not maximising the potential offered by digital technologies, because too many individuals and organisations are not using them to their fullest or not using them at all. We estimate that the UK could have increased its annual 2011 GDP by up to £63 billion if it had achieved global leadership in digitisation."

Booz&Co. "This is for Everyone" Report, November 2012 (Commissioned by GO ON UK)

- 1.1 The UK Charity GO ON UK, which is chaired by the Government's digital champion, Martha Lane Fox, has set out a compelling case for universal digitisation across the UK – that is, getting everyone online and encouraging both individuals and organisations to maximise the use of digital technologies within their lives and businesses.
- 1.2 They argue that the socio-economic benefits of developing greater digital capability across organisations, businesses and individuals has the potential to:

- Create a £63 billion uplift in UK GDP if the UK could become a global leader in digital adoption.
 - Boost SME annual turnover by £18.8 billion if SMEs marketed and sold online.
 - Save £5.1 billion by developing and promoting digital public services.
- 1.3 In Kent alone, on this basis, higher levels of digital usage, capability and leveraging of emerging transformative technologies could translate into:
- an estimated £1.5 billion increase in Kent's GDP
 - enhanced SME turnover
 - significant savings for the public sector
- 1.4 Whilst the UK continues to score consistently high rankings across a range of indices of digital maturity (i.e. levels of access to, and adoption of digital technologies and services), it is worth highlighting that:
- 16 million people in the UK still don't have basic online skills.
 - Only 14% of SMEs sell products and services online.
 - 4.5 million people in the workplace lack basic online skills.
 - Over one-fifth of the UK's population do not use the internet at all.
 - 800,000 of the most disadvantaged school children lack home-access to the internet.
- 1.5 As a result, GO-On have advocated a greater national policy focus on stimulating take up and utilisation of new technologies to ensure that the anticipated outcomes of the UK's broadband infrastructure investments are realised and maximised. This should include bringing both individuals and SME's online, but also enhancing existing levels of digital capability and adoption (i.e. use of social media, video conferencing applications, cloud-based technologies etc).

2. Maximising the outcomes from Kent's BDUK investment

- 2.1 Kent County Council is currently working in partnership with the Government's Broadband Agency, Broadband Delivery UK (BDUK), to deliver a major project to transform Kent and Medway's rural broadband infrastructure. The project aims to address current gaps in current market-led plans and therefore ensure that by the end of 2015, every property in Kent and Medway has access to a basic (2mb) broadband service and that most will be able to access superfast broadband services.
- 2.2 This project, in combination with currently commercial deployments, will substantially transform the County's broadband infrastructure and

provide a more robust digital foundation for delivering Kent's bold step ambitions.

- 2.3 However, whilst high quality broadband infrastructure is a fundamental prerequisite for high levels of digitisation, the availability of high speed, many commentators have advocated that affordable broadband services, alone, are not enough to drive high levels of take up and utilisation of digital technologies. As a result, they have called for the Government and local bodies to consider introducing plans to enable greater benefit optimisation.
- 2.4 As a result, there is a need to develop a cross-directorate, digitising Kent Action Plan to optimise the usage of these new broadband services – and ensure that the anticipated local outcomes around enabling economic growth and public sector transformation are fully realised. Such a strategy would also meet BDUK's emerging requirements for each county to develop a demand stimulation plan to encourage take up of new services.

3. Digitising Kent Action Plan

- 3.1 In order to achieve the above, it will be particularly important for the Digitising Kent plan to focus on the following three areas:
- a) Ensuring ongoing access to an affordable, accessible, fast and robust broadband infrastructure i.e. the digital foundation. The principle delivery mechanism for this objective would be the delivery of the Kent and Medway BDUK project, which is currently in procurement. The plan should also take a longer-term view regarding future funding opportunities to further enhance Kent's rural superfast broadband coverage (i.e. to upgrade to those areas which will not receive superfast enhancements under the Kent and Medway BDUK project).
 - b) Promoting internet use to build digital capability across organisations and individuals – through encouraging both SME uptake and optimisation of new technologies (Skype, cloud-based technologies, social media) and encouraging greater digital inclusion/universal internet usage by Kent's citizens (i.e. encouraging people who are not online to use the internet).
 - c) Fostering innovation by leveraging new infrastructure investment and adoption of new transformative technologies to grow Kent's economy – i.e. fostering the growth of new emerging growth sectors in the new 'internet economy and maximising Kent's proximity to London (and initiatives such as Tech City) to attract and incubate high tech business start-ups. A Digital Sector conversation is planned for 21st

February in Margate. The sector is a key priority for Grow for It campaign

- 3.2 It should be stressed that, in addition to the Kent and Medway BDUK project, there are already a raft of workstreams currently in train or development that would contribute toward the delivery of the above objectives. These workstreams include the digital inclusion being undertaken by Kent Libraries to encourage residents who are currently not online to develop the necessary skills and confidence to use the internet; participation in the national demonstrators for Telehealth and Telecare; and KCC's work streams around 'channel shift' to increase online public service transactions.
- 3.3 In addition, there is also the opportunity to achieve additional 'added value' out of existing workstreams by mainstreaming digitisation objectives across existing KCC and partner work programmes. Example of this could include developing a high-tech incubator within the forthcoming incubator programme, examining how digital technologies could enable SME export development and considering how digital optimisation advice/information could be integrated, or enhanced within existing business support programmes.

4. Next steps

- 4.1 It is proposed that a draft action plan should be developed by July 2013, which will set out how local investment in broadband infrastructure upgrades can be maximised, and translated into economic uplift and efficiency savings for both businesses and public sector organisations. As highlighted above, the plan will also meet emerging BDUK requirements around 'demand stimulation' for the Kent and Medway BDUK project.
- 4.2 This will require cross-directorate input and productive conversations have already occurred at officer level between the BDUK, Economic Development, ICT and Customer and Communities teams.

5. Conclusions

- 5.1 Given our early position in the BDUK procurement pipeline and close proximity to London and its high tech incubator hubs, Kent is well-placed to benefit from the new emerging 'internet economy'. However, this strategic advantage – and potential economic uplift – could be further enhanced through the development and implementation of a 'Digitising' Kent action plan. This would bring together a number of existing workstreams and 'digital proof' both existing and proposed delivery to secure additional added value and return on investment from KCC's BDUK project investment.

6. Recommendation

6.1 Members of Economic Development Cabinet Committee are asked to
NOTE and DISCUSS this report.

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Background Documents: None

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By: Mark Dance, Cabinet Member for Economic Development and Regeneration
Barbara Cooper, Director for Economic and Spatial Development

To: Economic Development Cabinet Committee, 6th March

Subject: Unlocking Kent's Potential – Kent's Strategy for Growth

Classification: Unrestricted

Summary

In November, the Kent Leaders agreed that further work should be done to develop a new county-wide growth strategy, refreshing *Unlocking Kent's Potential*, the regeneration framework produced in 2009.

This paper outlines the general brief for the preparation of the new document and the timescales for its production. It also seeks views on the priorities that should be highlighted and how these priorities can also be reinforced in the development of other strategies likely to emerge over the coming year.

1. The need for a new Kent Growth Strategy

- 1.1. A number of economic strategies already exist across Kent. In the past year, sub-county 'Growth Plans' have been approved for North and East Kent. At district level, Local Development Frameworks play a central role in supporting economic growth, and many of these are supplemented with local economic development strategies. Across the county, the 2009 Regeneration Framework set out Kent's major challenges and opportunities and led to the preparation of a series of delivery plans and strategies, including *Growth without Gridlock* and *Better Homes*.
- 1.2. However, since the Regeneration Framework was produced, there have been major changes in the policy context: many of the strategies and plans that were developed with Government at the time (such as the Local Investment Plans and the Regional Economic Strategy) are no longer extant, while new sources of investment have emerged. At the same time, the economic context has also changed radically, with much of the work on the Regeneration Framework completed before the 2008 financial crisis.
- 1.3. It is also important for Kent to have an up to date growth strategy given the opportunities that may emerge to make a case for greater devolution of economic resources to local level. Despite the cautious Government response to the recent Heseltine Review, the Autumn Statement set out an intention to establish 'single pots' of funding for economic growth from 2015 based around local priorities. To support this Local Enterprise Partnerships have been asked

by Government to prepare regional growth plans, and it will be important that any plan produced by the South East LEP is based on clear county strategies and reflects Kent's priorities.

2. Potential contents and focus

- 2.1. The Leaders' meeting in November envisaged that the refreshed *Unlocking Kent's Potential* will be a short, sharp document accompanied by an analysis of the county's economy, setting out the challenges and opportunities for growth over the next 5-10 years, and outlining key priorities, including:
- Business and employment – supporting business growth through access to finance, reducing the regulatory burden, backing firms and sectors with growth potential and opening up major employment opportunities.
 - Homes and communities – delivering the strategy set out in *Better Homes* and developing solutions to unlock major sites.
 - Skills and opportunities – linking the county's skills offer with current and future employer demand.
 - Transport and infrastructure – delivering the big transport priorities for Kent set out in *Growth without Gridlock*
- 2.2. It will also focus on meeting the financial challenge presented by the need to invest in infrastructure, highlighting the opportunities presented by new forms of private sector investment in infrastructure.
- 2.3. The strategy is not a substitute for the detailed strategies that already exist at local level, so it is not proposed to create an extensive document focused on individual sites and projects – and Leaders were keen to ensure that the new document remains 'light touch'. Instead, the new document aims to create an overarching statement of Kent's big priorities, and a strategy for delivering them.

3. Consultation and timescales

- 3.1. Following the Leaders' meeting, discussions have taken place with Thames Gateway Kent Partnership Board and Business Advisory Board, both of which endorsed the general approach. In addition, Chris Garland, Leader of Maidstone, has agreed to act as the lead District Leader in contributing to the strategy.
- 3.2. A first draft of the strategy document is currently being prepared, for completion by the end of February and discussion by Leaders on 21 March. This timescale will provide plenty of time for the strategy to influence the development of any growth plan prepared by the LEP.
- 3.3. The formal status of *Unlocking Kent's Potential* has yet to be determined. However, if it is to be adopted as County Council policy (as well as an

informal Kent Leaders' document), formal public consultation will need to take place over the summer for adoption in the autumn.

4. Recommendations

- 4.1. The Economic Development Cabinet Committee is recommended to note the work underway to prepare *Unlocking Kent's Potential* and its links with the development of the growth strategy being taken forward by the South East Local Enterprise Partnership; and to consider the major themes that the revised strategy should contain.

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Background Documents: None

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By: Mark Dance, Cabinet Member for Economic Development and Regeneration
Barbara Cooper, Director for Economic and Spatial Development

To: Economic Development Cabinet Committee, 6th March

Subject: Economic Growth on Romney Marsh

Classification: Unrestricted

Summary

Last year, the Economic Development Cabinet Committee considered the threats to the Romney Marsh economy presented by the decommissioning of Dungeness nuclear power station, and requested an update on progress. Six months on, this report updates the Regeneration Board on the development of a strategic approach to regeneration and economic growth on Romney Marsh. In particular, it highlights work currently underway to secure additional economic development investment from the Nuclear Decommissioning Authority and a planned business event in March.

1. Introduction: The Romney Marsh economy and the impact of nuclear decommissioning

- 1.1. Nuclear power has been a key driver of the Romney Marsh economy since the 1960s. However, Dungeness A site reached the end of its power generation lifetime in 2006 and is currently in the process of decommissioning. Dungeness B site continues to be operated by EDF Energy and is scheduled to enter decommissioning in 2018 or (if its operating licence is extended) 2023.
- 1.2. Nuclear power generation makes a significant contribution to the Romney Marsh economy. Dungeness A and B combined directly employ over 700 people, with additional employment generated by sub-contractors. The two sites account for around 45% of the jobs in Lydd ward, and around 20% of the jobs in Romney Marsh as a whole¹. A high proportion of employees also live within the immediate local area, especially in Lydd and New Romney. Typically, jobs supported by the power generation and decommissioning industries are full-time and relatively secure. Current jobs offer employment for a range of skill levels, including a number of technical engineering roles.

¹ Regeneris Consulting/ Shepway District Council (February 2012), Romney Marsh Socio-Economic Impact Assessment. The Romney Marsh area is defined for the purposes of this report as the five wards of Dymchurch & St Mary's Bay, Lydd, New Romney Coast, New Romney Town and Romney Marsh,

- 1.3. The employment impacts of the decommissioning process are relatively long term: although Dungeness A has now been defueled, 269 people are still employed on the site, with losses anticipated to be gradual until about 2018. Detailed plans for the decommissioning of Dungeness B have yet to be developed, but it is likely that the process will follow a similar pattern, with job losses throughout the 2020s and 2030s. This means that in the medium term, there will still be employment demand from Dungeness, as many jobs will need to be replaced due to retirement and natural turnover. However, this demand will progressively decline.
- 1.4. This will present a significant challenge to the future of the Romney Marsh economy which, given its dependence on power generation and related sectors and given its relatively peripheral location, is likely to be vulnerable to a loss of employment.

2. The potential for future nuclear investment

- 2.1. Securing alternative sources of employment in the nuclear sector would help to retain the skills base and wider supply network in the area. There is also substantial community support for the retention of nuclear power generation as well as existing local infrastructure and proximity to electricity demand. As a result of this, EDF Energy proposed the development of Dungeness C as a new nuclear power station in an initial list of potential sites published in 2009.
- 2.2. The prospect of Dungeness C has received local support, including from KCC. However, the Government has not supported the inclusion of the site on its list of preferred locations within the National Policy Statement due to environmental constraints. This position has been recently reinforced by DEFRA's Major Infrastructure and Environment Unit, which has concluded that development of a new nuclear power station could only proceed if all alternative location options had been exhausted. The likelihood of future nuclear power generation at Dungeness therefore at present appears slim.
- 2.3. Last year, consultation also took place to determine whether Shepway District Council should submit an expression of interest in the location of a nuclear research and disposal facility in Romney Marsh. This was strongly opposed by KCC, due to the impacts such a facility would have on the environment and the local economy, and was also opposed by 63% of residents in a local referendum.

3. Identifying alternative sources of employment

- 3.1. In 2011, Shepway District Council, with support from KCC and the Nuclear Decommissioning Authority, commissioned a 'socio-economic plan' for Romney Marsh, focused on alternative employment opportunities for the area. This focused on the potential for local business growth, including actions to support new and growing businesses, develop business start-up space and promote access to training. Since the publication of the plan, a **Romney Marsh Partnership** has been established to develop and consider new project opportunities. The Partnership is chaired by Shepway District Council,

with KCC represented by Carole Waters, and with additional representation by Magnox (the operators of Dungeness A) and a number of business and community interests.

- 3.2. In addition, the development of **Lydd Airport** could create 180-400 new jobs on the Marsh. The proposals are subject to Government determination, and a decision by the Secretary of State has been awaited since 2010. Paul Carter and Damian Collins MP have recently written to ministers urging progress in reaching a decision.
- 3.3. However, it is unlikely that Romney Marsh's future employment needs will be satisfied entirely within the Marsh. At present, there is significant out-commuting from the Marsh, mainly to Folkestone and Ashford (and to a lesser extent, Dover, Maidstone and London). Ashford in particular offers capacity for significant employment growth (and road links are relatively good), and both Ashford and Folkestone are centres for skills and other provision which serves the Marsh. Future consideration of an economic development strategy for Romney Marsh will therefore need to consider how residents can best take advantage of opportunities in the wider area, alongside those emerging through indigenous local growth.
- 3.4. To consider the range of opportunities for the Marsh's economic future and to engage with the wider business community, a **breakfast event** is being arranged for 15 March at Lydd Airport. Work is currently underway to plan for the event.

4. Maximising funding for the Marsh

- 4.1. Associated with the decommissioning process, Magnox operates a Socio-Economic Fund on behalf of the Nuclear Decommissioning Authority. This invests in projects to support local economic development in areas formerly dependent on the nuclear power industry.
- 4.2. Historically, most of this funding has gone to Wales, Scotland and Cumbria, but with the decommissioning of Dungeness A and the future decommissioning of Dungeness B, the Romney Marsh area has become a higher priority. However, good projects from the Marsh have been slow to come forward, partly because of a lack of match funding, and partly because of limited promotion of the fund. There is a risk that unless additional efforts are made to capture the potential Magnox investment and focus it on local priorities, it could be lost to other parts of the country.
- 4.3. Recent discussions with Magnox have raised the prospect of creating a 'co-financed fund' which could be locally managed and run as a time-limited challenge fund to which businesses and other partners could apply. Magnox have suggested that they could potentially make around £500k available, with KCC providing £466k. Shepway District Council has also expressed an interest in contributing, potentially creating a fund worth around £1 million to support local businesses.

- 4.4. This fund could operate as part of a wider package of measures, including funding for new workspace, apprenticeship provision and jobs brokerage, all of which could be brought together locally in a more coherent way. Specifically, a KCC/ Magnox fund could offer:
- Direct small scale loan support to business. This could be focused on projects that would ordinarily be too small to seek Expansion East Kent funding, perhaps with a maximum allocation per business of £10,000.
 - Local business advisory services, linked with the loan fund;
 - Training, either provided direct to business, targeted towards young people entering the labour market or aimed at those exiting the nuclear industry (where this is additional to other training already provided through mainstream provision)
- 4.5. Work is currently underway to develop the proposed fund further. KCC's Regeneration Fund has committed £466k (in Principle) and a proposal for funding is going to the Magnox Executive Board on 11 March. If successful, the fund could help to provide a focus to local economic development on Romney Marsh, and – subject to the timetable for agreement by the Magnox Executive Board – could be launched at the business breakfast event on 15 March.

5. Recommendations

- 5.1 Members of Economic Development Committee are asked NOTE the contents of this report. In particular, it is recommended to note the efforts underway to identify alternative sources of employment on Romney Marsh, including the business event proposed for 15 March

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Background Documents: None

By: Mark Dance, Cabinet Member for Economic Development and Regeneration
Barbara Cooper, Director for Economic and Spatial Development

To: Economic Development Cabinet Committee 6 March 2013

Subject: Kent and Medway Green Deal Partnership

Classification: Unrestricted

Summary

This paper provides an update on the energy efficiency housing retrofit activities of the Kent and Medway Green Deal Partnership and asks the Economic Development Cabinet Committee to note progress and provide comment on the next steps proposed.

Recommendation:

The Economic Development Cabinet Committee is asked to:

- 1) Note and provide comment on the Kent and Medway Green Deal Partnership
-

1. Introduction and background

- 1.1. The improvement of Kent's homes through the installation of energy efficiency measures saves residents money, tackles fuel poverty thereby raising living conditions often for the most vulnerable residents; and stimulates the low carbon economy which is a key priority for the Kent Environment Strategy and Bold Steps for Kent.
- 1.2. The potential for retrofit in Kent is significant. Over half of the homes in Kent are still insufficiently insulated and more than 13% of Kent's residents live in fuel poverty. If all Kent's homes were retrofitted this could generate £914m worth of sales, with the potential for 7000 jobs, generating savings of £80m+ for residents
- 1.3. In parallel the Government has been developing its flagship 'Green Deal' programme to drive retrofit nationally.
- 1.4. The Green Deal is made up of two parts which are:
 - The Energy Companies Obligation (ECO) - energy companies with more than 250000 customers are obligated to pay for their carbon emissions by funding energy efficiency improvements in homes to the value of approximately **£1.3bn a year** (defined by

set conditions). Significant amounts of this money could be available for Kent's most deprived and vulnerable residents.

- 'Green Deal' - a new finance mechanism which allows householders to make energy improvements to their home with no upfront cost, paying for them through their energy bill

2. Kent and Medway Green Deal Partnership (KM GDP)

2.1. To enable Kent to maximise the amount of the £1.3bn a year 'ECO' funding levered into the county the Kent and Medway Green Deal Partnership (KM GDP) has been set up. The KM GDP brings together, at a strategic level, all the key partners who would be essential in delivering a successful retrofit programme. The partnership is chaired by Graham Harris, Managing Director of Dartford Borough Council.

2.2. The purpose of the KM GDP is not only to ensure maximum 'ECO' funding for Kent residents but also secure additional benefits from a large scale programme of retrofit. This is not simply about physical measures, but low carbon regeneration with retrofit at its core and includes the ability to:

- save residents money, tackle fuel poverty and improve the health of vulnerable residents – young and old
- maximise benefits for local businesses and SMEs, generation of job opportunities and higher levels of local economic growth
- improve the links between industry, skills and training providers including apprenticeships
- develop opportunities around research and development activities and support for the supply chain

2.3. To this end a two phase programme of activity has been developed by the KM GDP:

Phase 1 – March 2013-2015 (Initial Eco Period): Kent County Council, on behalf of the KM GDP will engage with an ECO funding provider to help facilitate early pilot projects. Each pilot will be approximately 200 dwellings in size located in communities of around 4000 homes and carried out over the next 12-18 months. The estimated cost of the pilots is around £11-12m, however, potential expansion of the pilots to 5000 homes over the initial eco period (to March 2015) will result in far greater value (up to £40m). It is anticipated that the total cost of these pilots will be covered by the Eco Provider.

Agreed pilots are: Swanscombe, Northfleet/Singlewell, Sittingbourne/Sheppey, Ramsgate, Buckland/Tower Hamlets, Aylesham. A Medway pilot area is still being agreed. There will be

cross cutting priorities for rural areas and those suffering from the most severe fuel poverty available across the whole of Kent funded through the ECO Affordable Warmth funding strand.

Phase 2 – 2015 onwards: Roll out of the process across Kent and the establishment of a long term relationship with an eco funder and/or Green Deal Provider

- 2.4 An OJEU notice has been sent out by KCC on behalf of the KMGDP to select an ECO Provider, closing on the 4th February. Based on criteria agreed by the KMGDP which includes total amount of funding available, percentage of funding, but also criteria relating to local economic regeneration and skills and use of local labour, Enterprise AOL was selected as the ECO provider. This will be confirmed after a period of Standstill to allow challenge, in the first week of March. Total amount of funding offered by Enterprise was £80m.

3. Support for Kent and Medway SMEs

- 3.1. Support for Kent and Medway's SME's has so far been through:
- Encouragement of the use of the local supply chain in the OJEU and through pre tender discussions
 - 4 Joint events with DECC to highlight opportunities for SMES
- 3.2. On the back of the recent workshops and the feedback we received we are looking at further events in the next six months, and the possibility of specialised training for SMES.
- 3.3. The feasibility of a Kent and Medway SME network/framework of 'Green Deal Ready' SME's is also being explored, taking into account what other local authorities are doing and what would be appropriate for Kent and Medway.
- 3.4. Further information and up and coming opportunities will be put onto Kent Portal. A timescale for actions is given below.

Action	By Whom	When
Further Green Deal Workshops and specialised training	KCC/BSK as part of FUSION Project	Mar-Jul 2013
Establish a way forward for the wider skills agenda linked to retrofit	KCC (SCC, ED, Skills Unit)	Feb/Mar 2013
Determine feasibility of a Green Deal SME Network/framework for the ECO Pilots and roll out as	KCC Sustainable Business Programme	Feasibility - Feb 2003 roll out - Mar/Apr 2003

appropriate		
Promotion of opportunities for SMEs	KCC/BSK as part of FUSION project	

4. Next Steps

4.1. The next steps for the KMGDP will be to:

- Confirm appointment of an ECO Provider to deliver the pilots – March 2013
- Develop a Memorandum of Understanding for KMGDP partners - March 2013
- Set up a KMGDP Pilot Project Board based on local authority representation from each of the pilot areas, KCC, a housing association, business and community representative (Action for Communities in Rural England) – February 2013
- Fully engage with all key partners in the pilot areas including KCC Members – February 2013 onwards
- Further develop activities outlined in Section 3 to ensure Kent and SMEs benefit from future opportunities – See Timetable

5. Recommendation

The Economic Development Cabinet Committee is asked to:

- 1) Note and provide comment on the Kent and Medway Green Deal Partnership and actions identified

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Background Documents: None

By: Mark Dance, Cabinet Member for Economic Development and Regeneration
Barbara Cooper, Director for Economic and Spatial Development

To: Economic Development Cabinet Committee, 6th March

Subject: Raising Participation Age (RPA)

Classification: Unrestricted

Summary:

The Skills & Employability Service has worked with the Business Advisory Board to communicate the Raising the Participation Age (RPA). At present the communication of the RPA message through a variety of media is stalled, awaiting the publication of the Statutory Guidance for RPA.

1. Introduction

1.1 The Education and Skills Act 2008 places a duty on all young people to participate in education or training until their 18th birthday.

- From summer 2013, young people will be required to continue in education or training until the end of the academic year in which they turn 17 (the current Year 10, aged 14-15). From 2015, they will be required to continue until their 18th birthday (the current year 9, aged 13-14).
- RPA will take effect from the last day of the academic year in summer 2013.
- This doesn't necessarily mean staying in school. Young people will be able to choose how they participate post-16, which could be through: full-time education, such as school, college or otherwise; an apprenticeship; part-time education or training if they are employed, self employed or volunteering for 20 hours or more a week.

1.2 The vast majority of young people in Kent, over 82% of learners in Year 12 (aged 16-17) and 13 (aged 17-18) already participate in full time education. A further 6% are in employment or training that satisfies the learning requirement of RPA, leaving 12% of the cohort requiring intervention.¹

A closer look at this cohort gives an indication of the scale and type of intervention required.²

¹ Connexions Kent Activity Survey Nov 2011

² Connexions Kent Activity Survey Nov 2011

Type of young person	Year 12 (Age 16-17)	Year 13 (Age 17-18)
NEET (Not in Employment, Education and Training)	677	1,233
In employment not meeting learning requirement	404	1,430
Not known	117	361
Totals	1,198	3,024

1.3 There are four key issues:

- The main issue for RPA will be engaging the older Year 13 age group
- There are over 1,800 young people in jobs that will not be permitted under RPA. How do we convert these to jobs with training? How do we ensure these jobs are not offered to 19 year olds and above in the future?
- There are a hardcore of young people who are NEET in Year 12 who be will looking for work based learning.
- Businesses understanding their role in supporting young people to meet the expectation for RPA of 280 Guided Learning Hours per year.

2. Progress to date

2.1 The Skills and Employability Service (S&E) has drawn up an RPA plan to identify key areas of work in order to support the introduction of RPA. One of the key areas is to work with employers to help them to understand their responsibilities. At the Business Advisory Board (BAB) Meeting in May 2012, a presentation was made on RPA. Subsequently the Skills & Employability Service met with 3 members of BAB to discuss how the RPA message may be communicated.

2.2 The amount of progress made so far has been limited because in Summer 2012 the Department of Education (DfE) produced the outcome of the RPA consultation which concluded that the proposed duties on employers for RPA should not be enacted at this time due to the existing economic conditions. The consultation said that in the autumn the DfE would produce statutory guidance for RPA. As yet the statutory guidance has not been published.

2.3 The outcomes of the meetings have been;

- Agreed information produced on www.kentchoices4u.com for all stakeholders to understand RPA as an expectation that rests on

- young people, but does not at present give employers any duties.
- Agreed a message to communicate RPA. This was shared with all schools in autumn 2012 through a variety of resources for schools to use with students and teachers.
- It was agreed that once the Statutory Guidance was published the S&E service would work with BAB to carry out an online consultation with employers to inform them of the RPA changes. However as yet the statutory guidance on RPA has not been published. We have only had sight of a draft in late December 2012. The key feature of the draft guidance for employers is that the proposed new duties on employers regarding RPA are not to be enacted because of the present economic climate.
- The RPA Consultation stated;

“We have therefore decided that **the duties on employers within the RPA legislation will not be commenced in 2013**. This will mean that employers will not be discouraged from hiring 16 and 17 year-olds by concerns about additional burdens or the possibility of fines. Those 16 and 17 year-olds who do work full-time will still be under a duty to participate in education or training part-time alongside. We know that employers recognise the benefits for the individual and their business of young people undertaking training and will want to support this, without the need to place additional duties on employers. We will work further with employers’ organisations and local authorities to make sure that this is clearly communicated and that employers have the information they need to understand the benefits of training for their young staff without the need for regulation. These duties will remain on the statute book and we will keep this under review, with the option to introduce the employers’ duties and enforcement in future if these are needed.”

(Raising the Participation Age (RPA) Regulations: Government response to consultation and plans for implementation. July 2012)

3. Next Steps

- 3.1 Once the Statutory Guidance for RPA is published the S&E service will work with BAB to communicate the RPA message.
- 3.2 At present the message of Raising the Participation Age is not getting through. The perception is that it means, Raising of the School Leaving Age (ROSLA). We have picked this up through a RPA Learner Voice survey in which 50% of respondents thought RPA was ROSLA, through our discussions with schools and by the message nationally presented in papers such as The Times and on the BBC website as that of ROSLA rather than RPA.
- 3.3 Therefore there is still work to be done to ensure the RPA message is fully understood. The key to this would be for the DfE to communicate a national message, but this is highly unlikely to happen.

- 3.4** A letter has been sent to Matthew Hancock the Skills Minister at the Department of Business, Innovation & Skills to express these concerns.
- 3.5** The Skills and Employability service will also communicate with schools in Term 4 to reinforce the RPA message. There will be further communication of the RPA message to employers as soon as the RPA Statutory Guidance is issued.

4. Recommendation

- 4.1** Members of the Economic Development Cabinet Committee are asked to DISCUSS and note the contents of this report.

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Background Documents:

Draft Statutory Guidance on Raising the Participation Age

<p style="text-align: center;">THE EDUCATION AND SKILLS ACT 2008 DUTIES RELATING TO THE PARTICIPATION OF YOUNG PEOPLE IN EDUCATION, EMPLOYMENT OR TRAINING STATUTORY GUIDANCE FOR LOCAL AUTHORITIES</p>

ABOUT THIS GUIDANCE

1. This is statutory guidance from the Department for Education. A local authority must have regard to it when exercising its functions relating to the participation of young people in education or training. The annex to this guidance contains departmental advice to help recipients understand what the Department considers the statutory provisions to mean in particular circumstances.
2. Apart from the elements identified in this statutory guidance, it is for local authorities to determine their approach. Local authorities should meet any costs incurred from their overall budgets, including central government grants.

REVIEW DATE

3. This guidance is being published in advance of the commencement of the relevant sections of Part 1 of the Education and Skills Act 2008 (ESA 2008) in order to support local authorities to plan for implementation for the raising of the participation age. The Department will review this guidance by June 2014.

WHAT LEGISLATION DOES THIS GUIDANCE RELATE TO?

4. This guidance is being issued under sections 18 and 68(4) of ESA 2008 in relation to sections 10, 12 and 68 of that Act. This guidance replaces the existing guidance on section 68.

WHO IS THIS GUIDANCE FOR?

5. This guidance is for all local authorities in England.

RESPONSIBILITIES OF LOCAL AUTHORITIES

6. The Government's approach is to give local authorities freedom and flexibility to decide how to fulfil their statutory duties. That is why we are only specifying key activities to help them to fulfil their duties. It is a requirement that local authorities will have regard to the following guidance when deciding how to organise and resource their services.

BACKGROUND

7. Local authorities have existing responsibilities to support young people into education or training, which are set out in the following duties:
 - **Secure sufficient suitable education and training provision** for all

young people aged 16-18 (inclusive) in their area¹.

- Make available to young people below the age of 19 support that will **encourage, enable or assist them to participate in education or training**².

In order to fulfil these duties, local authorities are expected to track the participation of young people in education and training, and ensure that young people who are not in education, employment or training (NEET) are supported to participate.

8. From September 2012, schools have been under a duty to secure access to independent and impartial careers guidance³ for their pupils in years 9-11 on the full range of post-16 education and training options, including Apprenticeships. Schools will be expected to engage, as appropriate, in partnership with external, expert providers and to have regard to statutory guidance on careers⁴. They are otherwise free to make arrangements for careers guidance for young people that fit the needs and circumstances of their students. Academies and Free Schools are subject to an equivalent requirement in their funding agreements. There is no longer an expectation that local authorities should provide universal careers services although some are choosing to deliver careers guidance on a traded basis.
9. Local authorities should, however, continue working with schools in their area - this is key to having the data needed to deliver their duties and the September Guarantee (see also paragraph 24).
10. In addition, local authorities are expected to lead the September Guarantee process, which underpins the delivery of these duties. This is the process by which local authorities aim to ensure that all 16-17 year olds receive an offer of a suitable place in education or training by the end of September each year⁵. This helps to ensure a good match between young people and suitable education and training provision, as well as helping target support on those young people who do not have a suitable place.

GUIDANCE ON EXISTING DUTIES

11. The guidance in paragraphs 12-15 is in relation to local authorities' existing duty under section 68 of ESA 2008. This applies to their work with young people age 19 or below and those aged 20 to 24 with learning difficulties.

¹Sections 15ZA and 18A of the Education Act 1996 (as inserted by the Apprenticeships, Skills, Children and Learning Act 2009))

² Section 68 Education and Skills Act 2008

³ The Education Act 2011 inserted a duty, section 42A, into Part VII of the Education Act 1997,

⁴<http://media.education.gov.uk/assets/files/pdf/s/statutory%20guidance%20for%20schools%20on%20careers%20guidance.pdf>

⁵<http://www.education.gov.uk/childrenandyoungpeople/youngpeople/participation/transitionintoeducationandtraining/a0064102/offersofeducationandtraining>

12. The local Client Caseload Information System (CCIS) provides local authorities with the means of recording young people's post-16 plans and the offers of education or training they receive, together with their current circumstances and activities. The National CCIS Management Information Requirements⁶ (NCCIS) set out the six data areas that should continue to be reported to the national system each month from the local CCIS system.
13. Information on the number and proportion of young people in each area who receive an offer under the September Guarantee, are participating in education, employment or training, who are NEET, or whose current activity is not known, will be taken from the data reported to Department for Education (DfE) and made available publically the via the DfE website. Data will be broken down by age, gender, ethnic group and disability where available.
14. Local authorities should continue to maintain close links with Jobcentre Plus to ensure that young people who are NEET receive a complementary package of support to find employment (with training for 16-17 year olds) or to re-engage in education or training. This responsibility is best met by the development of local partnership agreements, which set out the ways in which local authorities and Jobcentre Plus will work together to ensure that a seamless and comprehensive service is provided for all young people.
15. 16-17 year olds are, in certain circumstances, eligible to claim Job Seeker's Allowance (JSA), Income Support (IS) or Employment Support Allowance (ESA). Whilst decisions about the payment of benefits will be made by Jobcentre Plus, any young person wishing to make a claim must first register with the local authority. The requirement to register with the local authority is in primary legislation and is a condition of benefit entitlement for those under 18. Supporting processes are currently in place to let Jobcentre Plus know that a young person has registered with local authority and maybe eligible for benefit. The young person's details should then be recorded on CCIS as 'NEET – seeking employment, education or training'. Local authorities are expected to follow the processes set out in the 'Benefits Liaison Guidance'⁷ issued by DWP to ensure that benefit regulations are adhered to.

NEW STATUTORY DUTIES

16. Part 1 of ESA 2008 sets out that all 16 and 17 year olds will be under a duty to continue in education or training. This is happening in two phases: from 2013, **all young people will be under a duty to participate in education or training until the end of the academic year in which they turn 17. From 2015, this will rise to their 18th birthday.** Advice on the definitions of participation in education or training is set in the Annex to this guidance.

⁶<http://www.education.gov.uk/childrenandyoungpeople/youngpeople/participation/a0074374/national-client-caseload-information-system-nccis-management-information-required-from-ccis>
⁷<http://www.dwp.gov.uk/publications/specialist-guides/supporting-young-benefit-claimants>

17. This will ensure that every young person continues their studies or takes up training and goes on to successful employment or Higher Education. The Government's strategy for achieving full participation of all young people is set out in *Building Engagement, Building Futures*⁸.
18. In addition to the existing duties described in paragraph 7, Part 1 of ESA 2008 places two new duties on local authorities **to promote the effective participation of young people in education or training, and to have in place arrangements to identify those not participating**, as follows:
 - A local authority in England must ensure that its functions are (so far as they are capable of being so exercised) exercised so as to **promote the effective participation in education or training** of persons belonging to its area to whom Part 1 of ESA 2008 applies with a view to ensuring that those persons fulfil the duty to participate in education or training⁹.
 - A local authority in England must make arrangements to enable it to **establish** (so far as it is possible to do so) **the identities of persons** belonging to its area to whom Part 1 of ESA 2008 applies but who are **failing to fulfil the duty to participate in education or training**¹⁰.

GUIDANCE ON NEW DUTIES

19. The guidance in paragraphs 20-28 and the advice in the Annex, relates to young people who are included in the duty to participate – that is 16 year olds (until the end of the academic year in which they turn 17) from summer 2013, and 17 year olds from summer 2015. Local authorities are free to consider the application of this guidance to other young people.

PROMOTION OF EFFECTIVE PARTICIPATION

20. The participation of young people in education and training should be actively supported through local authorities' wider functions wherever possible and practical. This might include their education and children's services, Youth Offending Teams, Troubled Families Teams and pre-16 Education Team, social services and economic development amongst others.
21. Specific examples of this are:
 - Local authorities should ensure they are mindful of supporting the participation of all young people when preparing their post-16 transport policy statement¹¹.
 - Local authorities could consider wider areas, such as economic regeneration policies which include Apprenticeship places for young people or working with local employers to facilitate training opportunities for young employees.

⁸ <http://www.education.gov.uk/a00200853/building-engagement-building-futures>

⁹ Section 10 ESA 2008

¹⁰ Section 12 ESA 2008

¹¹ In accordance with their duty under section 509AA of the Education Act 1996

22. Local authorities may find it useful to consider how best to work with and influence partners locally to support participation. Local authorities may wish to consider:
- Having agreements in place for working with neighbouring authorities – and where needed, having arrangements for supporting and tracking young people across local authority boundaries.
 - Developing a strategic plan for implementing RPA to maximise impact from the range of funding sources supporting this area – including funding for education and training places, re-engagement provision supported by the European Social Fund, and Youth Contract provision for the most vulnerable young people. Local authorities may also wish to agree ways of working with wider agencies including the Voluntary and Community Sector, and other relevant bodies, including the employers of young people.
23. Sections 14-17 of ESA 2008 provide data sharing powers¹² to support this; and section 13 places a duty on all educational institutions (maintained schools, Academies, colleges, and education and training providers – including Apprenticeship providers) to tell a local authority when a young person is no longer participating. This duty is applicable if a young person leaves an education or training programme before completion (i.e. ‘drops-out’). Local authorities may also want to ensure that they are aware of young people completing shorter courses who need help to continue their education or training. In the event of a local authority being told that a young person from another local authority is not participating, they should inform the home authority as quickly as possible.
24. Local authorities may wish to also consider working with schools (and other pre-16 education providers – e.g. alternative provision) to identify and support those pupils at risk of not being in education or training post-16. Tools such as risk of NEET indicators may support this¹³.

IDENTIFYING YOUNG PEOPLE NOT PARTICIPATING

25. The duty to participate in education or training applies only to those young people resident in England. In certain circumstances, local authorities may need to make judgements about whether young people are resident in England and therefore are required to participate (for example, if a young person is in the country for an extended temporary period). Local authorities have discretion to make these decisions themselves based on the individual’s circumstances. The Education Funding Agency funding regulations¹⁴ set out the criteria for eligibility for funding and this may be helpful in making these decisions.

¹² This is related to the existing provisions in section 72 of ESA 2008.

¹³ <http://www.education.gov.uk/childrenandyoungpeople/youngpeople/participation/rpa/a0075564/rpa-past-projects>

¹⁴ <http://www.education.gov.uk/childrenandyoungpeople/youngpeople/studentsupport/funding/a00209794/funding-guidance-2012-to-13>

26. As set out in paragraph 12, local authorities must follow the management information requirements of the NCCIS¹⁵. The NCCIS will function as the main source of evidence that local authorities are meeting their duty under section 12 of ESA 2008. Therefore, all local authorities should ensure that the information contained on their local CCIS database is as complete and up to date as possible – and includes information relating to all young people resident in that local authority.
27. The Government recognises there will always be a very small number of young people who require a temporary break in education or training (such as new mothers or the very ill). It is important that local authorities are satisfied that they have in place the appropriate support mechanisms in their area to enable these young people to re-engage in education or training as soon as is reasonably possible.
28. Whilst the legislation that provides for an ‘enforcement’ process for RPA will not be commenced for the time being, local authorities must be aware that young people (aged 16 and 17) are under a duty to participate and authorities should be doing all they can to support them to meet that duty. Government will review RPA in the round on an annual basis and implement the enforcement provisions if necessary.

¹⁵<http://www.education.gov.uk/childrenandyoungpeople/youngpeople/participation/a0074374/national-client-caseload-information-system-nccis-management-information-required-from-ccis>

ANNEX - DEFINING PARTICIPATION

1. In order for local authorities to fulfil their duties, they will need to have regard to provisions in Part 1 of ESA 2008 and in the regulations made under that Act, including:
 - The duty to participate in education or training applies to all young people in England (from 28 June 2013) until the end of the academic year in which they turn 17; and from 26 June 2015, this is to their 18th birthday.
 - Where young people have accepted an offer of a place in education or training, or are participating, there is no requirement for them to participate during the usual breaks in learning (e.g. school/college holidays).
 - Where young people have attained 2 or more A levels or the other prescribed qualifications¹⁶, they are no longer *required* to participate but may benefit from support to continue their education or get a job.
2. The three primary routes to participation are:
 - a) Full-time education.
 - b) An Apprenticeship.
 - c) Full-time work with part-time education or training alongside.

WHAT COUNTS AS FULL-TIME EDUCATION

3. The great majority of young people will meet the duty to participate by participating in full time education.
4. Where a young person is attending full-time education at a school, local authorities need to assure themselves that the young person is enrolled and attending.
5. For young people attending other full-time education – whether that be a sixth form college, general further education college, independent college, or otherwise apart from the settings below (paras 6& 7) – the definition of full-time participation is at least 540 hours of guided learning a year. In accordance with the principles of 16-19 study programmes¹⁷, wider forms of education such as work experience can be included within those hours. In general, young people enrolled on a full-time study programme will be meeting the duty to participate.
6. For young people who are being home educated, no hourly requirement of education applies: the amount and content of that education is at the discretion of the home educator. Where a young person claims to be

¹⁶ **[DN – provisional to be confirmed]** These are: the International Baccalaureate Diploma; an Advanced Apprenticeship, and two Cambridge Pre-University qualifications.

¹⁷ <http://www.education.gov.uk/schools/teachingandlearning/curriculum/a00210755/16-19-study-programmes>

home educated in response to a local authority query, if the authority believes there is some doubt in the matter they may wish to seek confirmation of this from the parent or guardian.

7. For young people who have been absent from the education system and are now attending a re-engagement programme, no hourly requirement of education applies. Local authorities should be satisfied, particularly where they commission this provision, that the express intention of the programme is to support that young person to move into full-time education at a school or college, an Apprenticeship, or full-time work with part-time training alongside. Once re-engagement onto one of those routes is secured, the wider requirements for participation apply. A suggested set of non-statutory principles that re-engagement provision should look to satisfy has been developed by the DfE and representatives from the sector¹⁸.

APPRENTICESHIPS

8. Entering into a contract of Apprenticeship (including Access to Apprenticeships programmes) satisfies the duty to participate and so no further monitoring of that young person's training or employment is needed. Apprenticeship providers are included in the requirement to notify a local authority if a young person is no longer participating ('drops-out' of learning).

FULL-TIME WORK WITH PART-TIME EDUCATION OR TRAINING

9. Sections 5, 6 and 8 of ESA 2008 detail the requirements of this route. In order to be considered as participating, a young person must both be in full-time work and undertaking part-time education or training. The key definitions that local authorities will need to have regard to are that:
 - To count as full-time work, the job must be for 8 or more weeks consecutively and for 20 or more hours per week. Where a young person's employment hours vary, employment of 40 or more hours over a two week period can be considered as meeting the requirement. Part-time work (e.g. a weekend or evening job) is not affected by these requirements.
 - Full-time self-employment, holding a public office or working other than for reward (e.g. volunteering) should all be regarded in the same way as full-time employment. For volunteering placements, it is recommended that a written agreement is in place between the young person and the placement organiser, but it is not the local authority's responsibility to monitor this.
 - Part-time education or training alongside full-time work must be of at least 280 guided learning hours (GLH) per year. There is no set pattern for how these hours should be taken: at a given time a young person might not be undertaking education or training as long as it is clear that over the course

¹⁸[DN – include link when ready]

of the year the hourly minimum will be met. Part-time education or training pursued alongside full-time work must constitute education or training leading towards an accredited qualification and therefore have a GLH value attached. This education or training may be provided directly by an employer or by another organisation.

YOUNG PEOPLE WITH FULL-TIME CARING RESPONSIBILITIES

10. Local authorities may consider full-time caring responsibilities as full-time work depending on individual circumstances, so part time education or training alongside that work would count as full participation. This is only likely to be appropriate where the young person is on the local authority's register of carers and/or is in receipt of carers' allowance. Young people who are parents caring for children would not be covered by this provision, as they would be expected to participate full-time and may qualify for Care to Learn¹⁹ funding to enable them to do so. As set out in para 27 of the guidance, a reasonable period of maternity leave is, of course, justified.

YOUNG PEOPLE IN JOBS WITHOUT TRAINING

11. Whilst all employment is beneficial, long-term outcomes for young people in jobs without training are only marginally better than outcomes for young people who are NEET. Therefore those in jobs without training should also be supported to take up suitable part-time education or training alongside their work. This will enable them to gain the qualifications and skills that will support future employment and increase their earnings. It is for local authorities to determine their own arrangements for supporting young people in work to meet their duty to participate, though they may wish to consider: using existing employer networks to discuss the training needs of young people; communications to raise awareness about the duty on young people to participate; or support and encouragement for employers to convert existing jobs to Apprenticeships.
12. Infrequently, a young person's working hours may prevent them from attending their chosen part-time education or training programme. Local authorities should be aware of their duty to secure appropriate provision²⁰ for all young people and so ensure that flexible provision is in place where needed. In cases where it is not possible to provide suitable provision to fit around working patterns, local authorities should work with employers to find an amicable solution.

YOUNG PEOPLE TAKING GAP YEARS

13. Most young people who take gap years do so at 18 or older and will be unaffected by this legislation. For the small group of 16 and 17 year olds who are considering taking a gap year, the legislation applies in the following way:
 - Where the gap year is taken abroad, a local authority may need to make a

¹⁹ <http://www.education.gov.uk/childrenandyoungpeople/youngpeople/studentsupport/funding/a00203090/care-to-learn>

²⁰ Section 15ZA and 18A of the Education Act 1996 (as inserted by the ASCL Act 2009)

judgement about whether that young person will be resident in England (paragraph 25 of the Guidance).

- Those remaining in England to work or volunteer would be expected to comply with RPA and undertake education or training in accordance with the duties set out in paragraphs 1 and 2 of this Advice.

DRAFT

By: Mark Dance, Cabinet Member for Regeneration and Economic Development
David Cockburn, Corporate Director – Business, Strategy and Support

To: Economic Development Cabinet Committee – 6th March 2013

Subject: Proposed Extension to Service Level Agreements for Visit Kent and Locate in Kent for the period April 2013 – March 2014

Classification: Unrestricted

Summary:

KCC currently operates three-year Service Level Agreements with Locate in Kent and Visit Kent which expire on 31st March 2013. To reflect their changing and independent nature, KCC needs to reconsider its approach to funding these organisations. Whilst this consideration is underway, the existing agreements will be extended for 1 year for the period April 2013-2014.

Members are asked to NOTE the proposed extension to the existing Service Level Agreements.

1. Background

- 1.1 Locate in Kent (LIK) was established as an investment promotion agency by KCC in 1997, whilst Visit Kent (VK) was established by KCC as a tourism promotion agency in 2003.
- 1.2 KCC currently has in place a formal three-year Service Level Agreement (SLA) with Visit Kent, which is due to expire in March 2013. A similar agreement exists with Locate in Kent.
- 1.3 To reflect the successful growth and development of both VK and LIK as independent strategically important organisations, KCC needs to reconsider the most appropriate method to continue to fund these organisations into the future. To ensure that VK and LIK do not suffer sudden financial loss whilst KCC reconsiders its position, the existing SLAs will be renewed for a period of 1 year.
- 1.4 KCC is a major funder of VK and estimated expenditure transferred to VK through the SLA for 2013/14 is £339K.
- 1.5 KCC is the major funder of LIK, and the estimated total expenditure

during 2013/14 is £750K.

- 1.6 The funding agreements are contained within the Economic Development Business Plan for 2012/13.

2. SLA Extension

- 2.1 Since their inception in 2003 and 1997, Visit Kent (VK) and Locate in Kent (LIK) have successfully grown as private and independent organisations and proved themselves to be of strategic importance to growing the visitor economy of Kent and attracting inward investment into Kent respectively. Both organisations have private/public sector Boards and are not for profit bodies. Both organisations have gained a significant number of private sector members to support their work and we expect this to increase as the organisations continue to grow.
- 2.2 As a result of this, and changes in procurement law, KCC needs to carefully consider the most appropriate way to formalise our approach to funding VK and LIK to enable us to continue to support them into the future.
- 2.3 Discussions have been held with legal and procurement advisors regarding options and a need has arisen to seek further advice from the Department for Business, Innovation and Skills to understand our position.
- 2.4 The existing SLAs are due to expire on 31st March 2013. It is expected that we will not be in a position to confirm and implement our approach to funding by the time these agreements expire. To ensure that VK and LIK do not suffer finance loss during this period, the existing agreements will be extended for 1 year. This will enable new detailed arrangements to be developed in time to begin in April 2014. Targets for the extended period are included at Appendix 1.

3. Next Steps

- 3.1 Further discussions will take place with Department for Business, Innovation and Skills and legal and procurement advisors.
- 3.2 The outcomes of these discussions and a proposed way forward will be brought back to the Committee for consideration in due course.

4. Recommendations

- 4.1 Members of the Economic Cabinet Committee are asked to NOTE and DISCUSS the extension of the existing Service Level Agreements for 1 year, whilst KCC establishes the most appropriate method for supporting these organisations in the future.

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Background documents: Appendix 1

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Appendix 1

Visit Kent Key Performance Indicators 2013-14

NO.	PERFORMANCE INDICATOR	BASELINE	2013-14
1	Secure external investment to match fund KCC investment by at least 3:1	1,147,265	1,016,178
2	Increase private sector investors in Visit Kent by at least 2% of current members	99	101
3	Achieve an 85% satisfaction level with Visit Kent services amongst its membership	80%	81%
4	Work with KCC, People 1 st and other partners to develop a Kent Hospitality Guild - a skills hub with a particular focus on work experience, work placement and apprenticeships	N/A	Secure funding and establish Guild
5	Improve Kent's standing in the Visit England TRI*M Index	81	82

Locate in Kent Key Performance Indicators for 2013/14

NO.	PERFORMANCE INDICATOR	PREVIOUS LEVEL	2013-14 LEVEL
1	Jobs (combination of new; indirect and safeguarded) secured over the year. (This reduction reflects the reduction in funding LIK has experienced since 2010 owing to the closure of SEEDA which previously contributed £600,000)	3000	2750
2	Percentage of all jobs achieved and forecast over the next three years will be professional or managerial positions or jobs in the knowledge based industries.	45%	55%
3	Percentage of jobs secured in high value growth sectors as identified in 'Unlocking Kent's Potential'.	50%	75%
4	100 'aftercare' company contacts made over the year.	New	100
5	Percentage of successes contacted in the 12 months following project completion, either by telephone or face to face visit and update on estimated job creation information and capital expenditure is collected.	New	100%

NO.	PERFORMANCE INDICATOR	PREVIOUS LEVEL	2013-14 LEVEL
6	<p>Percentage of successes contacted that agree that LiK's assistance was either:</p> <ul style="list-style-type: none"> • Critical - without LiK'S assistance, the project would have not gone ahead at all; or • Quite important: helpful, but not critical in influencing them to expand or relocate to Kent. . 	90%	90%

By: Mark Dance, Cabinet Member for Regeneration and Economy
David Cockburn, Corporate Director – Business, Strategy and Support

To: Economic Development Cabinet Committee – 6th March 2013

Subject: Economic Development Unit 2013/14 Business Plan

Summary:

In January 2013, Members of Economic Development Cabinet Committee were asked to consider and comment on the Economic Development Unit's 2013/14 draft business plan. At the meeting, Members requested a further report be submitted to the 6th March giving more detail on how performance indicator figures had been determined and for the final business plan to strengthen cross-cutting activity links to other Directorates. The final business plan will be, approved Cabinet to on 18th March.

Economic Development Cabinet Committee is asked COMMENT on the proposed approach to assessing and reporting performance indicators and NOTE the areas of cross-cutting activity identified in paragraph 3.2.

1. Introduction

- 1.1 In November 2012, the Economic Development Cabinet Committee discussed and commented on high-level headline priorities for the Economic Development and Spatial Unit. This feedback was reflected in the early substantive draft plan considered by Members of the Committee in January 2013.
- 1.2 At the meeting in January, Members requested a progress report be submitted to the 6th March meeting. In particular, Members requested information on how performance indicator figures had been determined and for links to other Directorates to be strengthened

2. Performance Management

- 2.1 In the 2011/12 business plan, the Unit made a commitment to review and develop its methodology to measure the impact of its activity on job creation and support to businesses. As part of the business planning process, project managers were required to provide information for:
 - Jobs created/safeguarded

- Businesses supported/assisted
 - Financial leverage
- 2.2 KCC's data quality framework requires performance indicators to be focused to ensure meaningful management information is developed to support quarterly performance reports to Cabinet Committees; therefore alongside work to collect the information for the indicators listed in paragraph 2.1 above, we have developed definitions for each indicator including suggested evidence to support reported performance and also a framework for collecting and checking information. Indicators for business support have not been included in the 2013/14 business plan as it was decided that alongside a count of businesses, it will be more meaningful to assess the tangible benefit of the support received. The intention is to take this work forward in 2013/14 with assistance from Research and Intelligence Unit.
- 2.3. The nature of partnership working means that different agencies will be involved in delivering the same projects, for example, Locate in Kent and Expansion East Kent and whilst the nature of the interventions will differ, the challenge is to recognise the legitimacy of each intervention whilst avoiding double-counting of outputs.
- 2.4 In determining performance indicators in the business plan, a discounting factor has been applied equivalent to 40% based on total numbers from current project plans. Financial leverage is calculated on the basis of forecast direct external cash funding secured to deliver individual project outputs, for example, 2013-14 draw down of TIGER Regional Growth Fund funding grant. This does not include private sector match funding linked to projects, which will be secured in addition to the amounts shown in the performance indicator table. Figures, for jobs and financial leverage have been weighted towards the end period of the business plan to reflect the lead in time to verify outputs and to draw down external funding. These assumptions will be monitored during the year and where appropriate figures adjusted based on monitoring returns and reported to Members.
- 2.5 Project managers will be accountable for reporting and supporting evidence requirements. The intention is to capture information using a simple proforma that will record details of performance outputs against businesses assisted. Business data recorded will be; company name, address, location and employment sector. Once collated, the data can be analysed to identify businesses that have benefitted from multiple interventions; and over time, the number of "repeat" and "new" businesses assisted.
- 2.5 Capturing business name/address details will enable sample Quality Assurance checks on submitted returns including those received from external agencies providing services on behalf of KCC.

3. Links to other Directorates

3.1 As part of the “one council” approach it is important to identify cross-cutting links across business plans to reduce duplication and to avoid working in silos. The final draft plan therefore includes a new section; Corporate Programmes. This section identifies how the Unit’s work links to KCC’s key transformational programmes and overarching strategies.

3.2 Key areas of cross-cutting activity include:

- Leading on the recommendations in the Kent Forum Housing Strategy to support vulnerable adults and children;
- working with businesses to identify skills needed for future jobs;
- working with Education to share leads and information from business engagement activities, ensure commonalities in sector priorities and promote KCC and partners’ plans and services. A good example of this is our joint work to help businesses understand their role to provide 280 guided hours training as part of Raising Participation Age;
- seeking to identify and provide work experience opportunities for “Looked After Children”;
- helping to deliver the Kent Environment Strategy through working with Kent’s Low Carbon Sector and;
- contributing to, and supporting implementation of key change programmes

4. Recommendation

4.1 The Economic Development Cabinet Committee is asked to:

- a) COMMENT on the proposed approach to assessing and reporting performance indicators
- b) NOTE the area of cross-cutting activity in paragraph 3.2 above,

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Background Documents:

None

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By: Mark Dance, Cabinet Member for Regeneration & Economic Development
Theresa Bruton, Head of Regeneration Projects

To: Economic Development Cabinet Committee
6th March 2013

Subject: Produced in Kent – Feedback from Member Visits

Classification: Unrestricted

Summary

The report outlines details of the planned visit by members of this committee to a number of Produced in Kent (PinK) member businesses on 1st March 2013. A verbal update providing more detailed feedback for discussion will be provided at the meeting.

1. Introduction

- 1.1** Produced in Kent Ltd is a joint venture company established by KCC and Hadlow College primarily to promote the local food and drinks sector for the County along with a smaller number of artisan producers. The Chairman of this Committee, in his capacity as Deputy Cabinet Member for Regeneration & Economic Development, sits on the PinK Board. The core team of three are KCC employees committed wholly to this initiative at an annual cost to our budget of £120,000
- 1.2** Members of this Committee requested an opportunity to learn more about the activity of PinK as part of its programme of visits and presentations by the wider compliment of organisations supported through this portfolio as they provide direct support to businesses within this sector.

2. Background

- 2.1** PinK is a member-led organisation re-established in 2005 with the ultimate aim of stimulating and supporting the sustainable development of the food and drink sector in Kent. Membership is open to businesses throughout the food supply chain subject to them meeting certain criteria. Despite the economic downturn membership numbers have steadily increased over the past few

year to the current 230 and range from primary producers to retailers, distributors and hospitality businesses though the majority (50%) of the current membership are small and medium sized growers, processors and manufacturers collectively known as 'producers'. PinK provides support, training, advice, information and business development opportunities to its members. To date, in addition to KCC engaging the core team, PinK relies primarily upon membership fees, sponsorship and external funding opportunities to fund its overall operation.

- 2.2** Over recent years a strong and credible 'Produced in Kent' brand has been established and a refresh of the company's strategy is now being taken forward under the direction of the PinK Board and Edwyn Martin, the new Produced in Kent Manager, appointed in January. A very timely set of circumstances with the recent national and Europe-wide horse-meat, Halal food and chicken products scandals at the forefront of public concern and where demonstrating the provenance of what we eat puts PinK in an excellent position to promote the benefits and overall sustainability of producing and buying locally.

3. Strategic Objectives

- 3.1** PinK's strategic objectives are currently defined as:

1. To champion and support the growth, development and future of the food and drink sector in Kent.
2. To leverage brand equity to generate greater visibility and recognition amongst the public, future members and private sector investors.
3. To develop an exceptional and valued membership experience.

These are underpinned by the following core values:

- Quality and provenance
- Respect and trust
- Innovation and expertise
- Commerciality

- 3.2** Focussing on the above will ensure that PinK continues to develop its role to ensure that food provenance, food security, business growth and job creation continue to be of critical importance and that the sector continues to develop as well as become a career path of choice for our young people thus supporting the strategic objectives of both KCC and Hadlow College.

4. Visits

- 4.1** The visit programme is shown in the Appendix to this report. It

provides the opportunity for Committee Members to see at first hand a variety of businesses in one local area during the morning as representative of those types of businesses to whom PinK provide a range of support. The visit culminates in a lunch and round table discussion for Members with a wider number of businesses.

- 4.2** Members are invited to feedback their experience and thoughts following the visits and in doing so are asked to identify how they would like to hear about PinK's activity in the future and measure its progress and success which could include future presentations at Committee meetings.

5. Recommendation:

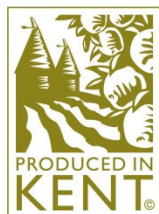
- 5.1** Members of the Cabinet Committee are asked to:
- a) To discuss key perceptions and outcomes of the fact finding tour; and
 - b) Invite Edwyn Martin, Manger, and Produced in Kent, to provide an update to the committee during the coming year.

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Background Documents:

Appendix 1: Visit Programme and Attendance List.



EDCC Meeting 1st March – An Introduction to Produced in Kent

9.00am Collection from County Hall, Maidstone.

9.30am Visit to SW Doughty, Doddington

Award winning butcher that has been supplying quality local meat for over 100 years. It is unique in Kent as it has its own slaughterhouse.

10.25am Visit Pine Trees Farm, Doddington

Fruit farm currently run by the 4th & 5th generation of the Payne family. They sell apples, fruit juice, jams & chutneys and recently added their own cider to the range of products.

11.10am Doddington Place Gardens, Doddington

Local visitor attraction and tea room, serving Kentish produce.

Meeting with representatives from the Produced in Kent membership.

An opportunity to meet and talk to members about the work of Produced in Kent and to understand the challenges facing rural businesses

12.00pm Networking lunch.

1.30pm Return to County Hall, Maidstone

Attendees:

Mr Dance

Mr Wickham, Chairman

Mr K Smith

Mr Prater

Mr Collor

Mr Ferrin

Mrs Tweed

Mrs Law

Mr Bowles