

Report to Council
17 March 2015
Report of Head of city development services
Subject Greater Norwich City Deal Key Achievements for 2014-15

Item

7

Purpose

To inform council of the significant progress achieved via the City Deal for the Greater Norwich area in 2014/15.

Recommendation

To note the contribution made by the City Deal to date in delivering sustainable growth and economic prosperity in the Greater Norwich area.

Corporate and service priorities

The report helps to meet the corporate priority “A prosperous city” and the service plan priority Jobs and Housing Growth.

Financial implications

The City Deal has attracted significant public and private sector funding in Norwich during 2014/15 and is managed through existing budgets.

Ward/s: All wards

Cabinet member: Councillor Arthur – Leader

Contact officers

Ellen Tilney, economic development manager 01603 212501

Andy Watt, head of city development services 01603 212691

Background documents

None

Report

1. The City Deal for Greater Norwich was formally signed in December 2013. It is a long-term partnership with government to use the potential within our knowledge clusters to deliver economic success and jobs for the area.
2. The ambition of the deal is to:
 - Accelerate the commercialisation of world-class research, ideas and innovation to create jobs.
 - Co-ordinate bespoke innovation and enterprise support and provide early funding support and finance for small and medium sized enterprises.
 - Help deliver critical infrastructure and leverage investment to deliver homes and jobs.
3. The City Deal has three strands:
 - **Enterprise** - LEP-wide business support for businesses to start-up and expand.
 - **Skills** - a LEP wide locally responsive skills system to maximise employer involvement and increase apprenticeships and graduate internships
 - **Infrastructure** - providing essential housing, transportation and utility services necessary to meet the needs of a growing and expanding local economy

What has the City Deal has delivered in its first year?

Enterprise

4. A Regional Growth Fund bid to establish a Business Growth Hub and Programme of LEP wide business support activities was successful in attracting £3.92million. This bid also levered in a further £9million to expand the existing Growing Business Fund Grant Scheme which offers grants between £25,000 and £500,000. In Greater Norwich this year so far thirty grants totalling £3,629,973 have been awarded, leveraging £24,481,742 private sector match funding from the businesses and generating 499 new full time jobs.
5. The Growth Hub has now been operational for ten months via a team of advisors, a telephone helpline and online web portal the Hub promoting government support schemes alongside the local offer of impartial, free and local face-to-face support, connecting local businesses in the Greater Norwich area to grants and other support as appropriate.
6. An Early Stage Grant Fund has been established to offer grants of between £5,000 and £25,000 to early stage businesses. Up to the end of January this has provided twenty-three grants totalling £390,448 in Greater Norwich, drawing in £1,882,143 in private sector match funding from the businesses themselves and creating 94.5 full time jobs.

7. A Business Start-up Programme has so far supported over 100 business start-ups in the area.
8. An innovation voucher offer was also established which allowed businesses to buy specialist consultancy, internships and other support directly from the three universities in the LEP area. Unfortunately, this did not generate sufficient interest from local businesses and the funding set aside for this has now been re-allocated into the Small Grants Scheme.

Skills

9. The skills element was agreed on a LEP wide basis via the Greater Ipswich City Deal, progress has been made in a number of areas:
10. A local apprenticeship service (Apprenticeships Norfolk Network) has been launched - training providers across the county work together, to offer free independent advice to schools, young people and parents/carers. Other intermediaries including employers, JobcentrePlus, schools and social enterprises are being integrated into the network to align a range of resources towards supporting young people into work, apprenticeships, traineeships and pre-apprenticeship provision. The network will offer a range of support including 1-1 activity to young people furthest from the labour market.
11. New Anglia's LEP Skills Board has been established and is meeting bi-monthly to provide private sector led strategic oversight on a range of issues including apprenticeships, skills capital and potential ESIF investment.
12. A Local Intelligence Service is now being provided - a broad skills data pack has been developed and published on the New Anglia LEP website in August 2014 setting out the features of the local economy and the local skills context. The two County Councils and the LEP are working together to develop the first sector specific packs.
13. Work has taken place to support better education and careers advice in Norfolk through the Developing Norfolk's Future Workforce agenda. Locally, partners have continued with the development of the content for the Help You Choose Platform.
14. There are two problematic areas within the skills workstream which are not currently progressing satisfactorily:
 - Increase in the number of apprenticeships in New Anglia by 5000. To date there has been a decline from 13,530 apprenticeships in 2012/13 to 12,020 in 2013/14 (-11%). This does however compare relatively well to an average national decline of -13.8%. This decline is due to a decrease in the amount of 25+ Advanced Apprenticeship starts. Ability to rectify this trend will be dependent on policies implemented by the next Government.
 - 200 additional AGE grants (apprenticeship grants for employers of 16-24 year olds) were also intended to be delivered by December 2014. Neither Norfolk nor Suffolk county council was able to make progress in this area due to a lack of flexibility in the approach of the National Apprenticeships Service. National policy around AGE grants has changed since the City Deal was agreed.

Infrastructure

15. £80m of Public Works Loan Board borrowing agreed: £60m for the Strategic Infrastructure Programme and £20m for the Local Infrastructure Fund, the Greater Norwich Growth Board has signed a Joint Working Agreement and will meet twice a year. Decisions which have already been made include the Growth Programme for 14/15 and 15/16 agreed with £231,000 committed to 7 schemes for period Sept 14 to March 15. A further £961,000 committed to 10 schemes for period April 15-March 16 as detailed below.

Scheme and location	Total scheme cost	Start date
Harrisons' Plantation - Broadland	£35,000	2014/15
Danby Wood - Norwich	£35,000	2014/15
Marston Marsh - Norwich	£30,000	2014/15
Earlham Millennium Green - Norwich	£15,000	2014/15
Riverside Walk; improvement work - Norwich	£70,000	2014/15
Marriott's Way - Norwich /SNDC	£60,000	2014/15
Norwich Health Walks - SNDC	£40,000	2014/15
Salhouse Road Walk/Cycle Route - Broadland	£200,000	2015/16
Blue Pedalway (School La/Chartwell Rd/Denton Rd) toucan crossing and associated works - Broadland	£120,000	2015/16
Golden Ball St - Norwich	£2,500,000	2015/16
Yellow Pedalway - Norwich	£100,000	2015/16
Guardian Rd/Dereham Rd junction improvements - Norwich	£1,650,000	2015/16
Earlham Millennium Green Path improvements - Norwich	£66,000	2015/16
Marriott's Way - Norwich	£250,000	2015/16
Eaton interchange- SNDC	£100,000	2015/16
Roundhouse Way Interchange- SNDC	£500,000	2015/16
Longwater Scheme Development - SNDC	£2,000,000	2015/16

16. The Greater Norwich Growth Board has agreed in principle to progress 4 loans, totalling £13.865million as follows:

- Bowthorpe Threescore – provision of on-site road and utilities infrastructure to accelerate delivery of 1100 dwellings
- Wymondham Subway – widening the existing rail bridge and other improvements will accelerate the delivery of 1230 dwellings
- Deal Ground Norwich – a brownfield site – funding will provide a spine road, Bridge and site works to open up the site. Will accelerate the delivery of 670 dwellings.
- Beeston Park - the construction of the first phase of the primary street network for the development encompassing the realignment of the B1150 North Walsham Road and associated accesses, and a section of the east-west link through the development between the existing B1150 and the eastern edge of the proposed Main Square, with a junction with the realigned north-south route.

17. Local Infrastructure Fund (LIF) has agreed four loans agreed in principle with three others being considered as part of a second call for expressions of interest:

- Agreement in principle will help deliver 1,000 dwellings at Bowthorpe and 1,200 dwellings in Wymondham
- Expression of Interest from Norwich Aeropark will help deliver 1,000 jobs at Norwich International Airport
- A47 Feasibility Study: successful announcement in the Autumn Statement 2014 will help deliver Thickthorn junction improvements and A47 dualling between Blofield and Burlingham and Easton and North Tuddenham.

Housing delivery

18. 1,241 homes delivered across Greater Norwich area in 2013/14.

19. Sites for around 3,000 additional homes in the Norwich Policy Area were added to the 5 year supply during 13/14. Since April 2014 an additional 773 dwellings can now be included in the 5-year supply.

Other infrastructure benefits of the City Deal

20. As a result of being awarded the city deal the council were successful in securing £3.7M of Cycle Ambition Grant funding for 13/14-15/16 and a further £8.4M for 15/16-17/18. The cycle ambition status for the city resulted in a further £228k of walking funding in 14/15 with the opportunity of a further £1M for 15/16.

Integrated impact assessment



NORWICH
City Council

Report author to complete

Committee:	Council
Committee date:	17 March 2015
Head of service:	Andy Watt
Report subject:	City Deal achievements in first year
Date assessed:	2 March 2015
Description:	A summary of the impact of the Greater Norwich City Deal in its first year

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	City Deal is administered through existing agreed budgets.
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The City Deal has attracted significant government funding and private sector investment to support local business and jobs growth.
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The City Deal has attracted significant government funding and private sector investment to support improvements to the local transport infrastructure.
Natural and built environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It is not possible to assess or quantify the total impact of the growth achieved through the City Deal activity due to the diversity of what has been delivered both via the Greater Norwich Growth Group and also by the individual business beneficiaries of grants, skills support and business advice.
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It is not possible to assess or quantify the total impact of the growth achieved through the City Deal activity due to the diversity of what has been delivered both via the Greater Norwich Growth Group and also by the individual business beneficiaries of grants, skills support and business advice.

	Impact			
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It is not possible to assess or quantify the total impact of the growth achieved through the City Deal activity due to the diversity of what has been delivered both via the Greater Norwich Growth Group and also by the individual business beneficiaries of grants, skills support and business advice.
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It is not possible to assess or quantify the total impact of the growth achieved through the City Deal activity due to the diversity of what has been delivered both via the Greater Norwich Growth Group and also by the individual business beneficiaries of grants, skills support and business advice.
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It is not possible to assess or quantify the total impact of the growth achieved through the City Deal activity due to the diversity of what has been delivered both via the Greater Norwich Growth Group and also by the individual business beneficiaries of grants, skills support and business advice.
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment

Positive

The City Deal has attracted significant government funding and private sector investment and has already delivered significant benefits in terms of infrastructure, jobs and business growth.

Negative

Neutral

Issues