



Councillor Chris Metcalfe

Executive Member for Communities and Economic Development

Report to Council on Tuesday 17 July 2018

This report covers the period from the Council meeting on 24 April 2018

Campervan Cafes

Campervan Cafes is an initiative that started in summer 2017 with North Yorkshire Fire and Rescue Service. The fire service wanted to speak to residents in the rural villages of the district to be sure they were reaching as many people as possible with their Safe and Well checks. The Community, Partnerships and Customers team have facilitated these events and so have had an opportunity to engage with the community alongside the fire service. The purpose of engagement is to get a local understanding of our more rural areas and their needs.

Other organisations that are attending are the Parish Nurses, Kate Urwin the Energy Doctor and SDC's Neighbourhood Officer Team. The Parish Nurses will be offering their services, such as blood pressure testing; Kate Urwin will be answering questions on energy bills and giving out advice and leaflets where needed; and the neighbourhood officers will be supporting engagement and community feedback through their local knowledge.

Community Activists Project

The Community, Partnership and Customer team have been central to supporting our community and voluntary sector organisations to increase their capacity and to focus on how communities can deliver for themselves on local issues. A 6 week Community Activist programme is being delivered by Selby District AVS in the South Selby area to help local groups to establish themselves and to deliver sustainable activities that make a difference to local residents. A programme was delivered in February and a further course is currently in progress. The sessions include guest speakers and sessions on finance, IT, as well as discussion and plans to tackle social themes that people have raised as issues such as isolation and transport. The project has been aired on York TV and can be seen on YouTube.

Third Sector Leaders

SDC Community, Partnership and Customers team have supported the re-establishment of a Third Sector Leaders group in the district which encourages community and voluntary organisations to work together and collaborate on planning to deliver alternative services for residents in the district. The first focus of the group is to understand the issue of social isolation and loneliness, a national topic at present. The group have circulated a survey for residents and this is available on line and in paper copy. Selby District AVS will lead further developments for the group.

Community Engagement Forums

The Community Engagement Forum chairs and I are currently looking at how we use CEFs to best effect. Forums are showing increased interest from the community. In the majority of forums there is now a steady attendance of approximately 30-40 residents and we are looking at how we encourage this to continue, better using our local intelligence to ensure forums focus on the right things. Recent examples have included information presented by the Planning team in areas with planned development and local GPs highlighting their services to local people. The annual reports on the previous year's CEF activity will be presented at the December Full Council meeting. The forums move around within the CEF areas to ensure that the diverse communities of our district can have a say. If you would like forums to consider a particular issue or to be hosted in a particular area then please speak with the Community, Partnerships and Customers team or Democratic Services.

Prevent

The Prevent agenda remains a high profile national topic and a recent review of the CONTEST strategy has been completed. This has four main pillars:

- Prevent: to stop people becoming terrorists or supporting terrorism
- Pursue: to stop terrorist attacks
- Protect: to strengthen our protection against a terrorist attack
- Prepare: to mitigate the impact of a terrorist attack

SDC is the lead authority for local collaboration on the Prevent agenda. Whilst the local message is one of low risk if we remain vigilant to this agenda.

We have had a successful prosecution in the district in the last month which relates to racial abuse and harassment. The offender received a nine month prison sentence and 5 year Criminal Behaviour Order which shows we will not tolerate such behaviour. Many thanks to our local services and operational teams for their work in this.

We must continue to support each other in raising the awareness of Prevent. A series of awareness sessions will be delivered to front line staff and to councillors from August 2018.

Selby Town Centre Pop Up Realm

The Selby Town Enterprise Partnership have worked on a project that will enhance our town centre. A small series of "Pop Up" street furniture has been commissioned and is currently in production. It will be used around the town to create additional pedestrian areas and to test local interaction with our shopping 'dwell' spaces.

The idea of the furniture is that it is temporary, placed in situ for several months before being either relocated or removed for a short time and then brought back into the town to differing locations. The first installations aim to bring a brighter atmosphere and particularly to help minimise disruption during road maintenance work on Finkle Street. We hope they encourage residents to continue to support our high streets. We will be monitoring local response to the pieces and will look to build on the idea throughout 2019 to complement the Selby 950 celebrations and to support our other towns in the

district. Items such as seating, way-finder stencilling and giant planters will be part of the first stage of the initiative.

Strategic Employment Sites

Following on from the last update to Council, significant progress continues to be made to bring forward 'strategic employment sites' in Selby District:

Sherburn2

Cromwell Polythene is the first occupier to be signed for Sherburn2, the 1.25 million sq. feet employment site adjacent to Sherburn Enterprise Park. Cromwell Polythene will be relocating from their current site on the existing enterprise park.

The developer Glentool is in detailed discussions with a number of investors interested in occupying the site, with a second occupier expected to be signed imminently. The Council's Economic Development team is continuing to work closely with the developer to attract new investors to the District.

Gascoigne Rail Freight Interchange

The planning application for Gascoigne Rail Freight Interchange will soon be submitted, with a decision expected to be made around October/November. The Council's Economic Development team has led a partnership set up between the Council, NYCC and landowner Harworth Estates to bring the currently under developed employment site forward. The aim is to develop the site to exploit the extensive rail infrastructure for advanced manufacturing with emphasis being on engineering sub-assembly. Potential employment figures range from 1,500-2,000 FTEs.

Create Yorkshire - Church Fenton Airfield

The Council's Economic Development team have also led a partnership between the Council, Makin Enterprises, Screen Yorkshire and YNYER LEP for the planning development and delivery of a dedicated creative hub – "Create Yorkshire". The process is designed to provide a coordinated approach to delivering a new, major growth sector to this strategic employment site with the long term potential to create up to 2,000 new, high skilled jobs within the district.

The planning application for the site has been submitted with a decision expected to be made around September/October.

SME Support

Over 100 SMEs in Selby District have been supported in 2017/18, with 87 SMEs supported through face to face meetings – with time ranging from 1 hour upwards.

20 SMEs have been supported to date in 2018/19.

Business Support Programmes

5 businesses are on Leeds City Region's AD:VENTURE support programmes, with another 4 on Strategic Business Growth Programme.

A SME grant application has been submitted for both Let's Grow and Business Growth Programme, with a SME grant application also in the pipeline for PAPI (Product and Process Innovation) which is delivered by the University of York in conjunction with YNYER LEP.

Events

The Council's Enterprise Café, our monthly SME networking event, is well attended with an average attendance of 30 SMEs over the last few months.

35 delegates attended the PAPI event in April which provided information on the support and funding available to businesses that are looking at implementing new processes to enable them to get new products to the market. Funding from this programme offers businesses 40% of the total value up to £20K.

25 delegates attended the Council's joint event with the Department for International Trade in May which focused on exporting and the support available to businesses, including up to £5K for trade trips overseas.

There are a number of SME support events taking place over summer including YNYER LEP's Pop Up Business Advice Cafe in Selby (5th July), the Council's Cyber Crime event in partnership with Barclays (10th July) and AD:VENTURE's marketing workshop (9th August).

The Council's Senior Business Advisor is also in discussion with a range of partners (Selby College, YH Training, NatWest and Crombie Wilkinson) to deliver targeted joint events for the benefit of Selby District businesses.

Partnership Working

Arriva Buses and local employers on Sherburn Enterprise Park

The Council's Economic Development team is focussed on resolving the access to labour challenges faced by local employers on Sherburn Enterprise Park. Positive discussions have been held with local bus provider Arriva and local employers over the feasibility of an express bus service to connect areas with strong employment demand (East Leeds, Five Towns and Doncaster) to Sherburn Enterprise Park. This express service would look to mirror shift patterns and ultimately aim to be self-sustaining. Discussions are ongoing with a view to getting an express bus service that caters for Sherburn Enterprise Park up and running by the autumn.

DIT/WYCA Inward Investment Enquiries

Recent months have seen the Council's Economic Development team receive a number of foreign direct investment enquiries from investors looking to locate in Yorkshire. These have come to us from the Department for International Trade through WYCA, with Kellingley and Gascoigne Rail Freight Interchange being promoted as possible sites for these investments.

North Yorkshire County Council

Initial discussions have been held with the County Council on how Selby District Council can work closer together on the development of infrastructure/transport related solutions so that they align with the economic development objectives of both organisations, as well as ensuring a strategic fit with the objectives of wider regional and pan-regional infrastructure-led economic growth agendas.

The aim of this work is to develop a joint Selby District Development & Transport Prospectus that sets out our key strategic development opportunities and identifies a set of high level transport and infrastructure asks to enable these opportunities to be realised. This would provide a starting point for establishing the detailed transport

measures/infrastructure improvements that will then be further developed through appropriate business cases and funding bids.

A joint SDC/NYCC officer-workshop will take place late September to drive forward this piece work.

Equality Objectives Progress

Good progress has been made against the two new equality objectives approved in October 2017. One notable area of progress is improved data - both in terms of our workforce and the district. Two documents have been produced which will enable us to improve our understanding of the diversity of our customers and our workforce in order to better meet their needs.

- A Picture of Diversity provides a snapshot of the workforce in relation to the nine protected characteristics of equality set out in law – such as gender, age and ethnic background – and compares it against the make-up of the district as a whole. It shows that our workforce is broadly representative of the district.
- A Workforce Metrics report provides data in terms of the protected characteristics for starters, leavers, top grades etc. one of the things it has identified is that we have more than doubled the number of 16-24 year olds working for us, compared to the previous year.

In April we published our gender pay gap in line with government requirements. Selby DC employs significantly more women than men but the results showed that on average women are paid less per hour than men – and the gap is slightly higher at Selby DC than across local government as a whole. As a sector, we have much to do to close the gap.

These results do not give the whole picture – for example many of Selby DCs functions are outsourced and therefore not included. Nor does it show the difference between part time and full time staff.

Through both our recruitment and employment policies, we continue to promote equality and our robust systems ensure we recruit and employ the best people for the job, regardless of their background.

Chris Metcalfe