



Rushcliffe
Borough Council

**NOTES
OF THE MEETING OF THE
COMMUNITY DEVELOPMENT GROUP
TUESDAY 17 MARCH 2015**

Held at 7.00 pm in the Council Chamber, Civic Centre, Pavilion Road,
West Bridgford

PRESENT:

Councillors T Combellack (Chairman), D G Bell, S J Boote, B Buschman,
L B Cooper, Mrs M M Males, G R Mallender, E A Plant and J E Thurman

ALSO IN ATTENDANCE:

J Yarham Chief Executive – Futures Advice, Skills and Employment

OFFICERS PRESENT:

D Banks Executive Manager – Neighbourhoods
A Crew YouNG Apprentice
A Goodman Member Support Officer
A Graham Chief Executive
D Hayden Principal Community Development Officer
C Jesty YouNG Apprentice
D Mitchell Executive Manager – Communities
A Poole YouNG Project Leader
E Sayers Business Admin Intern

APOLOGIES FOR ABSENCE:

There were no apologies for absence

17. Declarations of Interest

There were none declared.

18. Notes of the Previous Meeting

The notes of the meeting held on Tuesday 20 January 2015 were accepted as a true record.

The Executive Manager – Neighbourhoods reported that the responses to the Actions from the previous meeting had been emailed to the Group on 3 March 2015. Members requested that the email be recirculated to the Group.

Action Member Services to resend the email, in respect of the responses to the Actions from the previous meeting, to the Group

Investigation of New energy Initiatives - The Executive Manager – Communities reported that he had submitted Members questions in relation to Fracking to Nottinghamshire County Council and the Environment Agency. A

reply had been received from Nottinghamshire County Council who were happy to attend a future meeting of the Group, however as yet, no response had been received from the Environment Agency.

The Executive Manager – Communities confirmed that a question relating to chemical disposal from pipes had been included in the submission to the Environment Agency. He felt that it would be appropriate for questions in relation to the quality of shale gas were issues for Nottinghamshire County Council.

19. **YouNG Update**

The Principal Community Development Officer and the YouNG Project Officer gave a presentation to Members on the progress of the YouNG initiative since the last update to the Group. Members were shown a video which had been made by young people to promote the project. YouNG was a communications network for young people across Rushcliffe that use social media to promote events and activities to get young people more engaged in their communities. The project employed one young person from each of the seven secondary schools across the Borough. They were recruited through a competence based process and had employment contracts. The young people worked for three hours a week for 15 months, developing their employability skills. The project not only connected schools, but also towns and parishes.

The project started in 2012 and the fourth group of young people was just being recruited. The initiative was led and directed by young people, who had developed the name, brand, copyright and strapline, the Website and app, twitter and Facebook accounts. The project developed young people's skills including confidence, speaking, interviewing, producing videos, and creative writing and had had won the Youth on Board Award twice and had been shortlisted for the MJ Awards 2014. The Group had also developed new projects including the Young Market and attended the Sports and Community awards, and the Christmas Lights Switch On. They regularly blog, tweet, facebook about events/activities and issues that concern young people and provided a focus group for the voice of young people in Rushcliffe. They had also completed specific projects including creating a Cyber Safety Guide and the Superheroes Project which provides guidance to young people on how and who to contact when they are ill.

Members were informed that a recent Confederation of British Industry (CBI) study highlighted that over a third of businesses were not satisfied with school and college leavers' technical and team working skills. The aim of the YouNG project was to address these work readiness issues to enable young people to enter the work place.

Mr Yarham, the Chief Executive of Futures Advice, Skills and Employment gave a presentation to the Group on Futures and the Wider Preparation for Employment Context. He explained that Futures Advice, Skills and Employment was a not-for-profit independent company jointly owned by Nottinghamshire County Council and Nottingham City Council. The organisation had originated from the Careers Service and Connexions, and had 300 employees with a turnover of £20 million in 2015/16. Work funded by the Council focused on transitions support for young people with a particular

emphasis on disengaged and Not in Education, Employment or Training (NEET) Groups. The company ran the National Careers Service for adults across the east midlands and eastern England regions and provided a range of support to unemployed adults to prepare them for employment opportunities. They also operated an Apprenticeship Training Agency employing 120 apprentices that were placed with host employers, a work experience brokerage and held a national kite mark for careers education in schools and other related services. In addition to these responsibilities, they had been asked by Nottingham City Council to operate an education business partnership model in City schools known as 'Aspire'. This fell under the workings of the company's charity 'Working Futures' and there was a strong board of trustees from the business and education communities that supported the development of this work.

Mr Yarham outlined the current policy context in which Futures and YouNG operated. He informed Members that since 2011 schools had been responsible for providing careers guidance, rather than local authorities as was previously the case. Some schools provided this in-house, however some did not undertake any significant activity, whilst others bought in services from organisations such as Futures. This was also the case for work experience, which was no longer required as a statutory entitlement for school aged students from 2012. In addition Ofsted had started to provide a greater level of focus on preparation of students for work in its latest inspections. The National Careers Service had a small element of its funding that was focused on brokering connections between employers and schools. The Government had launched a new 'Careers and Enterprise' company in December 2014, to also support this agenda, which was chaired by Christine Hodgson from Capgemini, a national IT consultancy company.

Mr Yarham concluded his presentation by informing the Group of the opportunities that existed for YouNG and Futures to collaborate. He explained that work had already commenced to ensure that they were effectively making the most of their combined efforts and the Chief Executive of the Council had given a presentation to the Working Futures group of trustees. YouNG Apprentices had already shadowed Futures staff and in addition to this were looking to; share resources and staff, data relating to employers to provide support to young people, partner each other on bidding opportunities; provide labour market information and combine efforts when approaching schools.

The Chief Executive gave a presentation to the Group on the creation of YouNG as a Community Interest Company (CIC). He explained the purpose of the project and what it aimed to achieved was as follows;

- Providing a unique and coherent careers service designed to be delivered by young people for young people.
- To provide opportunity for young people to have quality work experiences that were focused, organised, relevant and inspirational.
- To provide support, experience and skills required by Young people and businesses by developing a dedicated website and social media applications

The website had been built by Mr Crew and Miss Jesty in eight weeks and was aimed at young people by providing solutions for young people to engage with businesses.

Action the Executive Manager – Communities to provide the Group with the link to the YouNG website and a copy of the House of Commons Apprenticeship's and Traineeships report

The project was aligned to the Council's Corporate Priorities of Supporting Economic Growth and Maintaining Our Residents Quality of Life. It was designed to transform and innovate provision using the enthusiasm of young people by working in partnership with other organisations. The YouNG project was aiming to co-ordinate and dovetail with existing provision, rather than duplicate, and was not another provider. Two bids had been submitted to the Department of Communities and Local Government to secure funding from the Transformation Fund however they had not been selected.

The Chief Executive informed the Group that CIC's were Limited Companies that were run as businesses and were the simplest and quickest form for setting up a social enterprise. CIC's were becoming increasingly popular and operated for the benefit of the community. He explained that Community Interest Company status was more flexible than charitable status and outlined the main characteristics. In respect of Governance, Company Directors had the same rights and duties as in conventional companies, but had an obligation to have regard to the wider community the company served. For the characteristic of Social Purpose, the company would have to withstand a community interest test and activities would be for the benefit of the community, not solely for specific individuals. There were no restrictions on trading, as long as activities satisfied the community benefit test, and that the activities were run by young people for young people. There would be a maximum share dividend of 20% of the paid up share value, with an aggregate dividend cap of currently 35% per annum of the distributable and the ability to carry forward unused capacity by five years. In relation to property rights an "asset lock" would require that any transfer of assets satisfied the requirements designed to ensure assets were used for the benefit of the community. The Company would be held accountable by its membership if a democratic structure was adopted and would be required to provide their accounts, community interest company report and annual return to the Register of Companies on an annual basis.

Although the company must not be owned or controlled by a political party or political campaigning organisation, Members could sit on the Board and be directors. A democratic structure was optional, and members voting rights and appointment of directors could vary from company to company. The purpose of YouNG was that the Company's activities would provide benefit to inform, prepare and develop young people, from the ages of 11 to 22, to maximise employment choices and pathways.

The Chief Executive outlined who the stakeholders would be and the benefits of the project. Staff from the Authority would benefit from the development of new skills and expertise, with the ability to influence change in the D2N2 area and opportunities to work across service boundaries. Schools would gain a

simplified interface between young people and business through a single message. Young People would have improved opportunities for work experience, mentoring, coaching and workshops and businesses a simplified and seamless interface with young people and schools. In addition there would be an opportunity to generate new streams of Income to ensure sustainability, through offering the services via a subscription charge, payable by businesses or parents.

There was a need to communicate with young people and give access to providers, to make it simpler for businesses. Currently YouNG was working in partnership with the Princes Trust, Young Enterprise, Nottingham Futures and D2N2 to deliver a young people's experience at VentureFest East Midlands on 14 April 2015. The event was a business showcase for innovators, investors and entrepreneurs. YouNG had been commissioned by D2N2 to deliver this. In respect of the benefits of the YouNG Group, Mr Sayers stated that, as a Business Intern he had gained work experience that would give him an advantage over others when he returned to university. Miss Jesty, as a YouNG Apprentice, felt that often work experience was forced upon young people, whereas, they needed personal experience and that this was not being provided by schools. Mr Crew had also benefitted from a YouNG Apprenticeship. YouNG offered guidance and advice to young people who do not know what career path they wanted to follow.

The Group felt that a diagram showing how the different organisations interacted with each other would be beneficial for Members to aid understanding the roles and relations.

Action the Executive Manager – Communities to arrange for Mr Yarham to provide Members with a diagram showing how the different organisations interact

The Chief Executive informed Members of the deliverable criteria and key milestones. The first YouNG Apprentices had been employed in November 2014 and the YouNG Website was launched on 14 February 2015. A bid for European funding had been submitted to gain income for and share knowledge of running YouNG Markets. In addition 47 young people had registered on the YouNG website to be employed as counting assistants at the Elections in May 2015. The YouNG Group had been asked to host a stand and present at the Local Government Association Conference in June/July and were organising a YouNG Market alongside the Rushcliffe Food Festival on 11 July. The Group was again undertaking a work placement/opportunities programme during the six weeks summer holidays commencing 23 July. Last year 69 young people were successfully matched and it was hoped that this would increase to 200 this year. In respect of the formation of the Community Interest Company it was intended to present a report to Cabinet in July. Key strategic alliances were being established with providers, including Nottingham Futures and 3 an apprenticeship provider in Derbyshire, and local authorities and schools including Rushcliffe, Southwolds, Toothill and Farnborough schools.

The Chief Executive outlined the potential Governance Framework for YouNG as a Community Interest Company. The Investors Board would be made up of representatives from the Council, private investors, Nottinghamshire Futures,

3AAA and “Six Serving Men” a West Bridgford Company that hosted and supported development of the website The Structure of the company would consist of a development/delivery team, a support and mentoring team, a Vision/Strategic/Innovation Board and underpinned by legal support. The development/delivery team would consist of the YouNG Apprentices, who would be responsible for web development and contract management. The Business Intern would be responsible for business development, marketing and promotion and the promotional/link to schools and communities would be provided by 14 year old Ambassadors. The support and mentoring team would comprise of the Principal Community Development Officer, the YouNG Project Leader and Nottinghamshire Futures. The Vision/Strategic/Innovation Board would have representatives from the Council, Business, school heads and the Local Enterprise Partnership.

Members were informed that the achievements of the project would be measured by the following;

- Young people employed to inspire and motivate young people to explore the world of work
- Improved employability of YouNG people that are more rounded and grounded and ready for the world of work
- Measurable data showing the number of work opportunities and entries into apprentices and work. A legacy of supporting local young people into employment
- Enhanced organisational reputation across the D2N2 area
- YouNG established as a Community Interest Company

In concluding his presentation, the Chief Executive explained that Members could support the project by promoting the website launch through their networks, encouraging businesses and Young People to register with the site, following YouNG on social media and supporting the Intern and Apprentices with ideas and encouragement in developing the project.

Members felt that this was a worthwhile enterprise that provided a human bridge between schools and businesses. In a culture of electronic communication the soft skills and experience required to gain employment opportunities were often overlooked. In response to questions Members were informed that hopefully schools would “buy in” to the project. However schools were measured on how many students went on to attend university and currently there was no measure of successful work experience.

In respect of the summer employment Members enquired whether there was a limit on the amount of hours that could be worked by young people. The Chief Executive explained that 14 year olds could work two hours a week and 16 year olds could work longer, as long as there was no impact on their school work. Young people could work longer during school holidays however parents and guardians needed to be in support. The young people that would be employed as counting assistants at the forthcoming Elections in May would be

six form students, aged 18+, therefore the restriction on working hours did not apply. As there were two counts more counting assistants were required.

In response to questions Members were informed that the cost to the Council of YouNG Project was mainly officer time, which was met from existing budgets, and the apprentice posts. Officers were looking for investment from businesses and the European Funding Model and income would be generated from subscription services. The Chairman thanked Mr Crew, Miss Jesty, Mr Sayers and Mr Yarham for attending the meeting.

It was Agreed that the Community Development Group

- a) note the achievements of the YouNG Group and
- b) inform Cabinet of their support for the creation of YouNG as a Community Interest Company

20. **Solar Energy Briefing Note – Draft**

The Executive Manager – Communities circulated a draft briefing note to the Group on Photovoltaics. He explained that the Briefing Note had been produced as part of the Item on New Energy Initiatives that had been considered at the last meeting of the Group and contained the following information;

- Background to Photovoltaics
- Cost and funding in the domestic sector
- Small scale rooftop installations (less than 50 kWp)
- Medium size projects on commercial and industrial rooftops including public buildings (50 kWp to 1 MWp)
- Large scale ground mounted commercial Photovoltaics
- Planning Policy
- Further reading
- Interactive map of solar energy generation planning applications and screening opinions

The Briefing Note was in draft form and Members were invited to submit any comments to the Chairman for incorporation into the final document before it was circulated to all Councillors.

Action Members to submit any comments on the content of the Briefing Note to the Chairman for the Executive Manager – Communities to include in the final version

21. **Work Programme**

The Group considered the report of the Executive Manager – Operations and Corporate Governance that set out details of the proposed work programme for the remainder of the municipal year 2014/15.

Following Council's decision on 3 March 2015 that the Community Development Group be requested to consider a Trees and Woodlands Policy, this was added to the Group's work programme for the October.

Action Member Services to add a Trees and Woodlands Policy to the Group's work programme for the October meeting

The Group AGREED the Work Programme as set out below:

Date of Meeting	Item
21 July 2015	<ul style="list-style-type: none">• Encouraging Economic Prosperity• Anaerobic Digesters• Annual Report 2014/15• Work Programme
20 October 2015	<ul style="list-style-type: none">• Trees and Woodlands Policy• Work Programme

The meeting closed at 8.35 pm.

Action Sheet

Community Development Group - Tuesday 17 March 2015

Minute Number	Actions	Officer Responsible
18 Notes of the Previous Meeting	Resend the email in respect of the responses to the Actions from the previous meeting to the Group	Member Services
19 YouNG Update	a) provide the Group with the link to the YouNG website and a copy of the House of Commons Apprenticeship's and Traineeships report b) arrange for Mr Yarham to provide Members with a diagram showing how the different organisations interact	the Executive Manager – Communities the Executive Manager – Communities
20 Solar Energy Briefing Note – Draft	Members to submit any comments on the content of the Briefing Note to the Chairman for inclusion in the final version	Executive Manager – Communities
21 Work Programme	Add Trees and Woodlands Policy to the work programme for the October meeting	Member Services

Responses

Minute Number	Actions	Officer Responsible	Response
18 Notes of the Previous Meeting	Resend the email in respect of the responses to the Actions from the previous meeting to the Group	Member Services	Email resent 17 March 2015
19 YouNG Update	<p>c) provide the Group with the link to the YouNG website and a copy of the House of Commons Apprenticeship's and Traineeships report</p> <p>d) arrange for Mr Yarham to provide Members with a diagram showing how the different organisations interact</p>	<p>the Executive Manager – Communities</p> <p>the Executive Manager – Communities</p>	<p>Emailed to Group 19 March 2015</p> <p>In progress – officers have sent a reminder</p>
20 Solar Energy Briefing Note – Draft	Members to submit any comments on the content of the Briefing Note to the Chairman for inclusion in the final version	Executive Manager – Communities	<p>The Chairman received one question.</p> <p>The updated Briefing note is included as an Item on the 14 July 2015 Agenda.</p>
21 Work Programme	Add Trees and Woodlands Policy to the work programme for the October meeting	Member Services	<p>Added to Work Programme</p> <p>The updated Draft Nature Conservation Strategy note is included as an Item on the 14 July 2015 Agenda.</p>