

SHEFFIELD CITY COUNCIL

Economic Development and Skills Policy Committee

Meeting held 18 January 2023

PRESENT: Councillors Martin Smith (Chair), Ben Miskell (Deputy Chair), Paul Turpin (Group Spokesperson), Kurtis Crossland, Jayne Dunn, Tom Hunt, Barbara Masters, Henry Nottage and Minesh Parekh

1. APOLOGIES FOR ABSENCE

1.1 There were no apologies for absence.

2. EXCLUSION OF PRESS AND PUBLIC

2.1 It was reported that the appendix to the following report was not available to the public and press because it contained exempt information described in Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 (as amended), relating to information relating to the financial or business affairs of any particular person (including the authority holding that information). Accordingly, if the content of the appendix was to be discussed, the public and press would be excluded from the meeting:-

Item No.	Title	Excluded Appendix
11	Marketing Sheffield's application for LVEP status (Local Visitor Economy Partnership) and Proposals for Future Structure of Tourism and Strategic Events	Appendix 3

3. DECLARATIONS OF INTEREST

3.1 Councillor Paul Turpin declared a personal interest in Agenda Item No. 8 – UK Shared Prosperity Fund - Sustainable Cultural and Community Facilities, as Director of a company which retrofitted green energy equipment. Councillor Turpin declared that he had an open mind and his business was not yet operational

3.2 Councillor Tom Hunt declared a personal interest in Agenda item No. 9 - Decision seeking approval to update the Adult Education Budget (AEB) commissioning strategy for Family Adult Community Education Service, as previous Chair of the Trustee Board at Zest which had received a small amount of AEB funding and as a representative of the Council on the Board of Upperthorpe Healthy Living Centre which was a sister board to Zest.

3.3 Councillor Paul Turpin declared a personal interest in Agenda item No. 9 - Decision seeking approval to update the Adult Education Budget (AEB)

commissioning strategy for Family Adult Community Education Service, as Trustee of Source Academy which had received a small amount of AEB funding

4. MINUTES OF PREVIOUS MEETING

4.1 RESOLVED UNANIMOUSLY That:-

1. subject to the correction of Councillor Crossland's name in paragraph 4.1, the minutes of the meeting of the Committee held on 30th November 2022 were approved as a correct record.

5. PUBLIC QUESTIONS AND PETITIONS

5.1 Loveday Herridge from Sheffield Visual Arts Group asked the following question:

5.2 *In the absence of a Cultural Strategy for Sheffield, we rely on the Culture Collective's strategy document relating to Culture, which was adopted by the Council. This said, A commitment has been made that in 2021, plans and next steps for the redevelopment of Graves Gallery and Central Library will be agreed in recognition of the huge amount of work that has been undertaken to date and the identification of this project as a priority for Sheffield City Council. Museums Sheffield and Sheffield Libraries and Archives Service have developed outline visions for the gallery and the library. Graves Gallery will be nationally recognised as one of the UK's leading art museums, renowned for exhibitions, displays, events and an approach that makes visitors feel connected and valued in a space where they have the opportunity to think, create and connect. The Central Library will be a destination not only for the people of Sheffield but also for visitors, providing world class reading resources, digitally enabled flexible spaces and a place where learning, exploration and creation is available to all. The opportunity will be taken to refine and progress the vision for this building and the services currently based within it and to position its redevelopment as a catalyst for the transformation of Sheffield city centre.*

Now that it is clear that the Surrey Street building is actually crumbling, what reassurance can the Committee give that these commitments will be maintained?'

5.3 The Chair responded that:

The Economic Development and Skills Policy Committee adopted the Culture Collective Strategy at its September meeting in 2022 and endorsed the priorities within it. This includes, working with partners to progress the future redevelopment of Graves Gallery and the Central Library.

There has been a delay in the development of plans for the building due to Covid pressures, a change in the economic environment and budget pressures. However, the Accommodation Review underway is supporting a condition review and an assessment of the necessary investment. Alongside this, the

Culture Collective, Museums Sheffield and Sheffield City Council are progressing the options work on the future vision for the building. Resources have been made available to undertake this visioning and feasibility work on the potential opportunity of the Graves Gallery.

6. WORK PROGRAMME

6.1 The Democratic Services Team Manager presented the Work Programme and drew Members attention to the referral from Full Council at paragraph 2 regarding the Renewable Energy Strategy for Sheffield, along with the officer response.

6.2 **RESOLVED UNANIMOUSLY** That:-

1. the Committee's work programme, as set out in Appendix 1 be agreed, including any additions and amendments identified in Part 1 of the Work Programme;
2. consideration be given to the further additions or adjustments to the work programme presented at Part 2 of Appendix 1;
3. Members give consideration to any further issues to be explored by officers for inclusion in Part 2 of Appendix 1 of the next work programme report, for potential addition to the work programme; and
4. Members note the referral from Full Council, along with the officer response.

7. UK SHARED PROSPERITY FUND - SUSTAINABLE CULTURAL AND COMMUNITY FACILITIES

7.1 The Head of Programmes and Accountable Body presented the report and requested that an additional recommendation be added to include energy efficiency grants to enable low carbon skills training.

The report sought approval from the Economic Development and Skills Policy Committee of the proposals for the use of £2.2m the UK Shared Prosperity Fund (UKSPF) to improve the energy performance of community and cultural buildings within Sheffield.

Members asked various questions regarding emerging technology, increase in property rental value, support for organisations putting bids together and match funding.

The Head of Programmes and Accountable Body responded and explained that there were no restrictions on the type of technology that the funding covered. The grants would not be tied to property values and it was expected that community groups would be the applicants rather than landlords. Some of the funding would be used to fund officer appointments to support groups in putting bids together. The use of energy audits had

been included to remove some of the technical aspects from the bid process. The applications would be actively monitored to ensure equal distribution around the city. Applicants would be expected to have any match funding in place before monies were released.

7.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee approve that:-

1. £2.2m UKSPF capital funding is used to provide grants to improve the energy efficiency performance of buildings used primarily in the cultural and community sectors; and
2. the draft eligibility criteria and grants levels are progressed as part of the detailed funding application to SYMCA.
3. the eligibility criteria could include energy efficiency grants where the purpose of the facility is to enable low carbon skills training.

7.3 **Reasons for Decision**

7.3.1 The underlying benefit that this proposal brings to secure external funding to deliver a programme of activity in Sheffield that will cover:

- Addressing the Cost-of-Living crisis
- Support the community sector
- Support to the cultural and visitor economy
- Improvements to the built environment and reduce carbon emissions.

7.3.2 The estimated value of support from SPF to Sheffield is a minimum £2.2m over two years with an expectation of additional private and public match funding.

7.4 **Alternatives Considered and Rejected**

7.4.1 A do-nothing option would require an alternative capital project to be developed. The proposal as developed specifically looks to address immediate financial pressures faced by organisations in the community and culture sectors as well as having carbon benefits.

7.4.2 Alternative proposals for capital investments in the community sector would bring benefits but would have less alignment with the themes developed in the SY SPF Investment Plan and might not be supported by SYMCA.

8. **DECISION SEEKING APPROVAL TO UPDATE THE ADULT EDUCATION BUDGET (AEB) COMMISSIONING STRATEGY FOR FAMILY ADULT COMMUNITY EDUCATION SERVICE**

8.1 The Head of Service, Lifelong and Skills presented the report. Lifelong Learning and Skills received and managed the Adult Education Budget (AEB) grant from the South Yorkshire Mayoral Combined Authority

(SYMCA). A proportion of the grant was used to commission adult learning provision from partner suppliers that had the capability to deliver learning that included employment skills activities and learning to Adults 19+ across the communities of Sheffield.

They were procured via a framework arrangement in accordance with Regulations 74 – 76 of the Public Contracts Regulations 2015. The current framework arrangements were scheduled to terminate at the end of the current academic year, and it was recommended that a successor framework be commissioned for the next four academic years commencing 2023/24.

The Family Adult Community Education Services (FACES) which managed and administered the grant funding was seeking approval from the Committee to update the procurement framework to ensure the service could continue to diversify its offer for adult learning in community settings from August 2023.

Members asked various questions regarding formal exams, types of subjects, local providers, family learning, digital inclusion, future priorities and ongoing delivery.

The Head of Service, Lifelong and Skills responded that not all learning resulted in formal exams, it was up to the learner which pathway they wanted to take. Learning could be on many subjects and the intent was to address confidence issues. The criteria would remain fundamentally the same and it was open to any provider who could deliver. The tender criteria included sections on understanding the community, which helped local providers. The service liaised with schools to support and enable adults to enter learning pathways and ensure that curriculums remain fit for purpose. Essential digital skills were part of the offer. The framework allowed diversity to be built in and was Ofsted rated. Anecdotal evidence suggested that many learners stayed on pathways and gained recognised qualifications. Funding was issued on an annual basis which meant that multi year contracts could not be issued.

Councillor Tom Hunt suggested that the Committee open up dialogue with SYMCA regarding the importance of multiyear funding for the continuation of learning.

8.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee Policy Committee:-

1. To enable a new framework so that FACES can commission adult learning provision across the city, undertaking the necessary due diligence and quality assurance; and
2. To liaise with the Head of Commercial Services and the Director of Legal and Governance to procure and award contracts for the delivery of AEB funded adult learning provision by means of a

framework arrangement in accordance with Regulations 74 – 76 of the Public Contract Regulations 2015.

3. That the Committee open up discussions with SYMCA regarding the importance of multi-year funding

8.3 **Reasons for Decision**

- 8.3.1 The intended outcome is the commissioning of a framework which supports the delivery of adult learning in community settings. This will adhere to the Adult Education Budget Funding regulations to allow the service to procure niche delivery or curriculum high in demand that the service does not have the capacity to meet. It will also meet the demands of OFSTED criteria which are critical as the service is in scope for an imminent inspection.

8.4 **Alternatives Considered and Rejected**

- 8.4.1 The service could explore the option to extend the existing framework arrangement and contracts thereunder with current suppliers. However, the funding is now received via SYMCA and not direct from government (Education and Skills Funding Agency – ESFA) and this should allow more localised flexibilities, the service recognises this is an opportunity to update the commissioning strategy to align to this.
- 8.4.2 Commissioning of a new framework will allow the service to take account of any fundamental changes in the context of delivery of adult learning in the city, and ensure it aligns to local, regional and national skills demands.

9. **MARKETING SHEFFIELD'S APPLICATION FOR LVEP STATUS (LOCAL VISITOR ECONOMY PARTNERSHIP) AND PROPOSALS FOR FUTURE STRUCTURE OF TOURISM AND STRATEGIC EVENTS.**

- 9.1 The Head of Service Marketing Sheffield and the Marketing Manager Visitor Economy presented the report. The report proposed that Marketing Sheffield submit an EOI/applies for Local Visitor Economy Partnership (LVEP) accreditation in January 2023 via the Visit Britain formal process and undertakes any additional work to ensure the Council meets the eligibility criteria. If the Council did get LVEP status, it could affect other bids and Sheffield could disappear from the national agenda for tourism.

LVEP status would:

- Not formally change the nature of Marketing Sheffield's remit.
- Help the Council capitalise on Marketing Sheffield's current successful work for the benefit of the Sheffield visitor economy for 2023 and beyond.
- Be the starting point for more significant private sector engagement around visitor economy promotion.
- Allow Sheffield to apply for national funding schemes administered via Visit England as and when they become available.

- Allow strategic support from Visit England, involvement in national strategy development and involvement in Visit Britain/Visit England marketing and other activity.
- Allow Sheffield to lead the way in South Yorkshire on developing national and international audiences and reputation.
- Strengthen SCC's relationship with SYMCA in this area by providing expertise and access to the national framework.
- Take the first step to addressing the challenges within the current Marketing Sheffield structure (financial and capacity)

Members asked various questions regarding packaging of attractions, implementation of a 'tourist tax', transport links and regional support. Members also expressed their happiness that Sheffield had been voted the 2nd best destination for a city break in Europe by Time Out magazine and thanked officers for their hard work.

Officers responded and explained that Sheffield had a finite number of attractions and officers were always looking at ways to market the city. There were many different ways to approach a 'tourist tax' and the model was different for each city. LVEP status would enable conversations to take place. The Council worked closely with councils in Manchester and Leeds and the importance of transport links was always in discussions. Other cities in South Yorkshire were supportive of the Sheffield bid and in the long term the LVEP would expand to include South Yorkshire.

Councillor Kurtis Crossland felt that Members would benefit from a briefing on the work of Market Sheffield. The Director of Economic Development and Culture suggested that it be added to the Work Programme.

9.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee approve that:-

1. Marketing Sheffield submit an EOI for LVEP accreditation in January 23 via the Visit Britain formal process and undertake any additional work to ensure it meets the eligibility criteria.
2. An information briefing on Marketing Sheffield be added to the Work Programme

9.3 **Reasons for Decision**

- 9.3.1
- Marketing Sheffield has achieved much success even within tight budgets. The small but highly experienced team has achieved many successes through creative work with partners which could be scaled up with the right support. LVEP status will help us capitalise on this work for the benefit of the Sheffield visitor economy for 2023 and beyond.
 - It should be a catalyst for more significant private sector engagement.
 - It will allow Sheffield to apply for national funding schemes

administered via Visit England as and when they become available.

- It will allow strategic support from Visit England, involvement in national strategy development and involvement in Visit Britain/Visit England marketing and other activity.
- It allows Sheffield to lead the way in South Yorkshire on developing national and international audiences and reputation.
- It will strengthen SCC's relationship with SYMCA in this area by providing expertise and access to the national framework.
- It is the first step to addressing the challenges within the current Marketing Sheffield structure (financial and capacity)

9.4 **Alternatives Considered and Rejected**

- 9.4.1 Should Marketing Sheffield not apply for LVEP status Sheffield 'loses its seat' at the table within the new national framework. Sheffield will disappear from the national agenda for tourism. Inclusion in the national and regional tourism agenda, and opportunities to access match-funded or grant-funded tourism campaigns will be lost. Sheffield will not be able to achieve its aspiration to be recognised as a European City Break destination without support of the national tourist board. We would lose strategic support from Visit England, involvement in national strategy development or involvement in Visit Britain/Visit England marketing and other activity. There would be no lead LVEP for South Yorkshire thus the subregion would not be part of the new national framework.

10. **MONTH 8 BUDGET MONITORING**

- 10.1 The Head of Accounting presented the report. The report brought the Committee up to date with the Council's financial position as at Month 8 2022/23. The Committee budget area was very stable and currently had a £100k underspend.

Members asked questions regarding mitigation of risk from income from the SPF and the outlook for the Education, Children and Families Policy Committee budget area.

Officers explained that it was hoped that the SYMCA would give assurances around the SPF by the end of February 2023 and full details of all the budget areas would be delivered to Finance Sub Committee.

Councillor Tom Hunt suggested that the Chair of the Committee write to the SYMCA to seek assurances that the end of the ERDF funding would be covered by the SPF.

- 10.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee Policy Committee:-

1. Note the Council's financial position as at the end of November 2022 (month 8).

2. The Chair of the Economic Development and Skills Policy Committee write to the SYMCA to seek assurance of continuation of year 2 Business Support Programme by the end of February 2023.

10.3 **Reasons for Decision**

- 10.3.1 This paper is to bring the committee up to date with the Council's current financial position as at Month 8 2022/23.

10.4 **Alternatives Considered and Rejected**

- 10.4.1 The Council is required to both set a balance budget and to ensure that in-year income and expenditure are balanced. No other alternatives were considered.