

SHEFFIELD CITY COUNCIL

Economic Development and Skills Policy Committee

Meeting held 13 September 2023

PRESENT: Councillors Minesh Parekh (Vice-Chair, in the Chair), Henry Nottage (Group Spokesperson), Kurtis Crossland, Brian Holmshaw, Abdul Khayum, Barbara Masters, Peter Price, Laura Moynahan and Robert Reiss (Substitute Member)

1. APOLOGIES FOR ABSENCE

1.1 An apology for absence was received from Councillor Martin Smith. The Vice-Chair, Councillor Minesh Parekh was in the Chair.

2. EXCLUSION OF PRESS AND PUBLIC

2.1 It was noted that the appendix to item 11 on the agenda was not available to the public or press because it contained exempt information. If Members wished to discuss the information in the appendix, the Committee would ask the members of the public and press to kindly leave for that part of the meeting and the webcast would be paused.

3. DECLARATIONS OF INTEREST

3.1 Councillor Henry Nottage declared an interest in item 11 as he was the owner of a business in that area.

4. MINUTES OF PREVIOUS MEETING

4.1 The minutes of the meetings of the Committee held on 15th June, 2023 were approved as a correct record.

5. PUBLIC QUESTIONS AND PETITIONS

5.1 The Policy Committee received one question from a member of the public. The member of the public did not ask their question in person, a written response would be provided.

6. MEMBERS' QUESTIONS

6.1 A schedule of questions to the Chair, submitted in accordance with Council Procedure Rule 16, and which contained written answers, was circulated. Supplementary questions, under the provisions of Council Procedure Rule 16.4, were asked and were answered by the Chair.

7. WORK PROGRAMME

- 7.1 The Principal Democratic Services Officer presented the Work Programme.
- 7.2 The Director of Economy, Skills and Culture drew the committee's attention to an item had been referred from Council regarding a fairer green economy for Sheffield which asked the Economic Development and Skills Policy Committee to consider working with partners, including its Diverse Business Advisory Board and the Chamber of Commerce, on how to further support small businesses to address climate impacts.
- 7.3 A member requested that green upskilling be added to the work programme and The Director of Economy, Skills and Culture agreed to provide an update before March 2024.
- 7.4 **RESOLVED UNANIMOUSLY** that, having considered if they required any further additions or adjustments:-

1. the Committee's work programme, as set out in Appendix 1 be agreed, including any additions and amendments identified in Part 1 and the referral from Full Council relating to support for small businesses on addressing climate impacts;

8. 2023/24 Q1 BUDGET MONITORING

- 8.1 The committee considered a report from the Director of Finance and Commercial Services that brought them up to date with the Council's outturn position for Q1 2023/24 General Fund revenue position.
- 8.2 A question was asked regarding the financial support to the museums and whether it was across all of them or only applicable to some. The Director of Finance and Commercial Services agreed to provide a written response.
- 8.3 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee note the updated information and management actions provided by this report on the Q1 2023/24 Revenue Budget Outturn as described in this report.

8.4 Reasons for Decision

- 8.4.1 To record formally changes to the Revenue Budget.

8.5 Alternatives Considered and Rejected

- 8.5.1 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.

9. SHARED PROSPERITY FUND APPLICATION (VISITOR ECONOMY AND CULTURE) YEARS 2 & 3

- 9.1 The committee considered a report seeking approval of the commissioning

strategy in order to operationalise the programme of activity required to further build Sheffield's reputation as a distinctive and diverse cultural destination, subject to the Shared Prosperity Fund (SPF) funding being confirmed by South Yorkshire Mayoral Combined Authority (SY MCA).

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

Approve the commissioning strategy for up to £538,105, as outlined in this report and to operationalise the programme of activity detailed below, subject to the SPF funding being confirmed by SY MCA to:

- Support international and community elements of 3 strategic events - £60K (Year 2)
- Augmented Reality Look Up Project- £20K (Year 2)
- Brand campaign and content creation - £100K (Years 2 & 3)
- Media event and hosting- £20K (Years 2)
- Support Staff - £116k (Years 2 & 3)
- Cultural Events Programme - £191k (Year 3)
- Accessibility information linked to visitor economy/cultural provision - £30k (Year 3)

9.3 **Reasons for Decision**

9.3.1 Shared Prosperity Fund years 2 & 3 funding provides a valuable opportunity to channel welcome additional resources into culture and city marketing, to give benefits to the visitor economy, wellbeing, cohesion and city reputation.

9.3.2 The proposed activities set out above are based on tried and tested methodologies including the previous Arts Council England-funded Cultural Destinations programme 2016-18 (Lush Spectra, Strong Language, Mausoleum of the Giants) and learning from the year 1 SPF. We want to embed innovative and diverse cultural activity and city promotion into the city's calendar, and SPF years 2 & 3 will allow this to happen at transformative scale.

9.4 **Alternatives Considered and Rejected**

9.4.1 **Alternative option 1 – SPF funding only applied to city marketing.**

SPF years 2 & 3 funding could be applied just to city marketing, without a culture strand being supported. However, this would mean that an opportunity to help support the sector, grow the city's reputation, give reasons to visit and engage with wider audiences would be missed.

9.4.2 **Alternative option 2 – Not applying for further funding.**

We could choose not to apply for Arts Council Place Partnerships funding, using SPF Year 3 as match. However, this would mean losing out on the potential to grow our resources for the city and arts sector and will mean that activity can take place during a second year, if successful.

10. **ECONOMIC RECOVERY FUND - ROUND 2 UPDATE REPORT**

10.1 The committee considered a report of the Executive Director, City Futures providing an overview of progress to deliver the second round of the Economic Recovery Fund (ERF) now that the application and scoring phases are complete. The report lists the outcomes of the scoring process for all applications and provides information about the geographical spread and make-up of the areas that applied for funding. The report marks the point at which ERF moves from the application and scoring phases into the contracting phase, which will enable successful projects to start delivering improvements and activities in their areas.

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

1. Note that Finance Committee have been asked (at their meeting on 11 September 2023) to approve the allocation of funding to areas offered over £50,000 (up to £200,000) and, subject to due diligence and other checks being undertaken to the satisfaction of the Director of Economic Development, Culture and Skills, for SCC to enter into a funding agreement with an appropriate lead organisation for each of the areas listed in the table below:

Project Area	Funding Offer (final figures TBC)
Crookes	£90,000
Darnall	£100,000
Harborough Avenue	£70,000
Heeley & Newfield Greens	£100,000
London Road	£142,355
Northern Avenue	£66,818
Spital Hill	£74,470
Westfield	£71,456
Woodhouse	£70,000

2. Note the areas listed in the table below have been allocated funding of up to £50,000 subject to due diligence and other checks being satisfied:

Project Area	Funding Offer (final figures TBC)
Abbeydale	£37,682
Banner Cross	£36,198
Broomhill	£40,250
Chapelton	£49,644
Ecclesfield	£38,857
Firth Park	£39,932
Greenhill	£50,000
Hackenthorpe	£49,573
Hillsborough	£46,022
Infirmary Road	£32,116

Lowedges	£37,321
Middlewood	£48,971
Stannington	£49,962
Walkey	£35,052

10.3 Reasons for Decision

10.3.1 The report updated the Committee on the progress of this project, which the Committee approved on 19th October 2022. This update marked a key milestone in the project cycle, at the transition from application and scoring to contracting and onwards to delivery. The Committee would be kept updated as the project continued to develop.

10.4 Alternatives Considered and Rejected

Programme

10.4.1 As noted, a range of options for delivering ERF2 were considered over summer and autumn 2022. Several alternative ways of delivering the second round of funding were considered as part of this process and proposals were made in relation to changing and improving the second round of funding. These were approved by the EDSP Committee at its meeting on 19th October 2022. This approach has subsequently been enacted so the proposals here are the outcome of an agreed process

Outcomes

10.4.2 Because the Fund was oversubscribed, Steering Group had to look at ways of managing that and ensuring funding offers were within the available budget and made in a fair way (as described in appendix 1).

10.4.3 Alternatives to that included the following, but the agreed approach was felt by the Steering Group to be a balanced, individualised and fair way of dealing with the budget pressure that took into account the specific elements within each project and strengths and weaknesses. It was felt that any blanket measures would cut across these nuances and lead to outcomes unreflective of their scoring judgements.

Alternative	Rationale	Why rejected
Making a blanket cut to all projects that passed scoring	To reduce the overall funding ask to keep within the budget	Projects had different strengths and weaknesses and this tactic felt unfair and arbitrary to the Steering Group
Raising threshold at which projects would	To reduce the number of projects that would	Project that passed scoring not receiving

have passed	receive funding	funding – Steering Group wanted to maximise the number of areas that could benefit from the Fund
To remove specific types of activity from all budgets	To reduce the overall funding ask and limit specific activity	This would have potentially been applied unequally across projects, depending on whether they had included the activity in their proposals or not

11. TRAMLINES FESTIVAL UPDATE REPORT

11.1.1 The committee considered a report by the Executive Director of City Futures providing a briefing to the Economic Development and Skills Policy Committee regarding the Tramlines Festival. This included the issues encountered in 2023 at Hillsborough Park, a summary of the debrief and learnings so far from Tramlines 2023 and confirmation of arrangements for Tramlines 2024.

11.1.2 A member asked a question about a recent article in The Guardian that discussed fees paid to a local authority for a festival of a comparable size. They asked if the Council agreed that the fee paid by Tramlines secured best value for the people of Sheffield. The Director of Parks, Leisure and Libraries offered to provide a response in writing.

11.1.3 Members discussed the impact of the event on the local community, the contribution it makes to the economy, the need to learn lessons from this year's event, the free fringe events available during the festival and the work needed to win back the confidence of local residents.

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

1. Note the contents of the report.
2. Note that further updates and decisions (where required) on events and the Tramlines Festival will be taken to the appropriate Committee as required.

12. LIFELONG LEARNING & SKILLS OFSTED UPDATE REPORT

12.1.1 The committee considered a report of the Director of Children's Services that highlighted the positive outcome of the recent OFSTED inspection of the Lifelong Learning and Skills Service which took place in May 2023.

12.1.2 Lifelong Learning and Skills delivers the following provision to learners in Sheffield:

- Study Programme provision to young people with complex additional

- needs (High Needs) through Sheaf Training (aged 16-24)
- Family, Adult and Community Education through FACES
- Apprenticeship Provision

12.1.3 The report was published on 23 August 2023 and OFSTED determined that Lifelong Learning and Skills was a Good service overall with some Outstanding areas. The findings across the seven areas that were subject to inspection were as follows:

The Quality of Education: Good
Behaviour and Attitudes: Outstanding
Personal Development: Good
Leadership and Management: Good
Adult Learning Programmes: Outstanding
Apprenticeships: Good
Provision for Learners with High Needs: Outstanding

This was the first time that the Council's Lifelong Learning and Skills provision had achieved outstanding areas within an OFSTED inspection, and the Council was proud of this achievement and what it meant for the people of Sheffield who Sheffield City Council supported.

- 12.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee;
1. Note the report, which was provided for information purposes.
 2. Thanks and congratulate everyone involved, including the learners.

13. CULTURE STRATEGY DEVELOPMENT UPDATE REPORT

13.1.1 The committee considered a report of the Executive Director, City Futures setting out the progress towards the full city Culture Strategy; work on resubmitting to two of the funds listed; and the imminent establishment of a Cultural Pipeline Fund.

13.1.2 In the September 2022 'Strategic Approach to Culture' report, the following were proposed as part of a new emphasis on culture in Sheffield:

- Formally adopt the Sheffield Culture Collective Strategy on behalf of Sheffield City Council as an interim, while SCC works with partners to develop a full city Culture Strategy.
- Note the submission of three Expressions of Interest to the Create Growth Fund; Cultural Development Fund 3; and Place Partnership Fund.
- Support in principle the creation of a Cultural Feasibility Fund through external funding sources such as SYMCA.

13.2 **RESOLVED UNANIMOUSLY:** that the Economic Development and

Skills Policy Committee note the progress made in:

- developing a new Culture Strategy for Sheffield
- resubmitting bids for Create Growth and the Place Partnership Fund
- Setting up a Cultural Pipeline Fund, resourced through South Yorkshire
- Mayoral Combined Authority's Feasibility Fund.