



DISCOVER ASHFIELD BOARD MEETING

**Friday 20th September 2024
9am – 11am**

**Hybrid – Meeting Room 1, Council Offices, Urban Road
& Microsoft Teams**

AGENDA

Page

- 1. Welcome / Introductions / Apologies – Louise Knott**
- 2. Reflections of Previous Meeting – Louise Knott**
 - a Meeting Minutes**
 - b Action Log**
 - There were no actions.
- 3. New Declarations of Interest - ALL**
- 4. Regeneration Programmes Update – Sarah Daniel**
- 5. Theme Lead Reports – Theme Leads**
 - a Succeed in Ashfield – Martin Rigley**
 - b Love Where You Live – Liz Barrett**
 - c More to Discover – Darron Ellis**
 - d Be Healthy, Be Happy – Pete Edwards**
- 6. Board Member Updates – All**
- 7. Any Other Business – All**
- 8. Date of Next Meeting – Wednesday 23rd October**

ATTENDEES

Name	Position on Board	Position/Organisation	Present
Martin Rigley OBE	Chair / Theme Lead – Succeed in Ashfield	Director, Gordian Consulting	
Louise Knott	Vice Chair	Vice Principal, West Nottinghamshire College Mansfield and Ashfield Business Network. Representation	√
Darron Ellis	Theme Lead – More to Discover	Historian, Sutton Living Memory Group	
Liz Barrett OBE	Theme Lead – Love Where You Live	Principal, Academy Transformation Trust Further Education (ATTFE)	√
Pete Edwards	Theme Lead – Be Happy, Be Healthy	Chair, Ashfield Health and Wellbeing Partnership	√
Claire Hinchley	Board Member	Acting Director Strategy and Partnerships Sherwood Forest Hospitals	
Clare Hitchings	Substitute for Tim Hepke	Communications Lead, ITP Aero	√
Cllr Helen-Ann Smith	Board Member	Deputy Council Leader, Ashfield District Council	
Cllr Julie Gregory	Board Member	Scrutiny Representative, Ashfield District Council	
Cllr Matthew Relf	Board Member	Executive Lead Member for Growth, Regeneration and Local Planning, Ashfield District Council MA2020 Representation	√
Cllr Keith Girling	Notts County Council Representative	Economic Development and Asset Management, Notts County Council	√
David Williams	Substitute for Jean Sharpe	Partnerships Manager North Nottinghamshire DWP	√
Edward Johnstone	Board Member	Assistant Principal (Development), Portland College	
Fiona Johnson	Board Member	Associate Director, Civic Engagement, Nottingham Trent University (NTU)	√
Gary Jordan MBE	Board Member	Community Engagement and Learning Lead, ATTFE	√
Graham Ward	Board Member	Chair of Board of Directors, Sherwood Forest Hospitals Trust	
Ian Bond	Substitute for Peter Gaw	Director of Learning, Inspire: Culture, Learning and Libraries	
Jackie Insley	Board Member	Chief Executive Officer Citizens Advice Central Nottinghamshire	
Kieran Percival	Observer	Business Director, Doorcerts	
Kirsty Blyth	Substitute for Peter Gaw	Inspire: Culture, Learning and Libraries	√
Leanne Monger	Board Member	Interim Programme Director, Mid Notts PBP	
Lee Anderson, MP	Board Member	MP for Ashfield and Eastwood	
Mark Spencer, MP	Board Member	MP for Sherwood	
Mark Yates	Substitute	PCN Development Managers, Nottingham and Nottinghamshire ICB	√
Melanie Phythian	Observer	Towns Fund Policy Advisor, Cities & Local Growth Unit	√
Paula Longden	Substitute for Claire Hinchley	Associate Director of Strategy and Partnerships Sherwood Forest Hospitals	√
Peter Gaw	Board Member	Chief Executive Officer, Inspire: Culture, Learning and Libraries	
Sam Howlett	Substitute for Lee Anderson, MP	Office Manager, Ashfield & Eastwood MP's Office	√
Simon Cartwright	Board Member	Chief Officer Transforming Notts	

Simon Martin	Board Member	Vice Principal, Academy Transformation Trust Further Education (ATTFE)	√
Shola Olawole	Board Member	North & East Midlands Group Performance Lead, DWP	
Tim Hepke	Board Member	UK Head of Maintenance and Group Property, ITP Aero	
Theresa Hodgkinson	Board Member	Chief Executive, Ashfield District Council	
Una Key	Board Member	Chief Officer, Ashfield Voluntary Action	√
Abbie Smith	Supporting Officer	Senior Communications Officer, Ashfield District Council	
Andrea Stone	Supporting Officer	Wellbeing Manager, Ashfield District Council	
Christine Sarris	Supporting Officer	Assistant Director – Planning and Regulatory Services, Ashfield District Council	
Hollie Maxwell-Smith	Supporting Officer	Discover Ashfield Lead, Ashfield District Council	√
Joelle Davies	Supporting Officer	Group Manager for Growth, Infrastructure and Development	√
John Bennett	Supporting Officer	Executive Director, Place, Ashfield District Council	√
Kate Porter	Supporting Officer	Towns Centre Manager, Ashfield District Council	√
Melanie Wheelwright	Supporting Officer	Forward Planning & Economic Growth Team Manager Ashfield District Council	√
Paul Crawford	Supporting Officer	Investment Manager – Regeneration, Ashfield District Council	
Sarah Curtiss	Supporting Officer	Service Manager for Communications and Events, Ashfield District Council	√
Sarah Daniel	Supporting Officer	Assistant Director - Regeneration, Ashfield District Council	√

Agenda Item	
1	Welcome / Introductions / Apologies – Louise Knott
	<ul style="list-style-type: none"> • Introductions were made by all attendees. • It was noted that Sam Howlett has taken the place of Chris Baron as Substitute for Lee Anderson MP. • Apologies were made for Martin Rigley, Darron Ellis, Ian Bond, Jackie Insley, Kieran Percival, Leanne Monger, Theresa Hodgkinson, Paul Crawford.
2	Review of Previous Meeting – Louise Knott
a	Board Meeting Minutes
	<ul style="list-style-type: none"> • All minutes agreed.
b	Action Log (these include actions from the below minutes)
	<ul style="list-style-type: none"> • There were no actions from the meeting.
3	New Declarations of Interest – ALL
	<ul style="list-style-type: none"> • There were no new declarations of interest.
4.	Regeneration Programmes Update – Sarah Daniel
	<ul style="list-style-type: none"> • Sarah went through the programmes update, starting with Succeed in Ashfield (included in the agenda pack).
	<ul style="list-style-type: none"> • Melanie Wheelwright updated on the Supporting Local Business and People and Skills projects.
	<ul style="list-style-type: none"> • Cllr Girling asked Melanie if there could be a list produced of which businesses received the Enterprise Grants and if these highlight any specific types of businesses and to revisit these businesses to see the impact the grants have made.
	<ul style="list-style-type: none"> • Melanie confirmed they will revisit businesses who received the grants as part of the monitoring and evaluation.
	<ul style="list-style-type: none"> • Hollie continued with the programmes update for More to Discover. • The draft Destination Management Plan (DMP) has been circulated to the Board and has received positive comments with some notes from partners. • There was an Evening to Discover Ashfield with a Visitor Economy theme where attendees were able to feed back on the DMP and a list of recommendations have been made: <ul style="list-style-type: none"> • Include more reference to skills – how we will change perceptions and nurture hospitality skills. The DMP recognises the work our Education & Skills Strategy which has relevance to the visitor economy such as skills to meet demand and skills for future growth however there could be a more specific reference within the DMP. • Group work in Ashfield but what about further afield. – this will come naturally as the visitor economy group grows. Within the plan it details building a VE group locally, then the long-term priority will be to work with neighbouring places, such as Hardwick Hall. A first priority is for Discover your Doorstep which needs to be a focus initially and there is ongoing work with the Local Visitor Economy Partnership and EMCCA. • The Visitor Economy Group – Will this include the More to Discover (MTD) Group which has been established for years. – MTD is included within the DMP. Suggest rewording for this point to say building on and growing the MTD group.

	<ul style="list-style-type: none"> • Marketing and what this will look like – Within the DMP it includes using social media, web, print, advertising and PR. We had some suggestions to use TV & local radio. We do have some links with local TV, (Notts TV) and radio (Takeover, Mansfield 103.2) which we could build on and utilise. Suggest including these suggestions within the DMP. • The state of the shop fronts, especially in Stanton Hill are a poor presentation. – the Council’s Towns Centre manager Kate Porter is leading on developing an Investment Plan for Stanton Hill. Quotations are due back by 3rd October from consultants and the work is scheduled to be completed by the end of the year and there will also be work with Save the High Streets. • Teversal is mentioned on a number of occasions and it could become a prime tourist destination with targeted investment and could benefit the local economy and the District as a whole – On page 10 of the DMP it outlines that we could explore opportunities for investment in Teversal for community uses and as an event base, including investment in interpretation and signage (tying in heritage), parking / access and the trails, which is also included within the brief for the Stanton Hill Investment Plan work.
	<ul style="list-style-type: none"> • Cllr Girling commented that Megan Powell from Visit Nottingham would be keen to be involved in the DMP and support. • He also explained that Newark is doing a grant programme for shop fronts.
	<ul style="list-style-type: none"> • Hollie confirmed ADC are working with Visit Nottinghamshire through the LVEP work and that there are shop front grants in place in Ashfield which includes Stanton Hill.
	<ul style="list-style-type: none"> • Cllr Relf also noted that he had attended an event recently with EMCCA on the visitor economy. He explained there is some concern surrounding Visit Nottinghamshire’s future as Nottingham County and City Councils are withdrawing their funding next year, with EMCCA having not yet confirmed if they will be picking up this funding in their absence. • He feels it is important the DMP work is being done locally, though he would prefer to work cohesively with the wider county when opportunities arise.
	<ul style="list-style-type: none"> • Lousie asked the board if they were happy with the suggested changes put forward.
	<ul style="list-style-type: none"> • The board agreed.
	<ul style="list-style-type: none"> • Hollie continued to update the board on Ashfield Creates and the Visitor Digital Offer.
	<ul style="list-style-type: none"> • Sarah then continued with the report including Be Healthy, Be Happy, Town Centres & High Streets, and Green Ashfield.
	<ul style="list-style-type: none"> • Melanie Phythian asked if the funding sources could be included in the report to understand the funding being discussed.
	<ul style="list-style-type: none"> • Sarah agreed these would be included in the next report.
	<ul style="list-style-type: none"> • Kirsty Ellis updated on Sutton Library that unfortunately the works on the library will not be started in January 2025 as planned as they are awaiting surveys being completed. She will update on a revised date once confirmed.
	<ul style="list-style-type: none"> • Sarah continued with the Monitoring and Evaluation and Communications update.
	<ul style="list-style-type: none"> • Melanie went through agenda item 1.7.1 Enterprising Ashfield Proposals. • The growth – businesses / enterprises specialist support programme which offers a mentorship grant is currently not being taken up. NTU are proposing to provide specialist support, over and above that which is currently available.

	<p>They have identified 20 Research and Development Businesses who are working with ADC on closer collaborations and 15 Growth businesses who would benefit from such support and would be more able to make the investment.</p> <ul style="list-style-type: none"> • This support would accelerate and enable businesses to undertake priority investments that are identified in their growth plans to increase productivity, create additional income, create additional jobs and secure existing jobs. • Businesses will be required to match their investments. No mentorship grant will be offered so this output will be removed and replaced with the number of businesses supported.
	<ul style="list-style-type: none"> • Fiona added that she had discussed the proposal with the programmes manager Kelvin, and Melanie had summarised the proposal fully.
	<ul style="list-style-type: none"> • Louise asked how realistic the forecasted outputs were in the proposal and if they were deliverable.
	<ul style="list-style-type: none"> • Melanie explained the outputs would be adjusted as there would be 35 businesses supported through the new proposal and 25 jobs safeguarded.
	<ul style="list-style-type: none"> • Fiona added there had been nervousness creating new jobs as this was never part of the original programme however with how this is presented with higher skills and job safeguarding with a smaller number of jobs creation there is confidence within the team that this can be delivered.
	<ul style="list-style-type: none"> • Una Key asked if there had been discussion with Nottinghamshire City Council as they had previously had a high-profile focus on the gaming industries and she felt this may be beneficial to see if this is ongoing and if they have work which this could link with.
	<ul style="list-style-type: none"> • Melanie thanked Una and said she will look into this.
	<ul style="list-style-type: none"> • Cllr Girling asked why the original proposal was not successful.
	<ul style="list-style-type: none"> • Melanie explained there was no uptake for the mentorship grants and they weren't what businesses were needing and with conversations that had been had with these businesses it became apparent the grant option would be more useful.
	<ul style="list-style-type: none"> • John Bennett added there was lots of promotion for the mentorship grants however no appetite for them.
	<ul style="list-style-type: none"> • Gary Jordan added that there had been challenges whilst he has been discussing the grants with Ashfield as well as Mansfield businesses.
	<ul style="list-style-type: none"> • Mel Phythian noted that the Towns Fund gives flexibility, and she feels the Board should grasp this opportunity to ensure they are giving businesses what they want and need.
	<ul style="list-style-type: none"> • Simon Martin asked how the new grant would be marketed to businesses.
	<ul style="list-style-type: none"> • Fiona explained the NTU Enterprising Ashfield team have a marketing function.
	<ul style="list-style-type: none"> • The board were asked to consider and approve the proposal.
	<ul style="list-style-type: none"> • Gary Jordan proposed, Pete Edwards seconded.
	<ul style="list-style-type: none"> • Melanie continued with the proposals, New Learners – Skills. • Enterprising Ashfield would like to reduce the output of new learners from 900 to 650, as many are repeat learners who make up around 27% of the programme.

	<ul style="list-style-type: none"> The board were asked to consider Enterprising Ashfield's proposal to reduce the number of new learners from 900 to 650 with the remaining 250 being repeat learners. This decision will be subject to the approval from MHCLG.
	<ul style="list-style-type: none"> Cllr Relf proposed, Gary Jordan seconded.
	<ul style="list-style-type: none"> Melanie continued with agenda item 1.7.2 Expansion of Hucknall Save the High Streets (STHS) pilot across the District E16 Online support and E16 High Street student programme.
	<ul style="list-style-type: none"> STHS are completing their pilot on Hucknall High Street. A review has been completed to evaluate if the pilot is meeting a need that is not being met through other business support. The review found the STHS programme meets a niche that is not addressed by other programmes. A roll out is proposed to be a similar programme across the rest of the District's High Streets, including market traders. It is proposed to reallocate £40k from the following UKSPF budgets to STHS: <ul style="list-style-type: none"> E16 High Street student support - £30k. E16 Online trading- Market traders - £10k.
	<ul style="list-style-type: none"> The board discussed where the funding was being reallocated from and the underspend on this.
	<ul style="list-style-type: none"> The board were asked to consider and approve the allocation of £30,000 from E16 High Street student support and £10,000 E16 Online trading – Market traders to E16 Support High Street and Market Traders across the district.
	<ul style="list-style-type: none"> Fiona Johnson proposed, Cllr Relf seconded.
	<ul style="list-style-type: none"> Sarah continued with item 2.0 Kirkby Long-Term Plan for Towns - Awaiting an update from the Ministry of Housing, Communities and Local Government regarding this funding. She explained the submission date of 1st August was suspended by Government and we are still awaiting an update on this. The three subgroups met in September, for funding, safety and security and town centre, regeneration and transport. The groups have begun work on developing terms of reference and developing the projects. Hucknall Levelling Up Fund – Awaiting an update from the Ministry of Housing, Communities and Local Government regarding this funding. Information about this project programme is being developed to update residents and businesses about the proposals.
5	Theme Lead Reports – Theme Leads
a.	Succeed in Ashfield – Martin Rigley
	<ul style="list-style-type: none"> There was no update from Succeed in Ashfield as Martin had had to give late apologies for personal reasons.
b.	Love Where You Live – Liz Barrett
	<ul style="list-style-type: none"> There have been some great free events for families over the summer with a full programme which had a real impact to residents.
	<ul style="list-style-type: none"> The Primary Network was held recently, and the schools noted they are within the Ofsted window so the next meeting will have a focus on supporting the schools with this.
	<ul style="list-style-type: none"> The Together in Ashfield CIC have a Sutton Remembrance event this year and they can support Hucknall and Kirkby next year if the groups in those areas need any support.

	<ul style="list-style-type: none"> The Lord-Lieutenant of Nottinghamshire will be visiting to view the poppy installations which have been created.
	<ul style="list-style-type: none"> The Discover Ashfield website is a great tool for businesses, schools and people within the district.
	<ul style="list-style-type: none"> The new Discover Ashfield Award categories are a great way of finding more people and groups within Ashfield doing amazing work.
	<ul style="list-style-type: none"> Local primary schools have been invited to create Christmas decorations to help brighten up Kings Mill Hospital.
c.	More to Discover – Darron Ellis
	<ul style="list-style-type: none"> There was no update for More to Discover. Darron was part of the Photography Competition judging panel.
d.	Be Healthy, Be Happy – Pete Edwards
	<ul style="list-style-type: none"> Playzones in the district will be progressing to the next stage. These include Hucknall (Titchfield Park), Kirkby (Morven Park), Leamington (Cowpasture Rec), Selston (Selston High School) and Stanton Hill (Stamper Rec). The next stage includes site visits and desktop studies by Football Foundation and developing activation plans for each site (making contact with local organisations etc. to develop a timetable of activities/usage). The aim is to complete a first draft by end October. Sport England Place Funding - £101,000 has been secured from Sport England for Leamington. The monies are for the next two years and will see the employment of a part-time worker to work within the system with partners, community engagement and activities, and a leadership programme for officers working in the area. It is hoped a further bid will be submitted, once it is better understood what is needed in the area for residents to be more physically active. Mental Health Grants – Grants of up to £1000 are available to provide outdoor activities to support mental health. Please encourage organisations to apply: https://www.ashfield.gov.uk/environment-health/health-wellbeing/feeding-ashfield/green-activity-grant-scheme/
6.	Board Member Updates - All
	<ul style="list-style-type: none"> Fiona Johnson updated the board that the conference report from June will be completed soon, she asked the board if a presentation to both place boards with outputs and recommendations from the conference would be beneficial.
	<ul style="list-style-type: none"> The board agreed this would be.
	<ul style="list-style-type: none"> Fiona also informed the board that she will be leaving NTU in October so will therefore be leaving the Discover Ashfield board. Her colleague Sarah Mayfield will be returning to work and will pick up the civic work, with the executive team considering representation on various groups and boards.
	<ul style="list-style-type: none"> The board thanked Fiona for all her work within Discover Ashfield and wished her good luck.
	<ul style="list-style-type: none"> Cllr Girling updated the board that the Boots & Berets Awards was very successful with over 100 guests. He thanked attendees from the board who went along.

	<ul style="list-style-type: none"> • There are now plans for the 2025 awards, as these are fully sustainable through sponsorship. • Cllr Girling confirmed that Hucknall Library would not be being closed, it is being refurbished with £210k being invested.
	<ul style="list-style-type: none"> • Kirsty Ellis explained that the library had been successful in receiving funding from the Libraries Improvement Fund to install customer toilets at Hucknall Library and a tidy up within the library. There will also be an extension in the opening hours.
	<ul style="list-style-type: none"> • Gary Jordan updated the board that he is working with ATTFE to create a Community Information Support and Job Club which will be located in the Idlewells Hub, which will be running from October to the end of December. • This will support organisations in the area to share information locally. • Gary will share this information with Hollie and Nathan at ADC to promote.
	<ul style="list-style-type: none"> • Louise let the board know that the rebranded Mansfield & Ashfield 2020 - Mansfield and Ashfield Business Network launch will be on 10th October if board members would like to book onto this.
7.	Any Other Business – All
	<ul style="list-style-type: none"> • Hollie updated the board that there had been over 130 nominations so far for the Discover Ashfield Awards and welcomes further promotion by board members.
	<ul style="list-style-type: none"> • Louise congratulated Liz in her appointment of Deputy Lieutenant of Nottinghamshire. • The board congratulated Liz.
10.	Date of Next Meeting – Wednesday 23rd October