



Agenda

Discover Ashfield - Board Meeting

Date: **Wednesday, 22nd April, 2020**

Time: **9.00 am for 9:15am start**

Venue: **Virtual**

For any further information please contact:

Lindsey Kenworthy Tel: 01623 457201

DISCOVER ASHFIELD - BOARD MEETING

Attendees

Andrea Stone	Ashfield District Council (Supporting Officer)
Callum Par	Youth Major
Carol Cooper-Smith	Ashfield District Council
Chloe O'Donnell	Idlewells Centre
Cllr Christian Chapman	Ashfield District Council – Scrutiny Rep
Cllr Helen-Ann Smith	Ashfield District Council – Deputy Leader
Cllr Jason Zadronzy	Annesley and Felley Parish Council
Cllr John Wilmott	Hucknall Elected Member
Cllr Matthew Relf	Ashfield District Council – Portfolio Holder, Planning & Regen
Darowen Jones	Ashfield District Council (Supporting Officer)
Darron Ellis	More to Discover Theme Lead
David Ainsworth	NHS
David Jackson	East Midlands Outlet – Centre Manager
Edward Johnstone	Portland College – Assistant Principal
Fardad Amirsaeedi	Regeneration Shared Service
Fiona Anderson	NTU
Gary Baird	Disability Nottinghamshire
Gary Jordan	Mansfield and Ashfield 2020 – Chair
Jon Ball	Ashfield Chad
Katherine Green	Ashfield District Council Comms (Supporting Officer)
Kathryn Stacey	Citizens Advice Ashfield -CEO
Lee Anderson, MP	MP for Ashfield and Eastwood
Lindsey Kenworthy	Executive Project Assistant
Liz Barrett	Academy Transformation Trust FE
Louise Knott	West Notts College (VICE CHAIR)
Mark Spencer, MP	MP for Sherwood
Martin Rigley	Lindhurst Engineering (CHAIR)
Nicola McCoy-Brown	Notts County Council – Group Manager Growth & Develop
Pete Edwards	Health & Wellbeing Chair
Prof. Mark Biggs	NTU – Pro Vice-Chancellor & Head of College
Rachel Quinn	D2N2 LEP
Richard Robinson	Representative of Ashfield and Eastwood MP Office
Robert Orgill	Rolls Royce
Sarah Daniel	Ashfield District Council (Supporting Officer)
Simon Martin	Academy Transformation Trust Sutton Academy - Principal
Stephanie Holt	WNC Representative
Teresa Jackson	Action Voluntary Action – Mansfield
Theresa Hodgkinson	Ashfield District Council – Director
Tom Goshawk	D2N2 LEP – Head of Capital Programmes
Trevor Middleton	Ashfield District Council
Vicki Dyer	DWP – District Operations Lead

AGENDA

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- 1. Welcome/Introductions - Martin Rigley**
- 2. Minutes of Previous Meeting 26 February 2020 and Matters Arising - Martin Rigley** 5 - 10
- 3. Funding/Board Support - Sarah Daniel** 11 - 12
- 4. Reports Back from Delivery Group**
 - 4.1 Action Plan/ Update on Themes**
 - 4.1.1 Succeed in Ashfield – Martin Rigley
 - 4.1.2 Love Where You Live – Liz Barrett
 - 4.1.3 More to Discover – Darron Ellis
 - 4.1.4 Be Healthy, Be Happy – Pete Edwards
 - 4.2 Delivery Action**
 - 4.3 Ambassador Update**
- 5. Board Member Updates - ALL**
- 6. Any Other Business - ALL**
- 7. Date of Next Meeting**
 - Friday 22nd May 2020 – TBC

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MINUTES OF DISCOVER ASHFIELD ANNUAL GENERAL BOARD MEETING

**Meeting held at Portland College
 On Wednesday 26th February 2020 at 9:00am**

PRESENT:

Andrea Stone	Ashfield District Council (Supporting Officer)
Darowen Jones	Ashfield District Council (Supporting Officer)
Chloe O'Donnell	Idlewells Centre
Cllr Christian Chapman	Ashfield District Council – Scrutiny Rep
Cllr Helen-Ann Smith	Ashfield District Council – Deputy Leader
Cllr Matthew Relf	Ashfield District Council – Portfolio Holder, Planning & Regen
Darron Ellis	More to Discover Theme Lead
Edward Johnstone	Portland College – Assistant Principal
Gary Jordan	Mansfield and Ashfield 2020 – Chair
Katherine Green	Ashfield District Council Comms (Supporting Officer)
Kathryn Stacey	Citizens Advice Ashfield -CEO
Liz Barrett	Academy Transformation Trust FE
Martin Rigley	Lindhurst Engineering (CHAIR)
Nicola McCoy-Brown	Notts County Council – Group Manager Growth & Development
Pete Edwards	Health & Wellbeing Chair
Prof. Mark Biggs	NTU – Pro Vice-Chancellor & Head of College
Richard Robinson	Representative of Ashfield and Eastwood MP Office
Sarah Daniel	Ashfield District Council (Supporting Officer)
Simon Martin	Academy Transformation Trust Sutton Academy - Principal
Stephanie Holt	WNC Representative
Teresa Jackson	Action Voluntary Action – Mansfield
Theresa Hodgkinson	Ashfield District Council – Director
Will Morlidge	D2N2 Representative

MINUTES:

Lindsey Kenworthy	Executive Project Assistant
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APOLOGIES:

Callum Par	Youth Major
Carol Cooper-Smith	Ashfield District Council
Cllr Jason Zadronzy	Annesley and Felley Parish Council
Cllr John Wilmott	Hucknall Elected Member
David Ainsworth	NHS
David Jackson	East Midlands Outlet – Centre Manager
Fardad Amirsaeedi	Regeneration Shared Service
Fiona Anderson	NTU
Gary Baird	Disability Nottinghamshire
Jon Ball	Ashfield Chad
Lee Anderson, MP	MP for Ashfield and Eastwood
Louise Knott	West Notts College (VICE CHAIR)
Mark Spencer, MP	MP for Sherwood
Rachel Quinn	D2N2 LEP
Robert Orgill	Rolls Royce
Tom Goshawk	D2N2 LEP – Head of Capital Programmes
Trevor Middleton	Ashfield District Council
Vicki Dyer	DWP – District Operations Lead

	Action	Lead
1	Annual General Meeting of the Board – 26th February 2020	
	This is the first Annual General Meeting of the Board which commenced at 9.15am.	
2	Apologies	
	All apologies noted and received. Meeting quorate membership achieved for AGM to proceed.	
3	Welcome and Introductions	
	The Chair welcomed everyone to the first AGM meeting and introductions were made. The Chair provided an overview on the how the meeting would proceed; with all in agreement.	
4	Minutes of Previous Meeting and Matters Arising	
	Due to this meeting being the first AGM there are no previous minutes or matters arising.	
5	Annual Chairs Report	
	The Chair provided his annual report; report attached to the minutes.	
6	Secretary's Annual Report	
	Ashfield District Council, Place Manager (Sarah Daniel) provided the following information on the Secretary's Annual Report:	
	<ul style="list-style-type: none"> Preparation for Discover Ashfield started January 2019 and the Board membership has grown significantly. 	
	<ul style="list-style-type: none"> Branding is now fully in place and merchandise is getting the name of Discover Ashfield out into the community. 	
	<ul style="list-style-type: none"> The Board has more recently taken over the advisory role and supporting the Towns Funding. The first workshop meeting was held on 17th February and there was excellent attendance of stakeholders and board members. 	
	<ul style="list-style-type: none"> Now have over 60 ambassadors and there have now been two successful events for Ambassadors to network and support Discover Ashfield. Further events will be scheduled throughout the year which will be run and facilitated by West Notts College, Business Study Students. They will also create newsletters three times a year for Ambassadors to keep them up to date of what is happening and going to happen. 	
	<ul style="list-style-type: none"> Delivery Group meetings take place every month with Theme Leads and supporting officers of Ashfield District Council. 	
	<ul style="list-style-type: none"> Photography Competition has taken place with was a successful event and will be held again this year. 	
	<ul style="list-style-type: none"> Website – the second phase of the website has been launched. 	
	<ul style="list-style-type: none"> Media – now have over 950 followers through Facebook which is really pleasing and this has increased since the infancy stage. 	
	<ul style="list-style-type: none"> Active Ashfield is also supporting Discover Ashfield. 	
	<ul style="list-style-type: none"> The Theme Leads are proactive and promoting Discover Ashfield – thanked for their great work. 	

7	Election/Terms of Office	
	The Chair proposed that all Board members terms of office be agreed; and that the terms of office for each of the board members commence as of today's date (Friday 26 th February 2020). This was proposed by Councillor Relf and seconded by Councillor Helen Smith. Whole Board agreed.	
	The draft Terms of Reference, draft Constitution and draft Code of Conduct were all discussed and proposed by all board members being in agreement to the documents.	
8	General Business	
8.1	Sherwood Observatory – Presentation by Dr Steve Wallace	
	Following the presentation carried out by Dr Steve Wallace on the extension plans for Sherwood Observatory discussions took place with the following being noted:	
	<ul style="list-style-type: none"> The Chair informed that he and ATTFE Principal (Liz Barrett) have a declaration of interest on this item. Both are board members at the Observatory. 	
	<ul style="list-style-type: none"> This is a great investment and one that Discover Ashfield would like to support. All agreed. 	
	<ul style="list-style-type: none"> The development will allow access to everyone as there will be lifts and ramps. 	
	<ul style="list-style-type: none"> Looking like 60 people could potentially be employed. 	
	<ul style="list-style-type: none"> Funding of 50% has been secured from the National Lottery Funding and there is a need to raise 10% of the costs prior to this for research etc. Total cost of the development is £4 million. 	
	<ul style="list-style-type: none"> Bridging Finance was discussed and Councillor Relf believes this is still available and would investigate. 	Cllr Relf
	<ul style="list-style-type: none"> There is to be another open evening on 17th March. 	
	<ul style="list-style-type: none"> Further developments of broadband within the Coxmoor Road area where the Observatory is located is due to commence which will be of great benefit. 	
	<ul style="list-style-type: none"> Creating funding raising pages through social media. This should help raise the profile of the observatory. 	
	<ul style="list-style-type: none"> Mansfield and Sutton Astronomical Society have requested £11k from the capacity fund as part of the 10% match funding they require towards the stage 1 submission for development costs of £225k. 	
	<ul style="list-style-type: none"> Should any Board Members wish to know any further information or offer any information on potential funding avenues then please contact the Observatory. 	ALL
8.3	Declarations of Interest	
	The only declaration of interest noted was:	
	<ul style="list-style-type: none"> As stated in prior minute 8.2; The Chair, Martin Rigley and ATTFE Principal, Liz Barrett have an interest in agenda item 8.2 Sherwood Observatory due to being Board Members. 	
8.4	Minutes of Previous Board Meeting 8th January 2020 and Matters Arising	
	Minutes were approved and agreed as a true and accurate record of the meeting held on Wednesday 8 th January 2020.	

	Matters Arising	
	All actions completed. It was noted that Callum Parr will try to join the March meeting as it was suggested that the meeting be held at Sutton Academy. Meeting organiser, Lindsey Kenworthy to liaise with ATTFE Principal to make arrangements.	LIK/LB
8.4	Towns Fund	
	Place Team Leader, Sarah Daniel provided a synopsis of the report that was circulated with the agenda. No issues were raised and the Place Team Leader was thanked for the detailed report.	
8.5	Theme Lead Reports:	
8.5.1	Succeed in Ashfield	
	Report was prepared by Martin Rigley, Theme Lead which was received with the agenda. All noted and the only update to note was that discussions were taking place with D2N2 to see what businesses to reach out to following a meeting with Paul Humphry on 28 th January.	
8.5.2	Love Where You Live	
	Report was prepared by Liz Barrett, Theme Lead which was received with the agenda. All noted with nothing further to note.	
8.5.3	More to Discover	
	Report was prepared by Darron Ellis, Theme Lead which was received with the agenda. Report accepted and an update; is that Social Subscribers are keen to work with Discover Ashfield to help reach out to those residents who want to re-engage with society.	
8.5.4	Be Healthy, Be Happy	
	Report was prepared by Pete Edwards, Theme Lead and Andrea Stone Supporting Officer which was received with the agenda. It was raised about Wellbeing at Work (part of Nottinghamshire County Council) would like to attend our next board meeting. All agreed this would be helpful. Pete Edwards/Andrea Stone to provide Lindsey Kenworthy with details.	PE/AMS
8.6	Ambassador Update	
	It was noted that there are currently over 60 plus Ambassadors now signed up to Discover Ashfield. Events are being planned with West Notts College Business Students these will be arranged throughout the year. The Students are also arranging for quarterly news article to be sent to all ambassadors to keep them updated in between events. Really pleased with the Ambassador numbers.	
8.7	Board Member Reports	
	Nothing to report.	
9	Any Other Business	
	No other business to report.	
10	Date of Next Meeting	
	Friday 27 th March 2020 at 9am Venue: Sutton Academy – CANCELLED	

Discover Ashfield

Chairs Report AGM 26th February 2020

For those of you that are students of organisational theory it feels very much like the last three years of Ashfield place marketing activity has followed the classic Tuckmans Theory of storming, forming and norming. With the last 18 months, as the board took shape, seeing us moving from storming to forming.

So with the changes of our terms of reference, to take on the oversight of the Towns Fund, we move from forming to norming and we see an already strong board of community led individuals become even stronger with the new additions and this will only increase our reach and impact.

I would like to make a personal thank you to the theme leads; Liz, Pete and Darron for their support in driving the individual agendas forward as well as the officers of Ashfield District Council who have pulled in a lot of additional work (as well as doing their day job) to support us.

I feel we are now poised on the cusp of making a huge positive impact to people who chose to live, work, be educated and visit Ashfield.

My personal goals for Discover Ashfield in the next year is to maximise the available funding we can access through the Towns Fund as well as communicating the brand so that is recognised, for the positive aims it has, by every resident, business and educational establishment in Ashfield as well as the wider community and stakeholders.

Finally we must work hard to recruit more and retain existing Discover Ashfield Ambassadors and call upon their individual expertise to help us drive our activities forward.

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Discover Ashfield
Towns funding update
22nd April 2020

Report Purpose

1. To update on the towns funding work and consider recommendations for the allocation of capacity funding for Kirkby and Sutton.

Towns Fund
Consultation

The member and public web-based consultation is due to be launched this week, subject to final sign off by the Council's Leadership. The consultation will be open for six weeks, a Council member workshop will be arranged to take place in early June to provide feedback from the consultation and to discuss the projects to be included in the Urban Regeneration theme. A report will then be brought to the board for consideration.

Capacity funding

Capacity funding of £324k is available for convening the Town Deal Board, running business and wider community engagement events; developing Town Investment Plans and providing technical expertise for business case development.

The Council is required to publicise intended spend for the fund, recommendations regarding use of the fund are taken to the Council's Corporate Leadership Team and Leadership and then brought to the Board for discussion and consideration.

Two proposals are detailed below for consideration which have been approved by the Council's leadership.

Sherwood Observatory Science Discovery Centre and Planetarium

We have been approached by the Mansfield & Sutton Astronomical Society (MSAS) with a request to provide co-funding from the capacity fund to support their bid to the Heritage Lottery Fund for the Sherwood Observatory Science Discovery Centre and Planetarium which will utilise a half-submerged, brick built Victorian underground reservoir.

The c.£4m project has been included within the draft list for the investment plan as it would potentially support the Skills and Enterprise theme of the Towns Fund, with an emphasis on STEM based learning and the urban regeneration theme through strengthening cultural assets. Inclusion of the project in the investment plan would also support the requirement for co-funding.

MSAS have requested £11k from the capacity fund as part of the 10% match funding they require towards the stage 1 submission for development costs of £225k.

Based on the potential benefits of the project for education and the visitor economy, and potential match funding to support the investment plan, I would recommend that the £11k is allocated to the project.

As part of the work to prepare an Investment Plan there is a need to develop ideas and projects for the Skills and Enterprise Infrastructure theme. Chimera Consulting provided two free days of support to the Council, facilitating the skills theme at the Stakeholder Workshop on 17th February and providing a report. The company are based at Alfreton and demonstrate a good understanding of the issues around employment and education in Ashfield and have a track record of supporting local authorities with this type of work. Chimera have provided a proposal for a phased approach as follows:

Phase 1: Audit of current provision for employment and skills development activity, clarification of local needs and issues, understanding employers' needs and testing emerging ideas through the following:

- c.18 consultation meetings with key public and community sector stakeholders
- consultation meetings with six main employers in Ashfield
- draft report developed and issued in advance of an online conference
- online conference, with key stakeholders, to provide feedback and gain endorsement of projects
- final report.

Phase 2: Development of project proposals (costed business case) and overall employment, skills and business support/ enterprise strategy for inclusion within the Investment Plan.

Chimera have provided a quote for phase 1 of £14,300 (plus £700 agency fee). Phase 1 would take 10 weeks from w/c 27th April to 3rd July. Phase 2 would need to be costed at a later date, once the number of projects had been agreed and would take 4-6 weeks.

Chimera would work closely with Martin Rigley, the Discover Ashfield chair and business lead and MA2020.

I would recommend that we appoint Chimera to undertake phase 1 of the work and then review. This will provide the technical expertise for this theme for the business case development and can be funded through the capacity funding.

We will be developing proposals for the approach to the Connectivity - Transport and Digital theme and will bring a report to the next board for discussion.

Future High Streets Fund, Sutton

We have been notified by MHCLG that the final business case can be submitted from June 30th – July 31st, providing an extension of one month if required.

Feasibility work for the four projects is ongoing and more detailed information will be brought to the next Board meeting.

Sarah Daniel
Interim Service Manager for Place and Wellbeing
01623 457249
s.daniel@ashfield.gov.uk

Delivery Plan 2020/21



Project	Action	Lead	Date	Impact	Quarterly Progress update
Promotion of Discover Ashfield					
Promote Discover Ashfield and the District	Engage with partners to raise profile and benefits of Discover Ashfield	All Board Members	Ongoing	Profile of DA increased	
	Run photography competition	ADC Place team – TM/ KG	Spring- autumn 2020	Profile of DA increased/ photographs used for promotions/ website etc.	
	Provide gateway signage, phase 2	ADC Place Team- TM	March 21	Profile of DA/ District increased	
	Develop Ashfield Ale Trail	ADC Place Team - TM			
	Incorporate Discover Ashfield branding in park/ site signage	ADC Place team	Ongoing	Increased profile and promotion	
	Review and develop new initiatives, e.g. Spirit of Sutton awards for independent retail and Ashfield Art Trail	ADC Place team - TM		Increased profile and promotion	
	Produce map for each town – images from school project to be incorporated	ADC Place team		Town centres better promoted, greater knowledge of what's on offer	Maps for Hucknall and Kirkby completed Sutton work in progress
Ambassador scheme	Recruit and support Ambassadors - provide quarterly events and newsletter	Board/ VWNC	March onwards	Profile of DA increased, increased influence of Ambassadors	
Succeed in Ashfield					
Engagement and lobbying of organisations	Identify relevant groups and engage: Mansfield & Ashfield 2020 etc.	All Board Members	Ongoing	Profile of DA/ District increased	
	Approach new businesses to engage and promote Discover Ashfield	Succeed lead	Ongoing	Profile of DA increased	
	Board members to improve lobbying and influencing	All Board Members	Ongoing	Profile of DA/ District increased	

Delivery Plan 2020/21

To influence Inward Investment	Review current inward investment in Ashfield		Ongoing		
	Engage with MA2020, promote MA2020 to businesses	All Board Members	Ongoing	Increased number of businesses signed up and recognised Profile of DA increased	Free breakfast offer for businesses, provide buddy for first event
Business Awards	<ul style="list-style-type: none"> Sponsor award 	Board		Profile of DA increased	
Project	Action	Lead	Date	Impact	Progress
More to Discover					
Develop Visitor Guide for DA website	Promote visitor attractions: <ul style="list-style-type: none"> Liaise with visitor centres re requirements Mapping of information available Involve schools 	Visitor lead			
Heritage Promote the unique heritage of Ashfield Enhance the tourism experience	Market heritage sites through Discover Ashfield website and partners	ADC Place/ Comms.	May onwards	Increased visits to sites	
	Develop/ Scale up local celebration events: D.H. Lawrence, Byron Festival, Ada Lovelace	ADC Place Team, partners		Increased/ longer visits to Ashfield and increased spend	Supporting 2019 Byron Festival. Place team to meet Visitor Lead
	Links with potential partners, e.g. Nottinghamshire County Council Place team, Marketing Nottinghamshire, Visit England and local groups	DA Chair	July 2019	Increased profile and promotion	
	Liaise with walking groups to create downloadable Pdf heritage walks	Visitor lead			

Delivery Plan 2020/21

Project	Action	Lead	Date	Impact	Progress
Be Healthy, Be Happy					
Place Based Work	Work in partnership with local organisations to develop insight and understanding of the place, and empower residents to take action on what matters to them.	Ashfield H&W Partnership (Be Healthy, Be Happy)	31 March 2021	Increased understanding of each place Increased people taking action in their place Increased healthy lifestyles	
Dementia	Alongside the Ashfield and Mansfield Dementia Alliance, increase the opportunities for people living with dementia and their carers to access activities and raise awareness of the condition through training	Ashfield H&W Partnership (Be Healthy, Be Happy)	31 March 2021	Increased number of activities for people living with dementia. Increased number of activities for carers. Increased awareness. Dementia Awareness Training delivered	
Inclusive Activities	To create more inclusive activities and events in the Ashfield area; including but not limited to care homes/assisted living, learning disabilities, dementia, mental health	Ashfield H&W Partnership (Be Healthy, Be Happy)	31 March 2021	Increased opportunities for people living with a disability or long term limiting health condition.	
Project	Action	Lead	Date	Impact	Progress
Love where you live					
Feel Good Families	This project aims to engage families (with primary school children initially) into positive community based activities which they can take part in together.	Ashfield H&W Partnership (Be Healthy, Be Happy)	31 March 2021	Decreased levels of inactivity. Increased awareness of leading a healthy lifestyle. Positive engagement in community events. Increased awareness and use of community assets. Positive impact on family health and wellbeing	

Delivery Plan 2020/21

Young People Love where you live	This project aims to encourage young people to recognise and showcase what's great about their community.	Liz Barrett	31 March 2021	Increased levels of pride and aspiration Pieces of work displayed Positive school engagement with Discover Ashfield	
Community recognition	Support Ashfield Community Awards	ADC Place Team	April 2020	Recognition/ increased pride/ inspire others	