

Creation of the role of Derby Ambassador for Business and Innovation

SUMMARY

- 1.1 Derby has a long and proud history of attracting and retaining high technology, manufacturing and innovative businesses. As a place, Derby is recognised regionally, nationally and internationally not only for the presence of its large blue chip companies such as Rolls-Royce, Toyota and Bombardier, but also for all the highly skilled and innovative small to medium sized enterprises (SME) that make up a large supply chain.
- 1.2 In order to maintain this reputation, and to continue to attract new businesses, as well as giving the best possible support for our existing companies to grow, it must be recognised that competition from other locations both regionally/nationally and internationally are increasing.
- 1.3 Currently Derby relies heavily on the work of Marketing Derby which does an excellent job. However the creation of new structures, new political interfaces and new funding streams is changing the environment in which we operate.
- 1.4 Bodies such as the Local Enterprise Partnerships (LEP), the Midlands Engine and Midlands Connect, as well as opportunities like HS2, require a different approach to that currently being pursued by Derby.
- 1.5 The creation of Metro Mayors like Mr Andy Street in the West Midlands are providing a direct line into government and senior business leaders. This has the potential to attract significant inward investment and government funding however due to the East Midlands not having a devolution deal, this is a form of influence that cannot be replicated.
- 1.6 However, Derby is now working closely with Nottingham City Council under the Metro arrangements and this is creating interest with Government. Nottingham City Council have looked to one of their prominent individual's, Sir John Peace, to represent Nottingham to Government and business and again this has provided them with influence in areas such as the Midlands Engine.
- 1.7 Therefore, in order to ensure Derby has representation at this level, Derby City Council are asked to create a new role of Derby Ambassador for Business and Innovation. The role will be an honorary role appointed by Full Council to represent the City and as such will be non-political. The role will be conducted on a voluntary basis and will not attract a salary, however reasonable expenses will be recompensed when working on City business.

- 1.8 It is proposed that an individual will be the City Ambassador for a period of three years, after which the Council can either appoint a new individual or in consultation with the incumbent, agree to continue the relationship for a further three years.
- 1.9 Following discussion with the party leaders of Labour, Conservative and Liberal Democrat groups and the Chairman of the Renaissance Board, Mr Mel Morris, has been approached to be the nomination for the first Derby Ambassador for Business and Innovation.
- 1.10 Mr Morris is a highly innovative and creative business man who has many of the connections and contacts in the world of business, skills and innovation that make him an ideal candidate and I strongly recommend him for the position.

RECOMMENDATION

- 2.1 To support the creation of the role of Derby Ambassador for Business and Innovation and to recommend to Full Council the approval of the creation of the role.
- 2.2 To establish the role for a period of three years in-line with the details provided in the report.
- 2.3 To recommend to Full Council the appointment of Mr Mel Morris to the role of Derby Ambassador for Business and Innovation.

REASONS FOR RECOMMENDATION

- 3.1 To improve the representation and influence of the City of Derby in regional, national and international business fields.

SUPPORTING INFORMATION

4.1 None

OTHER OPTIONS CONSIDERED

5.1 None

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	Janie Berry Mark Taylor Liz Moore
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IMPLICATIONS

Financial and Value for Money

1.1 None

Legal

2.1 None

Personnel

3.1 None

IT

4.1 None

Equalities Impact

5.1 None

Health and Safety

6.1 None

Environmental Sustainability

7.1 None

Property and Asset Management

8.1 None

Risk Management and Safeguarding

9.1 None

Corporate objectives and priorities for change

10.1 None

