



## Lord Mayor's Business Reception – 26 September 2011

### Table discussion feedback and event evaluation report

## Introduction

The theme of the Lord Mayor's Business Reception held on 26 September 2011 at Norwich Castle was collaborative working and partnerships.

The Business Reception began with a welcome by the Lord Mayor, Councillor Jenny Lay. The Leader of the Council, Councillor Brenda Arthur talked about the role of partnership working and its importance to Norwich.

This was followed by Mark Jeffries (Deputy Chair of the New Anglia LEP (NALEP) Board and Senior Partner for Mills & Reeve LLP). Mark outlined the LEP business plan and some of the activity that has already taken place including the Great Yarmouth and

Lowestoft Enterprise Zone and Green Economy Pathfinder status for the LEP area. A business growth web portal is also being developed by the NALEP team.

Caroline Lagden, Norwich City Council, gave a presentation inviting Norwich businesses to support the engagement of communities with the 2012 Olympic Torch Relay activities. The Torch will pass through Norwich on the 4 and 5 July 2012.

The presentations were followed by a brief question and answer session. As usual, the Business Reception concluded with round table discussions. Key points raised during the discussions are summarised below.

**THANK YOU FOR ATTENDING THE RECEPTION**

# Round table discussions – summary of key points

- General consensus that New Anglia LEP is constrained in how much it can actually do by the number of staff (3.5 FTE) and available resources.
- Discussion also took place around the level of job creation that could be facilitated by the LEP. Perhaps specific and measurable job targets need to be set to assess its effectiveness.
- Suggestion that the voluntary sector and social enterprise should have a voice on the LEP as they are currently not represented or linked in to the Board. There is a perception that the LEP has so far failed to engage with small businesses.
- Lack of affordable housing and the implications for jobs growth were discussed, as were the effect of CIL (Community Infrastructure Levy) and the New Homes Bonus.
- Tourism could receive a big boost from Norwich's part in the 2012 Olympic Torch Relay. Need to come up with ways of encouraging people to come here both during and after the Olympics.
- Concern relating to unemployment affecting young people, from school leavers to graduates, need to promote opportunities for self-employment. Support for City College Norwich's Enterprise Academy to encourage young entrepreneurs.

## Event evaluation

Approximately 62 per cent of delegates completed an event evaluation form – the findings are summarised below:

- Venue and catering: 100 per cent of respondents reported that their expectations had been met or exceeded.
- The content of the presentation sessions: 74 per cent rated the content as good or excellent; 24 per cent rated the content as average.
- Length of the presentation sessions: 89 per cent of respondents said they were about right; 8 per cent felt they were not long enough and 3 per cent said they were too long.
- Round table discussions: 100 per cent of respondents rated the discussions as useful and interesting.
- Event recommendation: 84 per cent of respondents will definitely recommend the event to other colleagues or associates and 16 per cent may recommend it.
- Event rating: Respondents rated the event on a scale from 1 (very poor) to 10 (excellent) – nobody rated the event below 5, 87 per cent rated it between 7 and 10; 100 per cent rated it above 5.
- The next Lord Mayor's Business Reception: 97 per cent of respondents said they are likely to attend the next event.

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