



Full Council Meeting June 8th 2021

Working with Derby University

For Approval

1.0 Purpose of the Report

1.1 To provide an update on efforts to create a working relationship with Derby University.

1.2 To ask that Council supports a small request for funding to support the Communications and Customer Contact and Council Website Reviews

2.0 Background Information

2.1 Building good working relationships between Council and Local Universities provides a range of benefits for both parties. A council can help the University find useful projects for students to study and Universities increasingly support business start up activity, zero carbon innovation and a range of other activities.

2.2 Positive discussions have taken place with the University recently in two areas :

- Working with the Business Studies Faculty on identifying a range of potential projects for the “Business Consultancy” module as part of the Business Studies degree. Students will research and deliver a report on a Business Consultancy exercise on a number of subject areas suggested by the Council.
- Work placements to help develop the appropriate electronic and social media strategy to successfully market Belper and its attractions more effectively, and; flowing from this exercise a review of the Council’s website, content management capability to include recommendations on how the Council can move forward.

2.3 Discussions with the relevant departments of the University are progressing well and it is hoped that on the back of developing this relationship more opportunities will emerge in the future to the mutual benefit of the Council and the University.

2.4 For the work placements project the University allow for an unpaid placement of 30 hours, or a paid for placement at minimum wage levels. Due to the demand for students in some subject areas the unpaid placements sometimes have no applicants. It is therefore recommended that for the two placements outlined above a bursary is awarded of £500 per placement which would effectively “buy in” 120 hours of support.



2.5 The Council needs this type of support because it has very low levels of expertise in the use of Social Media for Marketing purposes and in the technical operation of websites.

Legislation

Non direct legislative requirements applicable

Accessibility Implications - *Have the recommendations in this report taken in to account the need for Council services and information to be accessible for people with a Disability and if so how is this illustrated.*

The work will be open to all students as there are no aspects which have any specific accessibility implications.

However, any adjustments required will be discussed with the University

Climate Emergency Implications - *Demonstrate any environmental consequences and how these would be addressed*

The business consultancy work could involve work to look at Climate Change issues relating to aspects of living and working in Belper which might be useful research for the Council.

Financial Implications

A request is being made for £1000 to fund 2 Bursaries

Recommendation(s)

It is recommended that Members:

- i) Note the work being undertaken to strengthen the Council's relationship with Derby University
- ii) Approves an allocation of £1,000 to fund the cost of 2 Bursaries

Reasons for recommendation(s)

Members are keen to enhance the reputation of the Council and work in partnership, wherever possible with other stakeholders in furthering the best interests of the town.

Student placements and module projects are a cost effective way of bringing in expertise to support the Council with research and introduce new ideas.