



## Devon Economic Partnership Executive

**Thursday 17<sup>th</sup> January 2008, 8.30 to 9.30 am Audio Conference**

### **Present**

Tim Jones (Chair)  
Andrew Lightfoot  
Carl Budden  
Cathy Doidge  
Sue Smith

David Incoll  
Jen Brogan  
Steve Pitcher  
Tony Skeel  
Leanne Crawford (Scribe)

### **1.0 DES presentation, monitoring and delivery**

Strategy document is not yet in electronic form, but is largely ready in terms of presentation. Final information for the Delivery Plan has been received and this document is ready to be taken to design and print phase.

The text on the website will be updated on Friday 18<sup>th</sup> January, and includes new information on local accessibility, and business support (supplied by Richard Adams). Morwellham has been included as a flagship project.

It was queried how the Devon Renaissance (DR) work plan will be taken forward in terms of an extra year's funding. The method of delivery of money across Devon is essential for project and programme delivery, and the DR programme and board should be referenced within the Delivery Plan.

It was stated that there should be a more specific reference to local delivery included within the Strategy and reaffirmed that there should be enough flexibility in the document to encompass future initiatives.

The Launch of the Strategy and Delivery Plan to the public and target audience is likely to be held early to mid February; therefore suggestions on a venue would be welcome. It was suggested that it should be held somewhere that is a successful economic venue to attract media interest.

Exeter Innovation Centre and Rural Business Centre in Okehampton were suggested.


#### ***Action: Suggestions for venue to be forwarded to Andrew***

Monitoring and Delivery – an email was circulated to a virtual monitoring group, which will report to the DEP. The group includes a representative from each of the 3 geographical areas covered by an Economic Partnership, and a Champion for each of the six strategic priorities, plus the RDA. There was a suggestion for a private sector chair that is independent from each of these groups. There have been a number of responses to the invitation to date.

It was agreed that break out groups have been very successful, especially in terms of editing the Strategic document.

### **2.0 DEP Operational Plan**

The Plan follows the format agreed at the previous meeting, pulling



together information gained from the main DEP meeting and various sub partnerships. It also includes events and meeting dates, and reflects the budget agreed at the last DEP meeting.

It was stated the potential delivery arms developing outside the main operational groups should be identified, in terms of Local Economic Partnerships.

It was stated that the shape of delivery is going to change and evolve over the life of the plan, therefore it is important to incorporate flexibility. It was explained that the Operational Plan was created specifically for the DEP, and agreed that other partnerships and interdependencies also need to be acknowledged.

It was stated that the importance of liaison with adjoining Authorities should be recognised and reviewed. It was suggested that planning authorities and LDF's should also be referenced, and recognised that this work is a priority.

It was agreed that consideration of the Local Government Boundary Commission review should also be included within the document and considered by the DEP in terms of economic evidence.

A 7<sup>th</sup> priority has been added to the existing LAA priorities which underpins all of these and specifies the need for a robust evidence base.

It was stated that Parish level involvement should be through the Community Planning Database. It was also stated that there was little reference to the Third Sector in the document, and agreed that there should be greater involvement of CCD and other.

### **3.0 Development of Futures Group**

The Chairman had been redeployed, but the MET Office has affirmed their commitment to the group and is happy to link into its development. Tim suggested that Dr. Robin Jackson also might be included.

The Strategic Partnership has discussed this in terms of validity and direction of the futures group. The format has worked particularly well in the North of England in predictions of industry patterns and changes.

It was agreed that the remit of the group should be broad, and stated that Devon is ahead in terms of an innovation strategy; however the Strategic Partnership needs a steer.

The next DEP agenda highlights a number of items that link into a futures group and provide an opportunity to look further ahead in Devon's development. ICT also has a role to play on this.

It was agreed that the Green Agenda needs to be incorporated into the group's work and Economy has been suggested as the main focus for the next Futures Group meeting.

It was agreed that this group could provide coherence to strategic visioning and enable greater effectiveness of area strategies.



**Action: A brief summary of opportunities for economic visioning by the Futures Group to be drafted**

#### **4.0 Communications and Branding**

It was agreed that a robust communication plan is needed to engage with the stakeholders and to ensure that the DEP cannot be criticised for failing to be transparent. There had been discussion in the Strategic Partnership around how to communicate and different approaches.

The website is under development, with the home page and content with subject headings agreed previously. The site will be running at the end of January, and there is reasonable content for promotion to partners. It was agreed that a cascade approach would be most beneficial for distribution of information to partners.

It was agreed that language will be a major consideration for public accessibility. It was suggested that information is most palatable when relevant to individuals, which will be a consideration for public and youth engagement. It was agreed that the strategy might not be of interest to those outside the partnership, as a whole document. Andrew has discussed business engagement with Jeremy Filmer-Bennet. It was agreed that examples of projects and impacts of priorities and actions may be one method of engagement.

It was stated that further thought is needed on an Advocacy role and its validity as a function. The meeting was reminded that the DEP has discussed the development of an Ambassador Scheme that the DEP would be responsible for.

It was stated that the Branding exercise has been valuable and should now be rolled out and discussed more fully. It was stated that Phase 2 has been signed off to move the branding work forward. The proposal will be discussed at the next meeting. It was agreed that it is important to avoid conflict in regional and sub regional branding, and the branding kit now available should be promoted county wide.

#### **5.0 DEP Agenda for 14<sup>th</sup> February meeting**

Additional items were added to the draft circulated in the Executive's agenda:

- Regional Spatial Strategy – interpretation and delivery
- RDA Corporate Plan

#### **6.0 Minutes of Meeting 15<sup>th</sup> November 2007**

Accuracy agreed.

David has spoken to Elizabeth Rakes, r.e. Nick Bye's involvement with the DEP and will be meeting them later in the month. Tim has spoken to David Parlbay of Plymouth Chamber of Commerce, who has expressed a strong interest in picking up the themes specific to Plymouth and Championing these for Devon. David will report back to Chamber Board meetings on progress made on a regular basis.

#### **7.0 Dates Next Meeting**

Confirmed at 13<sup>th</sup> March and 14<sup>th</sup> May, 8.30 am