



Devon Economic Partnership

Held on 14th February 2008, 2pm
Cardinal Newman Centre, Exeter

Present:

Tim Jones (Chair)
Andrew Lightfoot
Sue Smith
Richard Ball
Ian Morris
Andrew Ashley
Don Adams
Gordon Oliver
Ian Harrison
Pete Tansey
Joan Farley
Mark Painter (DCC Strategic Intelligence)
Raphael Konig (observing – 3rd Year Politics)

Tony Skeel
David Incoll
Jamie Evans
Lynne Del Greco
Derek Phillips
Steve Schlemmer
Ian McGregor
James Wilson
Chris Jenkins
Keith Cooper (Coopersimms)
Leanne Crawford (Scribe)
Katie Pratt (SERIO)
Melanie Strickland (SERIO)

Apologies

Bill Hitchins
Peter Halse
Carl Budden
Charlotte Hanson
Cathy Doidge

Jen Brogan
David Parlby
Malcolm Sherry
Jonathan Walsh
Richard Adams

1.0 Welcome and Introductions

Introductions round the table given.

2.0 Future Gazing – 20 years

A presentation was given by Melanie Strickland and Katie Pratt of the Socio-economic Research and Intelligence Observatory (SERIO) (*see Appendix 1*).

The purpose of the presentation was to ascertain the needs of the DEP in terms of relevant data sets required for evidence for visioning work.


SERIO was relaunched in October 2007 but had been based on previous work by the University of Plymouth. SERIO's primary objectives aimed at helping local strategic partnerships and collaborative working to avoid duplication of work.

SERIO can offer a bespoke service to address specific issues, and has the facility to draw on other experts and departments within the University of Plymouth and has a college network. They also sit on several boards in the region.

The main function of SERIO is primary research, i.e. "gap plugging". An overview of the services of SERIO was given, with accompanying case studies and examples of data representation.

The benefits for the DEP were cited, including the provision of an independent and robust evidence base for proposals, and the identification and filling of any potential evidence gaps.

A further presentation was given by Mark Painter of Devon County Council's Strategic Intelligence Unit, which is the main hub for statistics within the County Council. The unit provides background, contextual information and has links with the SW Observatory.



Examples of different data representation animations were shown to the meeting to highlight how data could be represented differently to emphasise contrasts and pockets in data sets, providing a more visual impact than traditional data representation.

Mark said that the Strategic Intelligence Unit is not solely economics based and the unit does not provide an economic modelling service, only dealing in existing data.

It was stated that the DEP need to ensure it has the correct up to date data to ensure intelligent decisions can be made.

It was suggested that the key area of interest is where the market is heading, as currently there is no real feeling for direction of travel that will allow decisions to be made in terms of beneficial interventions.

It was agreed that existing data needs to be analysed by experts in different ways to those traditionally used to highlight any knowledge gaps.

It was advised that information around SME's and rural business could only be measured to an extent and that resources are often not available for this type of work. The Devon Renaissance Business Survey highlighted some of these issues.

It was stated that current projections have been extrapolated from previous trends and that data is not being modelled at the right levels, i.e. the lower quartile. It was confirmed that the RDA has had problems extrapolating data down to local level, with most data available at a regional level. It was reported that GOSW could be a conduit to some sources of information; however some form of matrix or intelligence gathering on where relevant statistics can be accessed was needed. The majority of GOSW information is already publicly available.

It was cautioned that the DEP needs to be absolutely sure what data is required, and that predictions cannot be concrete as many data sets are too broad. The DEP needs to decide the purpose of evidence and how it will influence policy, strategy etc.

It was reiterated that the strength of the DEP is its network, and stated that 3 issues that are potentially important to Devon in five years time should be identified. These key areas should be worked on before fleshing out by project teams.

Action: Next Steps – DEP needs to look at direction of travel and run a series of scenarios. SLIM has been commissioned to do short term work on skills and this can be built on. The DEP also needs to consider broader global trends in terms of economy, alongside local trends plus the impact of climate change on the economy. These tasks can be completed by working groups, to be fed back to the main DEP. It was agreed that this needs to be scoped and discussed with SERIO.

3.0 Regional Spatial Strategy (RSS) – Panel Report

A brief introduction to the RSS was given by Ian Harrison. The draft RSS was issued in June 2006, with the Panel Report issued earlier this year to the Secretary of State. It was emphasised that this was not a consulting document. The Secretary of State will redraft the report and reissue in May 2008 for consultation.

A number of comments on the report were put forward to the group by Ian, and

included:

- There was an increased level of housing provision to 28k in the region, in Devon to 6.5k per year
- Distribution development – there was a concentration on sustainable forms of development and lifestyle migration has been supported alongside urban growth
- Urban areas – there was a reinforcement of concentration on Exeter, with endorsement of scale of development for Plymouth, and an increase for Torbay
- Exeter – the principle of a new community has been supported, with a suggestion for a second new community.
- Affordable housing targets have increased from 30% to 35%
- A redraft has been requested for employment provision related to housing numbers

A number of issues were raised with respect to the report, including:

- The encouragement of Local Authorities to be responsible for this level of growth
- The reaction of the green lobby and its affect on delivery
- Lack of funds for infrastructure in Devon, with most funds available through private developments
- The requirement for funds for better delivery and infrastructure
- Changes in planning and need for greater awareness of other related strategies, e.g. transport, education etc.
- Market dictation on number of houses actually built, and costs of services and infrastructure included in house prices by developers keeping homes unaffordable
- Models of housing are undergoing several changes, particularly in terms of buy-to-let and the culture of ownership

It was stated that overall the housing demand highlighted in the report will be in line with minister's expectations; however the distribution may be questioned due to a lack of a clear evidence base. It was agreed that further work is needed here, along with consideration of both economic and non-economic migrations.

Action: It was suggested that a small sub group is formed to debate the issues of the Panel Report, including:

- **Reaction to the final draft**
- **Economy section – suggestion for further work to be looked at by DEP**
- **DEP work to be based on panel questions posed**
- **Transport infrastructure – it is suggested that the DEP concentrate on areas with greatest insight, i.e. economy and employment**

It was reaffirmed that a DEP response will be supplementary to local responses and will also add a wider perspective.

Caution was advised on the ambitiousness of long term planning, and that the principle of the RSS is concentration on strategic towns and cities i.e. demand management.

4.0 Employment Workspace Strategy: work to date

A presentation was given by Keith Cooper, giving a progress report on the work commissioned from Coopersimms (appendix II).

The report covers the geographical area of Devon, and includes Plymouth and Torbay. The authors have been asked to look at a 10 year horizon, however it was suggested that this be broken down into short-term, medium-term and long-

term.

A number of issues with data were highlighted, including omissions in multiple deprivation index criteria, e.g. age of car. Other issues included transparency of the RSS evidence base and underestimation for some values, e.g. number of workers.

Stage 2 is still ongoing.

It was agreed that connectivity of employment is increasingly important, particularly in terms of specialist occupiers. The value of this piece of work was praised for making the linkage between land, transport, and other sectors for the first time.

Keith was thanked for his presentation, with additional thanks extended to Pete Tansey for chairing the infrastructure group.

Action: presentation of strategy at next DEP meeting by Keith Cooper

5.0 Consultations

SWRDA Corporate Plan – DCC response had been circulated

Sub National Review – **Action: DEP to think about response to consultation due late Spring**

PPS4 – **Action: David Incoll to draft response on behalf of partnership**

Business Simplification – no further comments

Action: Matthew Taylor report to be added to agenda for next DEP meeting – Jeremy Filmer-Bennett and Robin Makeig-Jones will be analysing the report to complement a DCC report with case studies.

6.0 Reports

PS4D – links with LAA and work had been commissioned on indicators to provide context for next three years. There is also an infrastructure task group, which will build on the CooperSimms work

LAA working group – 38 priorities are being looked at, 25 of which are in the 4th theme. The task for the next 6 weeks will be to work up the proposed outcomes. There are a number of priorities in this theme that are relevant to the DEP

Team Devon – Godfrey Kent assembled a group of people from the private sector and media who devised a number of events for Devon, including coast to coast land/river races; allotment Olympics; traditional games between parishes; Devon Moors decathlon; two moors bike event, amongst others.

Executive – DES is currently in print, and the Operational Plan is with the RDA at present, awaiting agreement. These will be on the agenda for every meeting and will be linked in with the LAA. Both are available at www.devoneconomy.co.uk

7.0 Notes of last meeting and matters arising

Minutes agreed. No other matters raised.

8.0 News Round Up

- 21st February 11 to 12.45 – Jane Henderson will be signing the SW WorkWise concordat, with various other reps also invited. This invitation has been extended to the DEP. **Any one interested in attending to contact Pete Tansey.** The signing will be held at the MET office
- A brochure for the Torbay Hospitality Association has been produced and



can be requested from the THA website

<http://www.torbayhospitality.com/default.aspx>

- The Chief Executive of Peninsula Enterprise, Jonathan Walsh, has resigned. Adam Chambers has been appointed in the interim
- Business Support SW (BSSW) lost out on the BLINK workshop contract, and the business support programme here is now being supplied by a company from Islington
- BSSW is working on 2 new pilot programmes with the LSC and Torbay supporting people not in education. BSSW expect to report back to the LSC in May

Action: Agenda items from the previous minutes will be moved forward to the next meeting

Action: Suggested dates for DEP meetings for the rest of the year to be circulated

Date of Next Meeting: 2pm, 17th April, Cardinal Newman Centre


Appendix I – SERIO Presentation





Devon Economic Partnership

Introduction to SERIO

Thursday 14th February 2008






Katie Pratt – Business Operations Manager
Melanie Strickland – Research Officer




SERIO: A New Initiative with a History

- ❖ Builds on the Social Research & Regeneration Unit
- ❖ Response to the Plymouth Local Economic Strategy
- ❖ University identified as a key partner
- ❖ Mission to work and collaborate with partners



How does SERIO work?

- ❖ Core interdisciplinary staff team
- ❖ Large resource of academic experts
- ❖ Passionate about interactive research
- ❖ Expertise in research methodology and methods



What are the Benefits of SERIO?

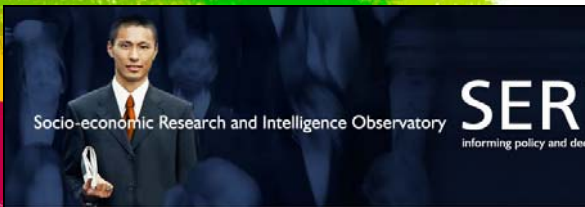
- ❖ Based within the University of Plymouth
- ❖ Large resource of academic expertise
- ❖ Working closely with decision makers
- ❖ Future casting
- ❖ Bringing people together



What are the Benefits of SERIO?

- ❖ Collation and collection point (www.serio.ac.uk)
- ❖ Interactive approach and response to need
- ❖ “Gap plugging”
- ❖ Bespoke services





Socio-economic Research and Intelligence Observatory

SERIO
informing policy and decision makers

SERIO Research Services

- ❖ Baseline benchmarking Studies
- ❖ Consultation
- ❖ Feasibility Studies
- ❖ Needs Assessments
- ❖ Socio-economic impact assessments
- ❖ Policy analysis and scenario modelling
- ❖ Formative and summative evaluations
- ❖ Market Research
- ❖ Scoping Studies

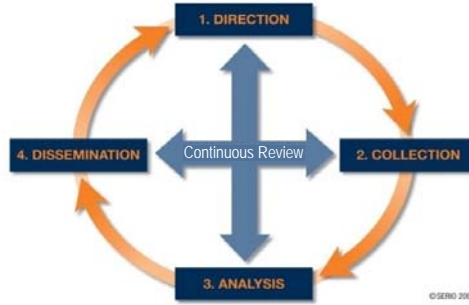
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SERIO Intelligence Cycle



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Policy Impacts

- ❖ Provided an evidence base for the development of Gypsy and Traveller sites as part of the Regional Spatial Strategy
- ❖ Innovative approach enabled LSP to make evidence based decisions

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informing policy and decision makers

SERIO and the Devon Economic Partnership

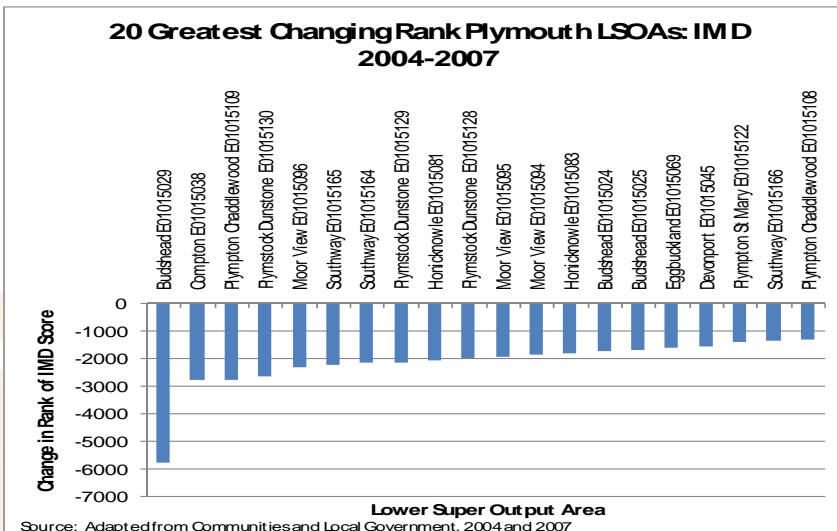
- ❖ Assist in development of brief
- ❖ Carry out required data collection
- ❖ Draw on specialist resources within university
- ❖ Some examples of current work in this area:
 - ❖ Exeter LAA evidence base
 - ❖ Strategic Investment Framework for Urban Enterprise



Key Indicators: Deprivation – Plymouth LSOA



20 Greatest Changing Rank Plymouth LSOAs: IMD 2004-2007



Source: Adapted from Communities and Local Government, 2004 and 2007

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Key Indicators: Sector Analysis

Annual Business Inquiry Employee Analysis 2006

Industry	England number	South West number	Bristol number	Plymouth number	Torbay number
A : Agriculture, hunting and forestry	175,700	25,500	*	*	*
B : Fishing	1,400	700	*	*	*
C : Mining and quarrying	28,900	4,600	*	*	*
D : Manufacturing	2,481,100	252,100	13,900	13,900	3,050
E : Electricity, gas and water supply	83,700	12,100	*	*	*
F : Construction	1,056,400	99,100	8,300	3,800	2,000
G : Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods	3,857,300	391,400	35,800	17,600	9,700
H : Hotels and restaurants	1,528,000	175,700	13,000	6,400	7,400
I : Transport, storage and communication	1,378,100	106,900	10,200	5,200	1,500
J : Financial intermediation	912,700	79,000	19,100	1,900	700
K : Real estate, renting and business activities	4,076,600	323,500	49,900	12,300	5,800
L : Public administration and defence; compulsory social security	1,216,100	130,500	14,500	8,500	2,100
M : Education	2,097,500	209,000	21,200	12,300	4,300
N : Health and social work	2,675,663	291,000	31,200	16,300	9,500
O : Other community, social and personal service activities	1,197,200	109,800	11,400	4,700	2,400
P : Private households with employed persons	0	0	*	0	*
Q : Extra-territorial organisation and bodies	0	0	0	*	0
Column Total	22,766,600	2,211,100	229,500	103,800	48,600

Source: Office for National Statistics, 2007, Nomis

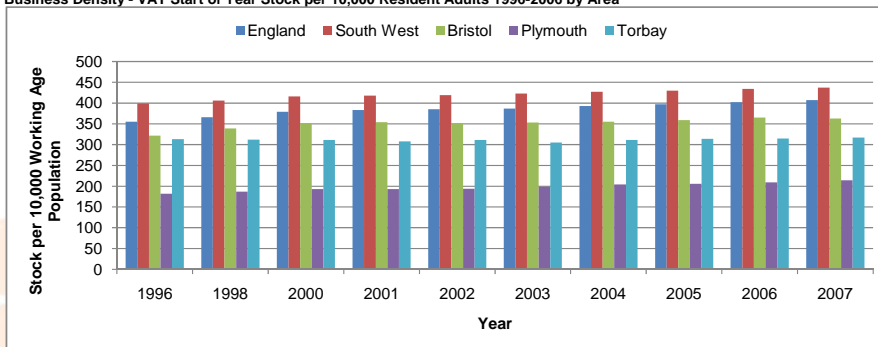
* Figures removed to prevent disclosure.

All figures rounded to 100.

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Key Indicators: Business Density

Business Density - VAT Start of Year Stock per 10,000 Resident Adults 1996-2006 by Area



Source: Enterprise Directorate, BERR, 2007

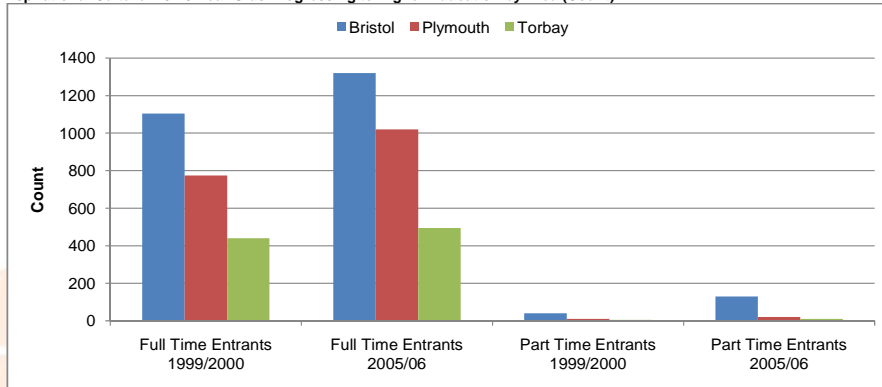
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Key Indicators: Aspirational Culture



Aspirational Culture: 18-20 Year Olds Progressing to Higher Education by Area (Count)



Source: Department for Children, Schools and Families



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Socio-economic Research and Intelligence Observatory



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Appendix II – Coopersimms Presentation

1

**Devon Employment Space Strategy
Progress Report to DEP
Discussion 14th February 2008**

3 Stage Process

- Stage 1
 - Taking stock - literature review, gaps in evidence, area appraisals, key issues
- Stage 2
 - Role of DEP, policy interventions, intervention criteria, test against key sites based on urban, rural or mixed bias
- Stage 3
 - Final report with prioritised Implementation plan

Stage 1 Activities

- Review has had to engage now with over 100 documents as opposed to 11 cited with the brief
- New relevant reports & information continue to be released – e.g. Grimley Stage 2 report on 4 rural authorities, SWRDA Corporate Plan 2008-11 Consultation
- Interviews with all authorities
- Analysis of sector based employment, land use, population, economic activity etc

Stage 1 Findings

- Gaps still exist in the evidence base e.g.
 - transparent projections for population, sector employment by LA area in RES & RSS;
 - consistency in ELRs and one not undertaken;
 - TTWA info (since available);
 - GVA at local level
- Population – increase in ONS projections since RSS adds 30,000 workers in Devon by 2026 plus 39,000 women aged 60-64 previously retired
- ELRs mostly use sector growth to predict employment and land requirement – little heed to productivity growth
- ELRs mostly fail to relate to associated skills, significant for productivity growth

Stage 1 Findings - Continued

- ELR Methodologies undeveloped
 - Currently use crude B1/B2/B8, allocate by population, and aim at urban centres – nod at new ways of working
- Need to be more sophisticated
 - Some sectors more suitable for urban e.g. professional services, science & technology, education, arts and media, public services
 - Sectors and scales that mix with housing (same?)
 - Sustainable use of main transport corridors – keep lorries out of urban areas
 - Flexible work centres around market towns, making use of high bandwidths to reduce commuting

Stage 1 – Key Issues

- Relationship between people, homes and jobs
- Commuting patterns and relationship to

housing affordability

- Uneconomic locations – bridging the gap
- Density of employment space
- GVA growth linked but not same as employment growth

Stage 2 - Activities

- Analysis of new Index of Multiple Deprivation (Dec 07)
- Analysis of Travel to Work data (Dec 07)
- Analysis of RSS EiP report (Jan 08)
- Modelling of population to RSS homes and travel to work patterns and comparison with ELRs
- Generation of sites long list & criteria

Stage 2 Findings

- Some ELR growth assumptions out of kilter with RSS homes and population
- Policy interventions include planning e.g. more mixed use; grant support to employment space in strategic but uneconomic areas; tackle infrastructure constraints
- Role for DEP – information sharing, articulate infrastructure needs, ensure relationship to skills, Devon Development Trust?
- Intervention criteria – suggested and being tested

Current Activity

- Growth scenarios being translated to land requirement and tested against ELR assumptions
- Long list of c 300 sites generated and now being examined against criteria
- Appraisals of key sites to be undertaken to identify need and most appropriate actions for implementation plan