



Devon Economic Partnership
Wednesday 21 April 2010, 10am
Follaton House, Totnes

Minutes

Present:

Name:

Organisation:

Tim Jones (Chair)	Devon and Cornwall Business Council
Adele Dawson	South Devon College
Andrew Ashley	Enterprise Plymouth
Andrew Lightfoot	Devon Economic Partnership / Devon County Council
Andrew Southall	South West Regional Development Agency
Bernice Lambon	LESKEN Enterprises
Daniel Bailyes	Devon Economic Partnership
David Incoll	Devon District Councils
Ian Hutchcroft	Energy Savings Trust
Ian Morris	Government Office South West
Liz Oram	Business Link
Martha Wilkinson	Devon Community Foundation
Mary Graves	Skills Funding Agency
Matthew Cross	Plymouth City Development Company
Matthew Jones	Devon Economic Partnership
Nigel Harrison	East Devon District Council
Peter Harding	Community Council Devon
Russell Endean	Devon Economic Partnership (Work Experience Placement)
Steve Pitcher	North Devon +
Terry Murch	MIDAS
Vanessa Saunders	Torrington District Council

Apologies:

Name:

Organisation:

Derek Philips	Exeter Chamber of Commerce and EHOD Tourism Partnership
Karen Hooper	Job Centre Plus
Karime Hassan	East Devon District Council
Ian McGregor	EDF Energy
Jeremy Filmer-Bennett	Devon and Cornwall Business Council
Paul Gompertz	Devon Wildlife Trust
Paul Sadler	Environment Agency
Rob Hetherington	Devon County Council
Sally Kittle	Job Centre Plus

1. Welcome and Introductions

Tim thanked the group for their attendance and thanked South Hams District Council for the use of their facilities.

In particular, Tim welcomed Bernice, Matthew and Russell, who were attending for the first time.

Bernice introduced herself – she is the Company Secretary to LESKEN Enterprises, which is a 3-way company in Bolgatanga (Ghana). There are three companies dealing in bottled soft drinks/beer, a mobile phone network and a building company. Bernice has been shadowing Andrew Ashley on a visit organised by the Ghana Link Association in Plymouth – to foster relations that will result in various activities, such as the Ghana Olympic Football team basing themselves at Plymouth Argyle prior to 2012 for training, acclimatisation, etc..

Russell has been based at Devon County Council on a three week work experience placement. He's a second year Business and Economics student at Exeter University, and is taking the opportunity to strengthen his CV during the Easter break.

Matthew has recently been appointed as the partnership's new administrator, replacing Daniel as of Monday 26 April, whose six-month placement on the University's Graduate Business Partnership comes to an end. Tim welcomed Matthew to the team, and thanked Daniel for his contribution. Matthew has a planning background and lives in Plymouth.

2. Energy Savings Trust (Ian Hutchcroft)

The presentation that accompanied Ian's report to the group can be found on the Devon Economy website (link provided below):

[Link will follow](#)

3. Plymouth City Development Company (Matthew Cross)

The presentation that accompanied Matthew's report to the group can be found on the Devon Economy website (link provided below):

<http://www.devoneconomy.co.uk/assets/PDFs/DEP/PCDC%20DEP%2021%20April%202010.ppt>

The Plymouth City Development Company (PCDC) aims 'to be the lead delivery vehicle and work with partners to develop Plymouth into one of Europe's finest, most vibrant waterfront cities by 2020, where an outstanding quality of life is enjoyed by everyone and where all can be "healthy, wealthy, safe and wise"'.

The twin goals identified by the PCDC are to support job creation and GVA (Gross Value Added) increases.

A new team has been formed providing outside expertise and a fresh perspective.

There are four key areas of activity:



1. Strategic Marketing and Promotion

PCDC are attempting to create a brand for the city that will be used to support investment propositions etc and help to put Plymouth on the map. An agency has been contracted to engage extensively with the community in designing the brand, since an effective brand does not impose itself upon people, but rather a brand reflects its people, since employers and businesses are keen to locate within reach of motivated and flexible workforces.

2. Inward Investment and Business Retention
3. Physical Regeneration
4. Enterprise and Innovation

More details can be found on the presentation provided at the meeting (see link above).

Discussion

Tim thanked Matthew for his presentation and the work currently taking place to move Plymouth forward and to engage with its neighbours. The political changes at Plymouth City Council also make changes far more likely.

Tim also expressed his delight at the competition that exists between Exeter and Plymouth Universities. There are great opportunities available from the higher education sector.

Martha also enquired into the definition of 'community' being employed by the PCDC in their marketing work as discussed above, thinking particularly of the involvement of more disadvantaged backgrounds. It was argued that social regeneration must also accompany any physical regeneration. Matthew replied that, as a smaller company, the PCDC has an opportunity to carve a niche on a smaller scale, and so be able to engage with communities.

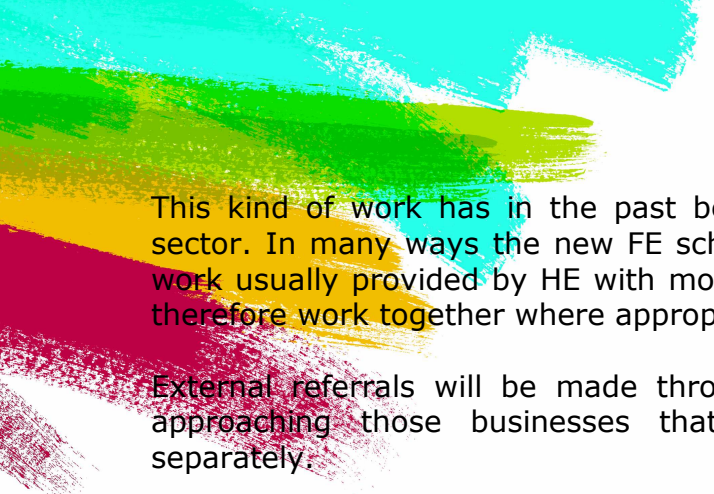
4. Business Innovation and Knowledge Transfer (Adele Dawson – Head of Skills, Innovation and Projects, South Devon College)

The presentation that accompanied Adele's report to the group can be found on the Devon Economy website (link provided below):

<http://www.devoneconomy.co.uk/assets/PDFs/Devon%20Eco%20partnership%2021%20April%20Presentation.ppt>

The Business Innovation and Knowledge Transfer scheme is a new project, and involves a partnership of colleges in the region.

There are two aspects to the work. Firstly, the colleges provide consultancy support, through lecturer expertise, to encourage business innovation and the transfer of knowledge from the college to the business sector. Secondly, the Further Education (FE) colleges will provide practical support to deliver change and solve existing problems.



This kind of work has in the past been associated with the Higher Education (HE) sector. In many ways the new FE scheme complements the 'blue sky' and advanced work usually provided by HE with more practical delivery. The FE and HE sectors will therefore work together where appropriate.

External referrals will be made through Business Link, with South Devon College approaching those businesses that it already has existing relationships with separately.

Although the scheme does not primarily concern skills, the college will of course make recommendations referring to the skills training it can provide whenever it identifies a gap or opportunity.

5. CHAIN Innovation Program (Steve Pitcher – Chief Executive, North Devon +)

Steve provided a handout that went into great detail on this issue. Please find a copy of it on the link below:

<http://www.devoneconomy.co.uk/assets/PDFs/DEP/Chain.doc>

6. Progress on Devon Economic Strategy themes

Due to constraints on time, only a very brief round-up was possible:

Infrastructure

The next infrastructure group meeting will be taking place on Friday 23 April. It will take forward work currently being completed regarding the priority sites and the link with the Homes and Communities Agency. There will also be a focus on ICT.

Worklessness

The group has been strong, and more information can be found on the Devon Economy website:

<http://www.devoneconomy.co.uk/devon-worklessness-forum>

Skills

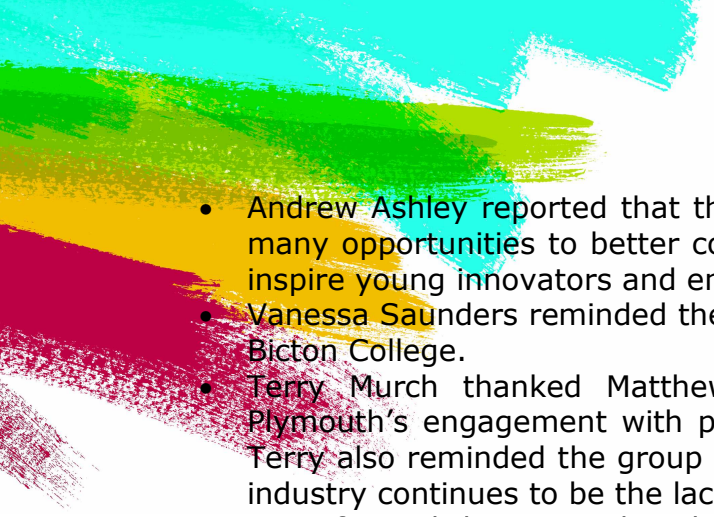
The Productive Skills 4 Devon group commissioned SLIM to conduct a piece of research into skills within the four Local Employment and Skills Board areas. Their initial findings are due in May.

7. Notes of Meeting held on 17 February

Passed without comment.

8. News Round-up

- Matthew Cross has recently taken delivery of some Economic Intelligence work, fitting into the work being done by SLIM.

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- Andrew Ashley reported that the Enterprise is not yet taking shape. There are many opportunities to better coordinate the work taking place to motivate and inspire young innovators and entrepreneurs.
 - Vanessa Saunders reminded the group of the good news regarding the future of Bicton College.
 - Terry Murch thanked Matthew Cross for his presentation, and welcomed Plymouth's engagement with partners beyond political geographic boundaries. Terry also reminded the group that the biggest problem facing the construction industry continues to be the lack of lending by the banks.
 - Ian informed the group that the South West Regional Development Agency are looking to recruit a business board member, to take up responsibilities in December 2010. For more information click on the link below:
 - Ian also provided feedback on the recent Better Regulation for Business workshop. This can also be found online by clicking on the link below.
 - Steve Pitcher brought to the group's attention the work of the Cornwall Marine Network. It is a great example for the DEP and lessons can be learned. Andrew Lightfoot informed the group that they will be giving a presentation at the next Productive Skills 4 Devon meeting.
 - Finally, Andrew Lightfoot reported that the Quarterly Economic Bulletin produced by the partnership will be no longer produced. Instead, the partnership's website will be used to a much greater extent.

9. Confirm date of next meeting

The next meeting will be on **Tuesday 22 June**, 10am. The venue is yet to be confirmed.

Future meetings are as follows:

- Thursday 9 September, 10am
- Wednesday 3 November, 10am