

## Minutes of the LEP Place Leadership Group 8 May 2018

### PETROC, Old Sticklepath Hill, Barnstaple Devon EX31 2BQ

#### Attendees

Barbara Shaw (BS)	-	Westward Housing
David Northey (DN)	-	Network Rail
Doug Bamsey (DB)	-	Somerset District Councils
Helena Davidson (HD)	-	HotSW LEP
John Dixon (JD)	-	Plymouth City Council
Mel Squires (MS)	-	NFU
Paul Hickson (PH)	-	Somerset County Council/HotSW LEP
Robert Deane (RD)	-	Rural Focus Ltd
Sarah Jennings (SJ)	-	Devon County Council
Sally Nelson (SN)	-	North Devon District Council
Tim Jones (TS)	-	Devon and Cornwall Business Council

#### Supporting Officers

Rob Hensley (RH)	-	HotSW LEP Place Secretariat/Somerset County Council
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#### Apologies

Chris Garcia	-	HotSW LEP
Derek Phillips	-	South West Chambers of Commerce
Eifion Jones	-	HotSW LEP
Heidi Hallam	-	HotSW LEP
Ian Harrison	-	HotSW LEP Local Transport Board
Judith Gannon	-	LEP Business Forum
Mark Worsfold	-	South West Water
Mike Deaton	-	Devon County Council
Mike O'Dowd Jones	-	Somerset County Council
Pat Steward	-	Torbay Council

	<b>Agenda item</b>	<b>Lead</b>
<b>1.</b>	<b>Welcome, introductions and apologies</b> BS welcomed everyone to the meeting and invited attendees to introduce themselves. Apologies are noted above.	BS
<b>2.</b>	<b>Declarations of Interest</b> There were no declarations.	BS
<b>3.</b>	<b>Minutes of the Last Meeting</b> Minutes of the last Place Leadership Group meeting (14 <sup>th</sup> March 2018) were approved as an accurate record.	BS <b>RH – To forward</b>

		<i>minutes for publicat ion</i>
<p><b>4.</b></p>	<p><b>Productivity Strategy and Delivery Plan</b></p> <p>PH advised that the LEP Board and HotSW Joint Committee have agreed the Productivity Strategy (for link see here: <a href="https://heartofswlep.co.uk/about-the-lep/strategies-and-priorities/">https://heartofswlep.co.uk/about-the-lep/strategies-and-priorities/</a>)</p> <p>The Delivery Plan will set out priorities and investment plans and is currently being developed by the Policy and Technical Support Group which is made up of representatives from Tier 1 Local Authorities, District Councils in Devon and Somerset, the National Parks and the LEP.</p> <p>The intention is to define a three year work cycle with the Delivery Plan acting as a link pulling together local industrial strategies, national strategies, the outcomes of dialogue with Government and local priorities and investment actions:</p> <div data-bbox="303 981 1228 1272" data-label="Diagram"> </div> <p>The timetable for the plan has not been developed yet but it will set out priorities and action plans for each of the themes in the Productivity Strategy.</p> <p>PH will provide an update on the emerging work on the Delivery Plan at the next Place Leadership Group meeting (July).</p> <p>The subsequent discussion highlighted the following:</p> <ul style="list-style-type: none"> <li>• What influence will the group have with regard to investment decision external to the HotSW? A subject by subject approach will be adopted with the Great South West Initiative being a good vehicle where there are shared agendas. Current examples of this being transport and energy strategy work.</li> <li>• “Green Prescriptions” and the health agenda would be good areas for the group to pick up with the pilot involving Dartmoor National Park and the GP practice in Buckfastleigh cited as an example.</li> </ul>	<p>PH</p> <p><i>PH to provide update to next PLG</i></p>
<p><b>5.</b></p>	<p><b>Exmoor’s Ambition</b></p> <p>RD presented the item on Exmoor’s Ambition. He explained that current farm and environment payment schemes on Exmoor are worth £14m per annum and underpin farming and natural capital. However, the current Agri-environment scheme is shrinking. After the UK leaves the</p>	<p>RD</p>

	<p>EU, it is anticipated that the level of funding will be maintained but the structure of the scheme has yet to be defined. This is highly significant because without support from payments margins are very tight and a lot of farming is unviable.</p> <p>Exmoor's Ambition was produced by a network of farmers and the National Park Authority working together. It is available here:  <a href="http://www.exmoor-nationalpark.gov.uk/data/assets/pdf_file/0010/1112869/ExmoorsAmbition_Web.pdf">http://www.exmoor-nationalpark.gov.uk/data/assets/pdf_file/0010/1112869/ExmoorsAmbition_Web.pdf</a></p> <p>There are opportunities to improve the way that public goods are delivered by the countryside, helping to deliver Defra's 25 Year Environment Plan. A register of capital assets would support this along with joint ownership and cooperation and coordination steered by local people.</p> <p>Two types of incentive are proposed:</p> <ul style="list-style-type: none"> <li>• Good Farming Measures – Agreements with individual businesses</li> <li>• Enhanced Benefit Measures - Landscape scale/supply chain programmes</li> </ul> <p>The proposals have been sent to Defra. The aspiration is for Defra to agree a pilot of the approach followed by an invitation to transfer to new arrangements.</p> <p>There is concern over the uncertainties of coming out of the existing scheme and into a transition period which risks loss of momentum where farming and the delivery of environmental benefits are key.</p> <p>The subsequent discussion raised the following:</p> <ul style="list-style-type: none"> <li>• How can we link this initiative to tourism and the North Devon Rail Strategy? This will require leadership at regional level; the Productivity Strategy provides an opportunity alongside links to the Great South West.</li> <li>• There is a strong link between farming and the local economy, notably tourism driven by the landscape. The visitor economy clearly plays into the environmental agenda, although quantifying the return from the visitor economy is very hard to achieve. Therefore there is a wide group of stakeholders that have a big part to play in helping to pay for public goods, not just farming.</li> <li>• There are strong links between Exmoor's Ambition and natural capital. Local Nature Partnerships are looking into how to adapt the Exmoor Ambition model to lowland areas.</li> <li>• With the possibility of Senior Civil Service LEP sponsor being confirmed, there is opportunity to get this issue onto the Government's agenda.</li> <li>• Where does innovation and research and development fit in, such as the work taking place in the Biosphere? An innovation fund has been flagged up as needed as there is no innovation funding through CAP at the moment.</li> <li>• What are the barriers to delivery? These should be flagged up.</li> <li>• There is concern over future export trade (for example there is currently a high demand for Exmoor lamb in France and Spain) and 40% of the market for agriculture is in on the continent. It is estimated that each £1 of CAP funding is worth £7 to local economies.</li> <li>• A key message is the need to retain the availability of affordable food.</li> </ul>	<p>RH to send out ppt.</p>
<p><b>6.</b></p>	<p><b>Natural Capital Advocacy Document</b>  Following up the discussion at the previous meeting, SJ advised that the approach is</p>	<p>SJ</p>

now to link the Natural Capital Advocacy Document to the Productivity Strategy. The purpose of this discussion was to look for input before undertaking further work. For example, the document needs to link to health and wellbeing, Exmoor’s Ambition and to identify priorities for natural capital projects. Next steps include discussions with key partners such as the farming sector, Environment Agency and South West Water to inform the development of asks and locations.

The discussion highlighted the following:

- It will be important to engage the LEP Board members early.
- The “what” needs to be well defined particularly in terms of the practicalities around costs, outcomes, value and commercial markets. The document should also refer to other ongoing work across the LEP.
- As the requirement has evolved we need clarity on what we want to do.
- Establishing the link between the natural environment and the economy is key, including how natural capital and development works together. The use of non-obvious examples would be most powerful.
- The Advocacy Document supports the delivery of the Productivity Strategy so needs to show how to embrace natural capital in the Productivity Delivery Plan. The case studies should demonstrate the development of this agenda to the LEP Board. Natural capital is part of current policy issues (such as Exmoor’s Agenda) and is therefore core to what the LEP does.
- Who is the audience for the document and how can it be linked into broader activities in addition to the Productivity Strategy such as Local Plans? We can’t assume that all understand the concept and moving it to the centre of the regional conversation would help this.
- Natural Capital is important to the private sector with Unilever cited as an example (e.g. see <https://www.unilever.com/sustainable-living/reducing-environmental-impact/natural-capital/>).
- The document could usefully include a chapter on “what does this mean for your business?”; to include local examples of the circular economy (e.g. sustainable design at University of Falmouth) and green bonds.
- The many Small to Medium Enterprises (SMEs) should also be referenced.
- The rail network has a part to play also, for example GWR publicity promotes the region as a destination. We need to think about how to engage people in this agenda and help them understand why.

The following next steps were agreed:

- The work on Natural Capital to be raised with the LEP Board in July
- All requested to provide feedback to SJ on
  - Are there any case studies that PLG members are aware of?
  - Is the direction of the document ok?
  - Are there connections/relationships with other plans or themes that should be drawn out? And if so, are there any specific actions/principles that should be included?
- SJ to update to the PLG meeting on 11<sup>th</sup> July

**PH/RH**  
*to draft  
a brief  
for the  
Board  
RH to  
send  
out*

		<p><i>request to PLG</i></p> <p><b>SJ</b> to update PLG in July</p>
<b>7.</b>	<p><b>North Devon Corridor Rail Strategy Update</b></p> <p>DN advised that after 18 – 24 months of development, the rail strategy is almost ready to share. At the moment it doesn't link back to the Productivity Strategy, but clearly, consistent messages around key themes such as natural capital would be beneficial.</p> <p>The key themes in the rail strategy highlighted by stakeholders are as follows:</p> <ul style="list-style-type: none"> <li>• <b>Capacity</b> – the availability of trains, seats and connections especially at peak times. The railway is now “filled” and the challenge is how to increase capacity e.g. with more infrastructure.</li> <li>• <b>Connectivity</b> – particularly the availability of taxis and buses from train stations. For example, if these connections were available, Barnstaple could be a hub and this would mean that the railway could help to meet the need for skilled workers to get to and from North Devon.</li> <li>• <b>Funding</b> -The rail network costs £47.9 billion to operate, maintain and renew assets, but this does not cover enhancement. The Department for Transport (DoT) has recently published a paper in enhancement (<a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/691719/rail-network-enhancements-pipeline.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/691719/rail-network-enhancements-pipeline.pdf</a>).</li> </ul> <p>A positive public experience of rail travel is key. In 2007 there were 200K rail journeys per year, this has risen to 700k per year and could reach 1m journeys per year if the capacity was available. Rail in conjunction with road could be part of the solution to this.</p> <p>The discussion highlighted the following:</p> <ul style="list-style-type: none"> <li>• Through marketing activity (e.g. GWR posters at Paddington), the railway plays an important link to natural capital, promoting the high quality environment of the Great South West region.</li> <li>• This could be expanded to include the availability of information on local facilities and areas of interest, links to websites etc.</li> <li>• Perhaps renaming the strategy as the “Northern Devon Rail Strategy” would help to clarify what it was about. Its importance to the local economy should be brought out, which would help to achieve local leverage and inform local plans.</li> </ul>	<p>DN</p> <p><b>RH</b> to forward DoT paper to PLG</p>
<b>8.</b>	<b>Updates</b>	

	<ul style="list-style-type: none"> <li>• <b>Transport</b> – DB advised that the Joint Committee meeting involving local LEPs met and agreed to form a sub-national transport body. Briefing update to be circulated to PLG</li> <li>• <b>Joint LEP Energy Strategy</b> – RH advised that the approach for a final round of consultation on the draft Joint LEP Energy Strategy and Delivery Plan is being developed. This will include review by an Expert Panel prior to sign off by the LEPs at the end of July.</li> <li>• <b>MoD Estates Review</b> – RH advised that the requirement for some LEP funded Economic Impact Assessment work is underway. This should be completed by the autumn and will provide an evidence base to inform any subsequent planning work.</li> </ul>	<i>RH to send brief to PLG</i>
<b>9.</b>	<b>AOB</b> <ul style="list-style-type: none"> <li>• None</li> </ul>	
<b>10.</b>	<b>Next meeting:</b> 11 <sup>th</sup> July 2018 – Details to be confirmed	

<b>Actions Log Summary</b>	<b>Meeting Date</b>	<b>Owner</b>	<b>Status Update</b>	<b>Next Steps</b>
To forward previous Place Leadership Group meeting minutes for publication on HotSW LEP website.	08/05/2018	Rob Hensley	Completed 09/05/2018	N/A
North Devon Corridor rail strategy update to be provided at January Place Leadership Group Meeting.	30/10/2017	David Northey	Deferred	Completed 08/05/2018
Update on transport needs and agenda policy paper for Joint Committee to be provided at January Place Leadership Group Meeting.	30/10/2017	Chris Garcia & Doug Bamsey	ADEPT transport paper to be discussed at next meeting (14/03/2018) Deferred	Completed 08/05/2018 See Updates
A Natural Capital discussion group to be convened to develop next steps and LEP Board presentation.	14/03/2018	Rob Hensley	Meeting held 11/04/18	Paper taken at PLG on 08/05/2018
Rail operators to be advised to liaise with PH and RH regarding participation in future PLG meetings.	14/03/2018	Ian Harrison		

Role of LEP in Transforming Cities Fund bids to be clarified with Chris Garcia.	14/03/2018	Paul Hickson, Ian Harrison and Pat Steward	Relevant stakeholders aware of opportunity	
Defra consultation response drafting group to be convened.	14/03/2018	Rob Hensley	Meeting held 16/04/18	Response submitted on 08/05/18
Update on emerging work on the Delivery Plan by the Policy and Technical Support Group to be provided to July PLG meeting.	08/05/2018	Paul Hickson		
Exmoor's Ambition presentation to be circulated to PLG	08/05/2018	Rob Hensley	Circulated 16/05/2018	
A brief on Natural Capital to be prepared for the July LEP Board meeting.	08/05/2018	Paul Hickson Rob Hensley		
Natural Capital questions for PLG to consider to be circulated.	08/05/2018	Rob Hensley	Questions circulated 16/05/2018	
Update on Natural Capital to be provided to July PLG meeting.	08/05/2018	Sarah Jennings		
DoT Rail Enhancements paper to be circulated to PLG	08/05/2018	Rob Hensley	Circulated 16/05/2018	
Sub-National Transport Board briefing note to be circulated to PLG.	08/05/2018	Rob Hensley	Circulated 16/05/2018	