

Heart of SW LEP CIC Board meeting

Paper 4.3 March 2017

Report title: SW LEPs and Cross LEP working

Report theme: Board

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Purpose of the report

A number of initiatives are underway involving different mixes of partners from across the SW. There now seems to be a strong consensus about setting up a common narrative / brand to compete against the Northern Powerhouse and Midlands Engine. This paper summarises a number of the most recent developments and seeks directors support for our work to join these up.

Recommendations

The LEP Board agrees that it supports the development of a common narrative for the SW.

Background

A number of initiatives are underway involving different mixes of partners from across the SW. There now seems to be a strong consensus about setting up a common narrative / brand to compete against the Northern Powerhouse and Midlands Engine. This paper summarises a number of the most recent developments and seeks directors support for our work to join these up:

1. Cross sector responses to Industrial Strategy – work is continuing around development of SW sectoral responses to the Industrial Strategy; with Marine (from Cornwall to Southampton), Nuclear (from Plymouth to Gloucestershire) and Aerospace (from Yeovil to Gloucestershire) holding meetings or discussions. Responding to the Industrial Strategy is covered in greater depth in board paper 4.4.
2. SW Partnerships – there are quite a few threads underway to develop our area's response to the Northern Powerhouse and Midlands Engine. In recent weeks, SW Council officers and ADEPT members from right across the (old) SW area have flagged their desire to see developments progress. Three LEPs (ourselves, Cornwall and Dorset) are working hard to pull these together but as CEX our day jobs leave little time. So we have jointly decided to advertise for someone (with a marketing and public plus private sector background) to help us in a part time short term

capacity. We've advertised this as a SW Partnerships executive. The briefing note prepared for discussion with potential candidates summarises these threads and is attached as Annex 1.

3. Rural productivity – four LEPs across the SW (ourselves, Cornwall, Dorset and Wiltshire) have identified in the initial consideration of the Govt's Industrial Strategy that there is a need to give particular consideration to productivity in our non urban areas. We have been leading on discussions to establish a SW Rural Productivity Commission supported by all 4 LEPs with a view to inform our work through 2017. Though after our away day we think we will be suggesting we call it SW Rural Productivity and Prosperity Commission. This would have an independent Chair in David Fursden, the Lord lieutenant of Devon and be led by a small cross group with one representative from each of the other LEP areas. We will be utilising Emma Buckman (currently retained by SCC for Rural support) as secretariat. Further details are set out in Annex 2.
4. Energy Strategy – we were approached at very short notice to bid competitively (with LEPs across the country) to develop and refine our Energy Strategy. Thanks to our developing relationships across the SW with our neighbouring LEPs we have submitted a bid on behalf of ourselves, Cornwall and Dorset LEPs. Our LA colleagues in Somerset, Devon and Plymouth have been instrumental in pulling this together, led by Paul Hickson as Place team lead. We hope to hear shortly and a verbal update will be provided at the board meeting.

ANNEX 1

GREAT SOUTH WEST PARTNERSHIP DRAFT BRIEFING DOCUMENT: February 2017

Introduction

A number of partners across the SW have been discussing setting up a common narrative / brand to compete against the Northern Powerhouse and Midlands Engine. The thrust is to seek how we can develop a stronger partnership for the people and businesses of Cornwall and the Isles of Scilly, Devon, Somerset and Dorset [and others who participate from across the whole area]. By having the flexibility to connect and draw on the resources, strengths and achievements of each area, and relevant other stakeholders in other parts of the UK, we can make a stronger case for driving investment and growth in our areas. We have a number of similar and complementary strengths, and economic connections which run through some or all our areas; when combined, this makes a far more compelling case to business and government. The working title is 'Great South West'.

This needs to be an initiative framed to take advantage of:

- opportunities for further collaboration on a wider 'regional' level with Government around Industrial Strategy,
- some of the messages coming out of Government (including the Conservative Party Conference) about the need for cross-LEP collaboration; both to LEPs within the SW and connecting elsewhere in the UK
- and on the back of initiatives such as the SW Science and Innovation Audit,
- and some of our SW business stakeholders seeking to encourage these collaborative positions through the SW Leaders Forum and the SW Growth Charter
- and the recent interest from SW Councils and ADEPT members in collaborative working.

It is also important to state what this initiative is not trying to achieve – this is not an attempt to reform or make a case for the establishment of the former South West region, or a version of the RDA which promoted economic development here in the last decade. There are numerous reasons why the combined efforts of geographically connected LEPs and businesses will yield benefits for all in terms of influence, funding and efficiency. In some cases this will be through two or three LEP areas working together, in others it could be more (should other LEPs wish to join in).

With this in mind, we are now looking to bring on board a partnership facilitator to take this work forward on behalf of the LEPs for the above areas. It is suggested this role be given the working title of 'Great South West Partnership Executive'.

Priorities for Partnership Executive

The following sets out a note of current position and suggested next steps for this role of Great South West Partnership Executive:

1. **PROSPECTUS:** It has been agreed in recent meetings with leading businesses and Local Authority officers from across the SW that LEPs will help with the development of a prospectus as a key first step - in collaboration with all partners including SW business, Education and Local Authorities. This will focus on those areas where there is identified

“added value” for a broader geography – this geography will vary depending on what subject is being considered. It has been agreed that a dedicated resource of a Great South West Partnership Manager is put behind engagement with partners and the development of the prospectus. Issues to be considered:

- a. Do we want to use the graphics concepts developed?
 - b. “Chapters” could include:
 - i. SECTOR DEALS (examples below. Not sure how to treat innovation)
 - ii. PROTECT
 - iii. CONNECT (example below and note NIC)
 - iv. PROMOTE
 - v. UPSKILL
2. **TIMELINE:** *Autumn 2017 budget* is identified as critical date for completion of proposal/prospectus. Immediate critical dates include:
- a. Business grouping meeting 11/04/17 (TBC)
 - b. Industrial Strategy consultation deadline: 17/04/17
3. **ENGAGEMENT:** It is proposed that a series of engagement sessions happen during March and April 2017. These could and should be linked to the consultation of the **Industrial Strategy**, as well as the prospectus development. They should also link to the call for evidence to the **National Infrastructure Commission**.
4. There is strong read across to the Industrial Strategy in the areas of “sector deals”; infrastructure, trade and innovation (S&IA). The following are existing groups which we could utilise to take forward this engagement and development activity (NB: this list is not exhaustive):
- a. PRTF/Transport linked to Greater Connected
 - b. Environment: Under EA auspices?
 - c. South West Tourism Alliance
 - d. WEA/IAero
 - e. South Coast Marine Cluster (and linked groups such as the MOR Group)
 - f. AgriTech working group. Are there other agriculture groups?
 - g. Nuclear/Energy groups in existence
 - h. Satellite Applications South West Regional Centre of Excellence
 - i. S&IA Steering Group(s)
 - j. Skills groups (Construction; ABR etc)
 - k. *There may be other obvious groups we would want to connect to on a task and finish basis, such as creative industry*
5. **NIC:** There is a specific opportunity to link to the consultation on the National Infrastructure Commission. A commission representative and HMG team are due to attend a meeting in the South West on 5th April 2017 as part of their call for evidence. Cornwall has been asked to host. It is likely that either Lord Heseltine or Sadie Morgan will be the lead Commissioner attending. Local Authorities and LEAs from across the region will be invited.
6. **LOCAL AUTHORITIES:** This was considered at a SW Council event on 24th February. IoS Cornwall CEX has outlined the broad vision (based on a presentation from 31/1, a note from the Business Leaders meeting, an earlier version of this note and the Tube Map graphics). It was agreed that their 5 April event could be used to take forward next steps on GSW. ‘Tone’ is Local Authority leadership and ‘ambassadors for the South West’. It was felt to be important to link to GSW concept to BOTH Industrial Strategy and National Infrastructure Commission.

7. **MINISTERIAL ENGAGEMENT:** Note NIC above. There is also an opportunity to brief Jesse Norman in March. We need to target other BEIS lead LEP Ministers from across the SW. We will need to compile a full list?

Specification of Person

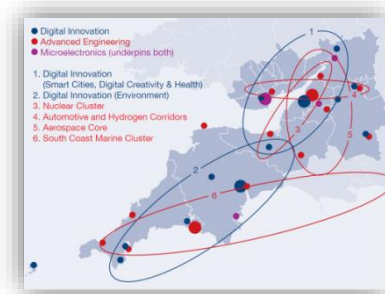
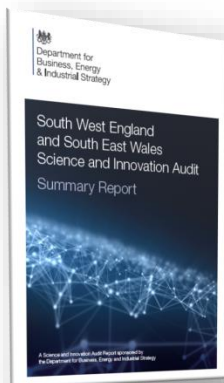
This is a short term role, probably 3 to 4 days a week for the next four months, possibly extendable quarterly thereafter. The role will report to the CEXs of the 3 LEPs and could be based anywhere in the SW but will require travel across the region. It requires an individual with experience such as:

- Promotion and marketing of an area
- Marketing and brand communications more generally
- Building or managing partnership between the public, education and private sectors
- Exposure to economic development and Industrial Strategy agendas would be an advantage

Examples of existing material

Examples to add to prospectus

Innovation:



Sector Deals - examples:



ANNEX 2

SW Rural Growth Commission

Background

There is a need to ensure that rural growth, productivity and prosperity in rural areas is tackled alongside urban growth to ensure that improvements impact on all parts of our economy. This issue is common to other LEPs in the SW and there is provisional interest in a joint exercise with Dorset, Wiltshire and Cornwall LEPs to explore the issues around rural productivity and growth.

It has been suggested that 'a Rural Growth Commission' is established to bring together a representative panel to hear and review evidence from a whole range of experts. The purpose of the exercise would be to:

- Frame the Great SW (and HOTSWS) response to the Industrial Strategy
- Draw out the opportunities for the Great SW and HoTSW LEP that would/should form part of our plans going forward.

The output of the exercise would be a report on the way forward.

Suggested members of the panel include:

- David Fursdon – Lord Lieutenant of Devon (Lead/Chair) on behalf of HotSW LEP
- John Mortimer - Chair of SWLEP
- Sandra Rothwell – Chief Executive of C&IOS LEP
- Tbc – from Dorset LEP area

It is proposed that HOTSWS LEP provide a Secretariat resource to support the process and draft outputs.

Proposed Activities

Stage	Description	When	Secretariat role	Other support required/Input
Stage 1: Scoping	Identifying the scope of the enquiry and key questions for the commission to address.	Feb	Draft scope/questions to be prepared and circulated around participating LEPs and panel members.	Contact details
Stage 2a: Open call for evidence	On-line launch and open a call for evidence on key questions.	March – early April	Prepare material for launch to include: <ul style="list-style-type: none">- Background to the issue- Terms of reference for the commission and process- Members- Key questions	Page on HOTSWS website? Helena to support promotion in HOTSWS and to

			<ul style="list-style-type: none"> - How to submit evidence (generic email address?) 	liaise with other SW LEPs.
Stage 3: emerging findings report	Review material collected through open call and draft emerging findings Decide who to invite to panel.	Before 17 th April	EB to prepare report utilising: <ul style="list-style-type: none"> - Socio-economic data/evidence to provide background - Evidence submitted 	Is there any socio-economic data from the productivity plan process that could be utilised?
Stage 4: Panel Hearing	1 day panel event. Representatives from: Business, local government, think tanks, academia invited to present to panel	May	Inviting presenters Secretariat function at event	Could Janet help with organising date/venue.
Stage 5: final report	Finalise report following panel enquiry.	Before 16 th June	Drafting report	

