

**Minutes of the LEP Place Leadership Group
20 February 2017
Cullompton Community Centre**

Attendees

Barbara Shaw (BS)	-	Westward Housing
David Northey (DN)	-	Network Rail
Derek Phillips (DP)	-	South West Chambers of Commerce
Doug Bamsey (DB)	-	Somerset District Councils
Ian Harrison	-	HotSW LEP Local Transport Board
Joe Keech (JK)	-	Devon County Council
John Dixon (JD)	-	Plymouth City Council
Pat Steward (PS)	-	Torbay Council
Paul Hickson (PH)	-	Somerset County Council/HotSW LEP
Tim Jones (TJ)	-	HotSW LEP Board

Supporting Officers

Eifion Jones (EJ)	-	HotSW LEP
Rob Hensley (RH)	-	HotSW LEP Place Secretariat/Somerset County Council

Guests

Ben Neild (BN)	-	University of Exeter
Nick Robertson (NR)	-	Grant Thornton UK LLP
Philip Heseltine (PH)	-	Plymouth City Council
Sunita Mills (SM)	-	Somerset County Council
Richard Ormerod (RO)	-	Highways England
Victoria Hatfield (VH)	-	Exeter City Council
Darren Arulvasagam (DA)	-	South West Devon Council
Ellen Vernon (EV)	-	North Devon Council
David Julian (DJ)	-	South Somerset District Council

Apologies

Andrew Roberts	-	Highways England
Brendan Cleere	-	Taunton Deane Borough Council
Chris Garcia	-	HotSW LEP
Cllr Andrew Leadbetter	-	Devon County Council
Cllr David Fothergill	-	Somerset County Council
Cllr Mark King	-	Torbay Council
Cllr Patrick Nicholson	-	Plymouth City Council
Dan James	-	Exmoor National Park
Heidi Hallam	-	HotSW LEP
Helena Davison	-	HotSW LEP
Kathryn Deeney	-	Plymouth City Council
Mark Robins	-	RSPB, Devon, Plymouth and Somerset LNPs
Mark Warsfold	-	South West Water
Mike O'Dowd-Jones	-	Somerset County Council
Nick Engert	-	Local Transport Board
Stephen Bird	-	South West Water/ HotSW LEP Board
Sue Wilkinson	-	Federation of Small Businesses

	Agenda item	Lead
1.	<p>Welcome, introductions and apologies BS welcomed everyone to the meeting and invited attendees to introduce themselves. Apologies are noted above.</p>	BS
2.	<p>Productivity Plan Progress Recap and Update EJ provided a brief overview of progress to date with the development of the Productivity Plan. The emphasis now is to focus on the development of a vision for the economy for the region and the identification of key parameters and issues.</p>	EJ
3.	<p>Productivity Plan Visioning – Scenario Testing/Facilitated Discussion NR presented a series of slides describing the productivity levels across the region (e.g. by sector), making comparisons with other parts of the UK and providing an indicative model of what would be required to achieve a 5%, 10% and 15% increase in productivity. The presentation included a series of questions to prompt discussion around the creation of a compelling vision, the scale of ambition, the opportunities to increase productivity, the identification of barriers and so on. The wide ranging discussion highlighted the following key points:</p> <ul style="list-style-type: none"> • The vision needs to be aspirational • Is this just about productivity or more? E.g. “good growth”. What we have now doesn’t necessarily deliver for everyone, so how do we challenge that and retain the “essence” and distinctiveness of the region? • The environmental capital of the region is what makes it unique. However, sectors that are intimately linked to the natural capital (e.g. agriculture) have lower productivity levels. This cannot be ignored and support must be given to help raise added value. This would also support inclusion. • The region is peripheral and this holds back GVA. Transport is an issue and reducing the cost of transport would help. Also, perhaps there is a case to make for people not to have to travel (e.g. to and from big employer locations). • Connectivity remains a priority and will remain so. • The vision needs to be ambitious. A strength would be to deliver a vision across the whole region rather than by sector or priority locations. For example, the Hinkley C development will bring many positive aspects, but could also mask issues. • The process should be business led and the vision bold. It needs more business input. The analogy given was the digital “cloud” as an enabler. What would we need to enable the area to prosper? • SMEs are clearly important in the region, but many large businesses do not have decision making centres in the region. How can we change this? • What will encourage investment in the South West? • Social productivity (e.g. enabling upskilling into higher productivity jobs) 	NR RH - to distribute presentation

	<p>and balanced communities) should also be considerations. In that respect, noting current demographic trends, who will do the work in future?</p> <ul style="list-style-type: none"> • What is needed to deliver the vision? E.g. building quality and quantities of suitable spaces. Does this entail a tension with the local environment? • What is needed to attract higher productivity industries and how do we address low productivity sectors? • Changing behaviours to encourage ambition and entrepreneurship would support bold aspirations. • What sectors will grow in the future and how do we use technology to drive added value? Noting that automation/robotics is thought to pose a risk to some 11 million white collar roles in the near future. • What are we “pioneering” and what is the region’s “brand”? What are international links and what is our uniqueness internationally? • Important to recognise that the Productivity Plan ensures that Government resources come to the region. If we were to do nothing, the risk is that attention would go elsewhere. 	
4.	<p>Next Steps EJ set out the following timetable:</p> <ul style="list-style-type: none"> • Consultation period closes on the 10th of March. • LEP Board meeting 14th March • Council Chief Executives and Leaders 17th March <p>It was agreed that discussion of the emerging draft Productivity Plan would be an agenda item at the next Place Leadership Group meeting on the 3rd of May 2017.</p>	
	Guests then departed the meeting	
5.	<p>Declarations of Interest No Declarations of Interest were presented.</p>	
6.	<p>Minutes of the last meeting and matters arising Minutes of the last routine Place Leadership Group meeting (5th December 2017) were approved as an accurate record and should be forwarded to be published on the Place Leadership Group pages of the HotSW LEP website.</p> <p>The record of the extended Place Leadership Group workshop meeting that was convened on the 18th of January 2017 to discuss the Productivity Plan Green Paper were also approved for publication.</p>	RH – <i>To forward minutes for publication.</i>
7.	<p>Industrial Strategy EJ provided a summary paper and overview of the Government’s recently published Industrial Strategy, highlighting the questions and implications for the LEP. A response to the consultation exercise is required by the 17th of April 2017. There is close alignment with the HotSW LEP Productivity Plan and matching with the Government’s direction (e.g. the 10 pillars approach) is an important goal.</p>	

Key points highlighted from the Strategy included:

- Infrastructure – non-London infrastructure institutions are part of the Strategy. How relevant is this to the region? We need to ensure that the Government honours previous pledges (e.g. work on A303 improvements).
- Procurement – Opportunities around defence are flagged.
- Institutions – Strengthening local institutions is an aspiration.
- Business Growth Investment – appears to be improving as investor readiness is growing.
- Procurement – Integrate supply chain management is important for a dispersed economy.
- Institutions – social enterprise seems to be a gap in the Strategy.

The subsequent discussion highlighted the following:

- In responding to the consultation, there is a need to highlight local issues and defining what success means.
- This must involve and will need effective engagement, particularly with local MPs.
- There was a sense that the Industrial Strategy doesn't really resonate with the South West. What would grab the attention of Government and is the unrealised potential/delivery of increased productivity part of our offer?
- In the context of the perspective expressed above, how much are we aiming to change Government thinking rather than going along with it?
- In essence, we need a local lens to reflect local needs in our response.
- What makes the south west "interesting"? For example, the potential for a self-sustaining food economy, recycling/circular economy and natural capital. Given the emphasis on an Industrial Strategy, does Government recognise "rural".
- Rather than "rural" should we emphasise the importance of SMEs and that the strategy needs to reflect them and not just large business?
- What about our local world class reputation (e.g. environment, institutions such as the Met. Office, the evidence in the Science and Innovation Audit)?
- Previous Government commitments need to be monitored. Key initiatives such as the A303 improvements, 20 year rail plan and the need for resilient networks (roads, rail, IT, energy) were highlighted.
- The current A303 consultation was highlighted.
- It was agreed that with regards to connectivity, cross boundary strategies were needed with resilience stemming from an overall approach across LEPs not simply individual schemes.
- A key message would be that through improved and resilient connectivity, productivity would be improved by X%.
- The point was made that help is needed in the region so that it doesn't

RH – to circulate consultation documents

	<p>languish.</p> <ul style="list-style-type: none"> Do we need a cross LEP/combined response to avoid the risk of divergent views? <p>EJ will take the input from all of the LEP theme groups and feed them into the LEP's consultation response. The 10 key messages from the meeting will be circulated to the Group for feedback to support this.</p>	<p>PH & RH – To collate the 10 key messages arising from the discussion for circulation and comment.</p>
8.	<p>AOB</p> <ul style="list-style-type: none"> Inward investment/resilience to be added as a future agenda item. The approval of the business case for 4G Mobile Coverage in the HotSW LEP are to be handles via written procedure as the next meeting is not scheduled until May. RH was thanked for his support to the Group as this was likely to be his last Place Leadership Group meeting. 	
9.	<p>Next meeting: 3rd May 2017. Venue and details to be confirmed.</p>	

Actions Log Summary	Meeting Date	Owner	Status Update	Next Steps
Ensure that National Parks are engaged with resilience work.	05/12/2016	Paul Hickson/Rob Hensley	Completed 28/02/2017	
Consider capacity funding mapping exercise	05/12/2016	Paul Hickson		
Productivity Plan Vision presentation to be distributed to meeting attendees	20/02/2017	Rob Hensley	Completed 07/03/2017	
To forward Place minutes for publication on HotSW LEP website.	20/02/2017	Rob Hensley	Completed 22/02/2017	
To circulate A303 development consultation documents	20/02/2017	Rob Hensley	Completed 21/02/2017	
To collate the 10 key messages arising from the discussion for circulation and comment.	20/02/2017	Paul Hickson Rob Hensley		