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Democratic Support

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WORKING PLYMOUTH

Wednesday 18 March 2015
3.00 pm
Council House (Next to the Civic Centre), Plymouth

Members:

Councillor Murphy, Chair
Councillor Darcy, Vice Chair
Councillors Ball, Hendy, Jarvis, Michael Leaves, Morris, John Smith, Storer, Wheeler and Wigans.

Members are invited to attend the above meeting to consider the items of business overleaf.

Tracey Lee
Chief Executive

WORKING PLYMOUTH

AGENDA

PART I – PUBLIC MEETING

1. APOLOGIES

To receive apologies for non-attendance by panel members.

2. DECLARATIONS OF INTEREST

Members will be asked to make any declarations of interest in respect of items on this agenda.

3. MINUTES

(Pages 1 - 6)

To confirm the minutes of the meeting held on 10 December 2014.

4. CHAIR'S URGENT BUSINESS

To receive reports on business which, in the opinion of the Chair, should be brought forward for urgent consideration.

5. PLYMOUTH CITY CENTRE COMPANY BUSINESS IMPROVEMENT DISTRICT BALLOT

(Pages 7 - 8)

For the panel to be provided with a report detailing the Plymouth City Centre Company Business Improvement District Ballot.

6. PLYMOUTH PLAN

(Pages 9 - 10)

The panel will consider the Plymouth Plan with a view to providing feedback on the following policies –

- Policy 8 – Protecting and strengthening Devonport Naval Base and Dockyard's Strategic Role
- Policy 25 – Using transport investment to drive growth.
- Policy 20 – Creating conditions for economic growth.
- Policy 24 – Provision for shops and services.
- Policy 21 – Delivering sufficient land for jobs

A full version of the Plymouth Plan can be viewed at –

http://www.plymouth.gov.uk/plymouth_plan_check_up_consultation

7. WORKING PLYMOUTH ACHIEVEMENTS 2014/15

Panel Members will reflect on their achievements for the municipal year 2014/15 to inform the annual scrutiny report.

8. TRACKING RESOLUTIONS AND UPDATE FROM THE COOPERATIVE SCRUTINY BOARD (Pages 11 - 22)

The panel to receive feedback from the Cooperative Scrutiny Board and review and monitor the progress of previous tracking resolutions regarding Controlled Parking Zones and Inward Investment.

9. WORK PROGRAMME (Pages 23 - 24)

Members will be provided with their work programme for 2014/15.

10. EXEMPT BUSINESS

To consider passing a resolution under Section 100A (4) of the Local Government Act 1972 to exclude the press and public from the meeting for the following item(s) of business on the grounds that it (they) involve(s) the likely disclosure of exempt information as defined in paragraph(s) of Part I of Schedule 12A of the Act, as amended by the Freedom of Information Act 2000.

PART II (PRIVATE MEETING)

AGENDA

MEMBERS OF THE PUBLIC TO NOTE

that under the law, the Panel is entitled to consider certain items in private. Members of the public will be asked to leave the meeting when such items are discussed.

NIL.

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Working Plymouth**Wednesday 10 December 2014****PRESENT:**

Councillor Murphy, in the Chair.

Councillor Ball, Vice Chair

Councillors Hendy, Jarvis, Michael Leaves, Morris, John Smith, Storer, Wheeler and Wigans.

Also in attendance: Paul Barnard (Assistant Director for Strategic Planning and Infrastructure), Nick Carter (Housing Delivery Manager), Councillor Penberthy (Cabinet Member for Cooperatives, Housing and Community Safety), Gill Peele (Lead Officer) and Helen Rickman (Democratic Support Officer).

The meeting started at 3.00 pm and finished at 4.30 pm.

Note: At a future meeting, the committee will consider the accuracy of these draft minutes, so they may be subject to change. Please check the minutes of that meeting to confirm whether these minutes have been amended.

26. **APPOINTMENT OF VICE CHAIR**

Agreed that Councillor Ball is appointed as Vice Chair for this meeting in the absence of Councillor Darcy.

27. **DECLARATIONS OF INTEREST**

The following declarations of interest were made in accordance with the code of conduct –

Name	Minute Number and Item	Reason	Interest
Councillor Michael Leaves	29, 30, 31 Market Recovery Scheme, Get Plymouth Building and Plan for Homes	He is a private sector landlord	Private
Councillor John Smith	29, 30, 31 Market Recovery Scheme, Get Plymouth Building and Plan for Homes	He is a private sector landlord	Private
Councillor Wigans	29, 30, 31 Market Recovery Scheme, Get Plymouth Building and Plan for Homes	He is a private sector landlord	Private

28. **MINUTES**

Agreed the minutes of 15 October 2014 were an accurate record of the meeting.

29. **CHAIR'S URGENT BUSINESS**

There were no items of Chair's urgent business.

30. **MARKET RECOVERY SCHEME**

Councillor Penberthy (Cabinet Member for Cooperatives, Housing and Community Safety), Paul Barnard (Assistant Director for Strategic Planning and Infrastructure) and Nick Carter (Housing Delivery Manager) provided Members with an update on the Market Recovery Scheme.

Members were advised that –

- (a) the Market Recovery Scheme ran from 2008 to 2013 and was Plymouth City Council's response to the 0% growth in the UK economy; the aim was to help support projects consistent with the Council's vision for growth;
- (b) in 2008 there was a loss of confidence in the market and investors;
- (c) in total there were 115 planning permissions granted under both the Market Recovery Action Plan and Market Recovery Scheme between 2008 and 2013;
- (d) the schemes approved had an estimated development value of over £200 million. These permissions approved 1,845 dwellings and 4 commercial projects of 4,188m² of commercial space with some additional mixed use developments;
- (e) the current position with the 115 planning permissions granted, as at the first of November 2014 was that 52% had been completed delivering 619 homes and 470sqm of commercial floor space; 21% were currently under construction and 20% had still not started construction;
- (f) the number of unimplemented consents had fallen from 51 sites to 22 sites; only 8 of the 22 sites were larger sites. Of the 8 sites, 1 had been completed, 3 were under construction and 4 were stalled.

In response to Members questions it was reported that –

- (g) there was currently no planning proposal on the East Boatyard Phase 2 site since the planning permission had lapsed;
- (h) on 115 planning permissions the total of S106 contributions for a fully compliant development should have amounted to £12.5m; the schemes only generated £4.1m of S106 money; throughout the MRS plan pre application fees were waived however the issue of viability still affected a development;

- (i) there was reference to the viability of a development in the National Planning Policy Framework; the viability of a scheme was a matter for the individual developer/business to ascertain a reasonable return on investment;
- (j) officers would email Members with a progress update upon the following stalled sites: Tamar House, Land off Towerfield Drive and East Boatyard Phase 2;
- (k) the CornerstoneZed project (Land off Towerfield Drive) had recently registered a bid with the Homes and Communities Agency for a loan; planning permission had been secured and Kier were providing money for the infrastructure of the site; planning permission was granted approximately 12 months ago.

The Chair thanked Councillor Penberthy, Paul Barnard and Nick Carter for their update.

Agreed that –

- 1 officers would email Members with a progress update upon the following stalled sites: Tamar House, Land Off Towerfield Drive and East Boatyard Phase 2;
- 2 officers would email Members as soon as the HCA funding for the Land Off Towerfield Drive had been announced.

31. **GET PLYMOUTH BUILDING - SECOND ANNUAL REPORT**

Councillor Penberthy (Cabinet Member for Cooperatives, Housing and Community Safety), Paul Barnard (Assistant Director for Strategic Planning and Infrastructure) and Nick Carter (Housing Delivery Manager) provided Members with an update on Get Plymouth Building – Second Annual Report.

Members were advised that –

- (a) the Get Plymouth Building Scheme was launched in 2012 and followed on from the Market Recovery Scheme initiative; the report attached to the agenda contained the intention of the scheme and progress made;
- (b) the scheme was considered a success as 2148 homes had been completed, the target of the initiative was 2000 homes.

In response to questions raised it was reported that –

- (c) AAP in the report referred to 'Area Action Plan';
- (d) the following progress had been made on the three lapsed sites referred to in the report: planning permission had been granted for 348 student bed spaces at the Crescent Cars site, submissions had been received for 142 homes for the Millbay Marina site and officers were working through proposals with

developers on the Colin Campbell Court site;

- (e) some Ward Councillors had been actively involved liaising with residents and officers regarding the release of Council owned sites and brokering a solution; work relating to the Mannamead Centre was considered exemplar;
- (f) both Southway Primary School and Southway Comprehensive School had been released under the Get Plymouth Building initiative section 77 approval had been secured on the former Southway Primary School site and pre-application discussions were nearing completion and a planning application was expected in 2015;
- (g) the Kings Tamerton site referred to in the report was in the process of being released; a partner had been selected however the land was not yet disposed;
- (h) in the future officers would provide the Working Plymouth scrutiny panel with one report detailing information linked to the Market Recovery Scheme, Get Plymouth Building and Plan for Homes instead of 3 separate reports as previously requested.

32. **PLAN FOR HOMES - FIRST ANNUAL REPORT**

Councillor Penberthy (Cabinet Member for Cooperatives, Housing and Community Safety), Paul Barnard (Assistant Director for Strategic Planning and Infrastructure) and Nick Carter (Housing Delivery Manager) provided Members with an update on Plan for Homes – First Annual Report.

Members were advised that the Plan for Homes sought to facilitate a transformation step change in housing delivery in Plymouth and one of the Council's key initiatives agreed as part of the Corporate Plan. The overall ambition of the Plan was to increase housing supply by 1,000 homes per annum for a 5 year period. As at 10th December 2014 the majority of initiatives had been completed with 2 progressing well and 1 being abandoned as detailed in the report.

In response to questions raised it was reported that –

- (a) SI06 funds were generally triggered by larger developments as a means of mitigating the impact of the development on local communities;
- (b) a brief explanation and terminology of 'affordable housing' would be emailed to Members of the Working Plymouth Scrutiny panel;
- (c) the Assistant Director for Strategic Planning and Infrastructure was not aware of any 'build to leave' developments in Plymouth where a developer was intentionally leaving a property empty however he would investigate this matter raised by a member of the panel;
- (d) work was ongoing to bring unoccupied flats above shops back into use however highlighted that the accommodation could be compromised as a result of their position and quality;

- (e) a property was required to be empty for 6 months before it was eligible to be added to the empty homes register; the register currently had approximately 680 homes added and was reviewed on a regular basis. It was considered that 0.7% of properties in Plymouth were added to the register.

Agreed that in the future officers would provide the Working Plymouth scrutiny panel with one housing delivery report in which monitoring information would be provided.

33. **REVISED TERMS OF REFERENCE**

Members noted the revised terms of reference for the Working Plymouth panel.

34. **TRACKING RESOLUTIONS AND UPDATE FROM THE COOPERATIVE SCRUTINY BOARD**

Members were advised that the two outstanding items on the tracking resolutions document regarding Controlled Parking Zones would be available in March 2015 as they were linked with the overall Plan for Parking.

Members were also advised that the Cooperative Scrutiny Board agreed at their previous meeting that scrutiny work programmes would no longer be filled with update items; any item requiring an update would be provided via a brief written report under the tracking resolutions agenda item.

35. **WORK PROGRAMME**

The Panel noted their work programme for 2014/15 and discussed the inclusion of two further items.

Agreed to recommend to the Cooperative Scrutiny Board that the following items are included on the Working Plymouth work programme:

- 1 – Living Streets
- 2 – Derriford Transport Scheme

36. **EXEMPT BUSINESS**

There were no items of exempt business.

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PLYMOUTH CITY CENTRE BUSINESS IMPROVEMENT DISTRICT

WORKING PLYMOUTH SCRUTINY PANEL: MARCH 2015



1. Background

Plymouth City Centre Company Ltd established a Business Improvement District for Plymouth City Centre in April 2005 and it was renewed for another 5 year term in 2010.

Plymouth City Council Cabinet, at its meeting on 9th December 2014 received a paper on the proposals for a further 5 year term to take effect from March 2015. The paper ; Renewal of the Business Improvement District for Plymouth City Centre, described the significant achievements and improvements in the city centre over the last 10 years and how the Plymouth City Centre Company has provided a major voice for many businesses, organisations and partnerships within the City.

The Cabinet supported the proposals and approved the recommendations, namely to;

- Continue to endorse the principles and overall approach of the Plymouth City Centre Company BID and their Business Plan for 2015 to 2020
- Approve the City Council's financial and in kind contributions as set out in this report and to demonstrate continued commitment to the City Centre company BID at existing levels through the proposed BID Concordat and Contract for the provision of services within the Plymouth City Centre Business Improvement area.
- Authorise the City Council Chief Executive as returning officer to instruct a Ballot Holder to undertake a ballot of appropriate businesses within the City Centre Company Business Improvement District area.
- Delegate to the Strategic Director for Place authority to vote on behalf of the City Council in the Plymouth City Centre Company Business Improvement District ballot.
- Delegate to the Strategic Director for Place authority to approve the Plymouth City Centre Company Business Improvement District Contract provided that it accords with the general principles set out in this report.

2. The Ballot

The Council, as Ballot Holder are currently undertaking a democratic ballot of all eligible businesses located with the BID boundary with a ballot deadline of 5pm 16th March 2015. The formal ballot proceedings are being conducted by the Electoral Reform Service. The result of the BID ballot will be announced on 17th March 2015 and assuming a majority of businesses vote 'Yes' in the ballot (both by number and rateable value), the BID will be renewed.

3. The legislative framework

The legislative framework for BIDs includes a provision permitting a local authority to veto BID proposals regarding specific matters. With Plymouth BID being effectively a partnership between the Council and the business/retail sector in the shape of the City Centre Company it is considered important that a degree of independence is maintained when the time comes for the Council, as a whole, to consider whether the power of veto is applicable. The Working Plymouth Scrutiny Panel has been asked to review these matters in accordance with the Secretary of State BID regulations;

Question 1. Does the BID conflict to any material extent with any policy formally adopted by the Council?

Answer. No, the city centre in Plymouth is vital to the heart of the community and the businesses which trade within it. It is a key priority for Plymouth City Council and for the future of the city overall.

Question 2. Does the BID significantly disproportionate financial burden on any person/ class of persons in the geographical area of the BID?

Answer. No, the BID if successful will apply a 1.332% levy to all business rate payers within the BID area

Question 3. Has the geographical area of the BID changed? If so why?

Answer. Yes, the BID area has been extended to include Bretonside and Bretonside Bus Station to take account of the forthcoming development in that area.

Question 4. What is the level of support as evidenced by the result of the BID ballot for the BID proposals?

Answer. The voting mandate and the result of the ballot will be provided verbally to the Working Plymouth Scrutiny panel following the announcement of the result the day before

Question 5. What were the costs in developing the BID proposals and canvassing?

Answer. Costs have been met by the Plymouth City Centre Company as BID Proposer

4. Summary

This paper provides evidence that the Plymouth City Centre Business Improvement District, BID proposals and the ballot comply with matters in accordance with the Secretary of State BID Regulations. This information together with details of the voting mandate and result are to be considered by the Working Plymouth Scrutiny Panel in order for it to determine whether it chooses to exercise its power of veto

The Working Plymouth Scrutiny Panel is invited to view the BID Business Plan 2010-15 at: www.plymouthcitycentre.co.uk/BID .

Author: Patrick Knight, Economy and Employment Manager, Economic Development

Date: 2 March 2015

PLYMOUTH PLAN

Working Plymouth Scrutiny Panel

Wednesday 18 March 2015



1. The Plymouth Plan is a ground-breaking plan which looks ahead to 2031 and sets a shared strategic direction of travel for the long-term future of the city. An important principle is that local people and communities of geography, identity and interest are at the heart of the plan.

2. The Plymouth Plan is being published in two parts;

- Part one sets out an overarching strategy for future change and growth in the city.
- Part two will set out detailed policies for different areas of Plymouth (Published for consultation in the autumn of 2015).

The Plymouth Plan Team would like feedback and input from the panel on the content of specific policies set out in the draft Plymouth Plan.

Do you have any concerns about the content of any of the below policies?

It's important that any gaps or weaknesses in the content are identified at this early stage to inform decisions going forward so we would welcome any thoughts you may have.

The policy areas (in summary) selected to be looked at in more detail for Working Plymouth Scrutiny includes;

Policy 8 - Protecting and strengthening Devonport Naval Base and Dockyard's strategic role (pg.31 of full plan)

- Supply chain development, knowledge transfer, base porting, seeking long term commitment for Plymouth strategic role, MOD surplus land release.

Policy 20 - Creating the conditions for economic growth (pg.54 – 55 of full plan)

- Delivering transformational '**Ocean City**' infrastructure
- Encouraging business growth and investment
- **Empowering people, communities** and institutions - **social enterprise** initiatives
- Supporting **creative businesses**.

Policy 21 - Delivering sufficient land for new jobs (pg.57 of full plan)

- 58 hectares, **flexible supply** for home grown and investors, expansion, change of use.

Policy 24 - Provision for shops and services (pg.61 of full plan)

- 12,000sqm of new **food retail** floor space, 52,600 sq. m of **non-food retail** space, city's **shopping** hierarchy, one local convenience store in each neighbourhood, mix of accessible community and non-retail services.

Policy 25 - Using transport investment to drive growth (pg.62 of full plan)

Targeted integrated **transport** measures;

- Modal shift, **sustainable** travel choices, efficient and reliable **bus** travel, multi operator, exemplar **walking and cycling** routes
- Strategic network of **high quality public transport** routes
- **Infrastructure** improvements, tackling pinch points, highway capacity improvements
- **Rail freight** interchanges - links to the **port**
- Plan for **parking**.

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WORKING PLYMOUTH

Tracking Resolutions and Recommendations
2014 - 2015



PLYMOUTH
CITY COUNCIL

Date, agenda item and Minute number	Resolution	Target date, Officer responsible and Progress	
21a. Controlled Parking Zones: On Street Parking Scrutiny Review Progress Update	<p><u>Agreed</u> that –</p> <p>(a) the Controlled Parking Zones policy is circulated to Members via email including details as to how this is made accessible to the public;</p>	Date:	15 October 2014
		Officer:	Mike Artherton
		<p>Progress: An email requesting this information has been sent.</p> <p>Response: The CPZ Policy would be contained as part of the wider Plan for Parking document – this was due to be available in January/ February 2015.</p> <p>An update on CPZs has been added to the 18 March 2015 Working Plymouth agenda.</p>	
30. Market recovery Scheme	<p><u>Agreed</u> that –</p> <p>1.Officers would email Members with a progress update upon the following stalled sites: Tamar House, Land Off Towerfield Drive and East Boatyard Phase 2;</p> <p>2.Officers would email Members as soon as the HCA funding for the Land Off Towerfield Drive had been announced.</p>	Date:	10 December 2014
		Officer:	Nick Carter
		<p>Progress: the progress update upon the stalled site has been emailed to Members (12/01/15).</p>	
32. Plan for Homes – First Annual Report	<p><u>Agreed</u> that in the future officers would provide the Working Plymouth scrutiny panel with one housing delivery report in which monitoring information would be provided.</p>	Date:	December 2014
		Officer:	
		<p>Progress: This information was fed back to Officers.</p>	

Recommendations sent to the Cooperative Scrutiny Board.

Date, agenda item and minute number	Working Plymouth Recommendation	Corporate Scrutiny Board Response	Date responded

Recommendation/Resolution status

Grey = Completed item.

Red = Urgent – item not considered at last meeting or requires an urgent response.

CONTROLLED PARKING ZONES UPDATE

Briefing Report



1. INTRODUCTION

1.1. This briefing report is to update the Scrutiny Committee on the developments with Controlled Parking Zones (CPZ's) following the adoption of the Scrutiny recommendations accepted by Cabinet on 15 July 2014.

2. BACKGROUND

2.1. The Working Plymouth Cooperative Review Scrutiny Group commenced a review of CPZ's on 16th December 2013 with the scope of establishing both the criteria and the process of implementing a CPZ. The review was concluded on 17th April 2014 with a series of recommendations which were adopted by Cabinet.

2.2. The current Parking Strategy is outdated and does not reflect changes to national policy, such as the 'National Planning Policy Framework (NPPF) and the Department for Transport 'Manual for Streets 2'. This strategy needs to be updated to reflect the latest national policy and guidance.

3. UPDATE

3.1. Work is currently underway on updating the Parking Strategy, referred to as 'The Plan for Parking' and this is expected to be completed April 2015. The new strategy includes an updated CPZ policy which adopts the recommendations from Scrutiny.

3.2. Whilst the CPZ policy is current being updated, the recommendations from Scrutiny have been applied in supporting Members develop solutions to resident's challenges with parking. Developments include: -

3.2..1. The creation of a corporate 'polling card' for Members to adopt in undertaking the 'informal consultation' to establish support for a CPZ scheme.

3.2..2. Members have undertaken surveys of local residents in relation to proposals to introduce a CPZ scheme in Stoke ward.

3.2..3. One consultation in relation to proposals for a CPZ achieved a turnout in excess of 30% and support in excess of 51%, in accordance with the scrutiny recommendations. This proposal will now go forward for formal consultation, consultation under the Road Traffic Act, to implement this CPZ scheme.

3.2..4. Officers are continuing to support Members in additional wards to undertake informal consultation in relation to proposed CPZ's.

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WORKING PLYMOUTH

Inward Investment Update



EXECUTIVE SUMMARY

Plymouth's economy has bounced back strongly since the recession of 2008/9, with output growth exceeding the national average for three consecutive years¹. Confidence is high and many of the city's businesses are gearing up for growth. Investment among the city's indigenous businesses continues to be the main source of wealth generation.

With key strategic projects including South Yard and Mayflower 400 on the horizon, however, there is a real opportunity to sell the city's assets as Britain's Ocean City on the international stage, to drive investment from further afield.

This report sets out the city's progress on efforts to support both indigenous and inward investment.

CONTEXT

Investment enables businesses to produce more and higher quality output (goods and services), generating wealth and job creation. Equally, inward investment – in the shape of new businesses locating in the city – supports growth by bringing in new jobs, skills and ideas. The Local Economic Strategy (LES) Review 2013-14 recommends that the city should seek to foster investment and employment growth among its indigenous businesses, while at the same time, position itself to attract investment from further afield.

Through its 'Business Growth & Investment' flagship, the LES calls for a proactive and co-ordinated approach to securing new inward investment, working with partners to sell our strengths as Britain's Ocean City, where Plymouth's quality of life, low carbon/marine credentials, social enterprise strengths and extensive talent pool, represent significant hooks for new investment.

At the same time, there is a clear rationale to focus the majority of our resources on supporting businesses already in the city to invest and grow. In 2013, 75% of all Foreign Direct Investment (FDI) nationally was additional investment secured by businesses already in the UK (the figure was 100% for the Heart of the South West area).

PROGRESS UPDATE

INWARD INVESTMENT ACTIVITY

Marketing and Events

The way businesses research potential locations before committing to invest has changed considerably – web and social media are now the starting points. Over the last twelve months, Plymouth City Council's Enterprise and Inward Investment (EII) team has developed an extensive suite of marketing products to help sell the city's strengths and assets to prospective investors.

- These products have been brought together on a new website **Invest Plymouth** (launched in October 2014) which is designed to be the 'first port of call' for businesses looking to invest in the city. It hosts a new investment video (see Key Resources below) which showcases the city's key economic strengths; it's most significant businesses and ambassadors. The video has received positive feedback from the private sector and has already been viewed on over 2,300 occasions.

¹ ONS (2014) Regional Gross Value Added

- The **Book of Wonder** has proved a valuable asset to the city's inward investment toolkit, drawing positive feedback from both indigenous businesses and potential investors. It presents 100 quirky facts to sell the city's most distinctive assets.
- In direct response to demand from businesses, a **Relocation Guide** has been developed – a virtual 'one stop shop' for all services available to inward investors.
- Reflecting its status as one of the city's key investment opportunities, a new **Transforming Plymouth's South Yard** marketing brochure has been published to help drum up demand among both expanding indigenous marine businesses as well as those from outside the city.
- Efforts have been made to raise the city's presence through social media. A new **Business Newsletter** has been created and the number of subscribers has been increasing steadily and now stands at 1,620 representing a 95% increase in 17 months. This is a useful inward investment tool, notifying businesses of funding and other opportunities that may help them grow and invest in the city. The newsletter is also shared with 1,400 Twitter followers to **@InvestPlymouth** and **LinkedIn** connections.

With this 'collateral' in place, the team has proactively promoted Plymouth as a place to invest – both through attendance at key national trade shows and through major events hosted in the city:

- Attending the **All Energy** show in Aberdeen to promote the Plymouth marine offer to the industry. Plymouth exhibited on a shared stand with other members of the South West Marine Energy Park. As a result of this and attendance at **UK Wave and Tidal**, a number of investment leads were generated.
- A number of positive investment leads were nurtured through the **La Solitaire du Figaro** and **Japan 400** hospitality event hosted by Plymouth City Council. The team was able to invite and nurture several potential leads.
- Officers attended the **Farnborough Airshow** in collaboration with Plymouth companies Hymec Aerospace, Barden Corporation and UTC Aerospace. At the show, almost 60 contacts were made including a combination of potential inward investors (a couple of very warm leads) and local businesses with some potential to grow / attract inward investment via their supply chain. Local businesses invited to exhibit at the show all reported commercial successes and all have asked for further information on the LEP, business support and growth products.
- The EII team hosted an event with key business players and potential leads at the **British Fireworks Championships**. A range of businesses were in attendance (60 guests) and a number of warm leads were picked up.
- Plymouth exhibited at the prestigious **MIPIM UK**, held at Olympia in London. This was the first time the event had been held outside of France where the annual property exhibition is traditionally held and only featured UK companies and destinations. The team received over 100 enquiries from investors, developers, agents, hotel developers and business service providers. The city will be exhibiting again later in 2015.

Account Management

Bringing new investment to fruition (both inward and indigenous) requires effective account management. The degree of this account management varies from business to business, with some requiring only light-touch 'sign-posting' and others demanding a more intensive 'hand holding' service. The EII team has dedicated account managers to offer a range of services including property and funding advice. The team also facilitates access to the Council's planning services, assists with relocation, recruitment, skills, networking, supply-chains and knowledge.

Information about commercial premises is a valuable public good and something that businesses request frequently. Through its commercial property register, the EII team is able to provide this information for free and has supported a number of businesses in finding the right location.

Coordination and Partnerships

A total of £275,000 was secured through the Peninsular and City Deal, to fund a new Inward Investment co-ordination role (including marketing budget) was set up to assist businesses interested in relocating to Devon, Plymouth, Somerset and Torbay. Pivotal to the role is linking up Heart of the South West (HotSW) LEP, City Deal partners, national government and UKTI activity, to ensure a coherent and joined up approach in communicating the right inward investment messages and support available.

A new **Invest in Heart of the South West** portal has been set up, structured around the four key sector opportunities: Nuclear Energy, Marine Industries, Aerospace and Advanced Engineering and Agri-tech. The portal links direct to Invest Plymouth, providing an additional route to potential investors.

With City Deal support, **Soft Landing** and **Investor Growth** funding programmes have been established. The former is aimed at reimbursing businesses the costs of marketing visits to the area with a notional cap of £5,000 per company; the latter can be used to support both capital and revenue investment made by growing FDI and relocating businesses. For the latter, £150,000 funding has been allocated to seven companies across the region, which will stimulate over 100 new jobs and significant private investment.

Plymouth companies have benefitted from both funding packages. Plymouth City Council is working closely with Plymouth University's MARIC (Marine Innovation Centre) team to help market the South Yard opportunity to potential investors – a number of US-based marine businesses will be visiting the city in April 2015.

SUPPORTING INDIGENOUS INVESTMENT

Business Relationship Programme

The EII team manages a Business Relationship Programme (BRP) targeting a range of businesses across the city. The programme aims to develop close working relationships with the local business community to gain first-hand knowledge of the issues it faces, and provide advice and support. The programme strengthens the team's role as a main point of contact for companies wishing to connect with different Council services, as well as other stakeholders in the city who can provide business support.

Over the last 12 months, the programme has supported 77 businesses visits. The programme has revealed a continued improvement in business confidence, reflecting more favourable trading conditions. Investment was a common theme, with some businesses having recently invested in new capital equipment while others were seeking funding opportunities for future investment plans.

Businesses looking to invest are often unaware of the public funding opportunities available to them. Through the programme, officers have worked with businesses to identify the most appropriate sources of funding and the steps required to access it. Recent Regional Growth Fund (RGF) successes for the city were made possible by advice and guidance offered to local businesses through the programme (see below).

Targeted investment programmes

A new **Social Enterprise Investment Fund (SEIF)** of £500,000 was launched by Plymouth City Council to help social enterprises invest and grow locally. Evidence suggests there is a clear market failure in the support available to help fledgling social enterprises grow and prosper – access to finance through conventional investment channels remains a significant issue. The SEIF is aimed at bridging this gap and taking businesses to the next rung of the ladder.

The funding comes from the Council's 'Building for Jobs' Investment Fund – one of the Council's 19 Plan for Jobs projects aimed at unlocking stalled developments, creating new jobs and leveraging

additional public and private sector finance. Funding allocated through Round 1 and 2 have the potential to create over 60 new jobs.

In addition, both the **School for Start-ups** and **Urban Enterprise** are delivering significant business start-up outputs for Plymouth – this new investment is significant, given the city's historically low levels of enterprise. Since its inception, the Urban Enterprise programme has helped create 250 new businesses.

INVESTMENT SUCCESSES

The EII team is currently directly account managing an extensive pipeline of investment enquires. There have been a number of notable successes over the last twelve months, reflecting renewed business confidence and appetite for capital investment locally. This is particularly prominent among Plymouth's manufacturing sector, giving grounds for optimism in terms of achieving a 'rebalancing' of local economic activity. Due to commercial sensitivities, the details of many of these have been excluded from this report.

Plymouth was very successful in securing successful RGF projects, plus one national project (YKTO) looking to specifically operate in the area. Successful businesses include Hymec Aerospace, Plessey Semiconductors, City College Plymouth and Plymouth University/SW Manufacturing Advisory Service (MAS). All the four successful HotSW applications had bespoke letter of support and evidence base support from the Council. The £10m University of Plymouth/MAS application includes £150,000 per year to support ongoing LEP Inward Investment activity.

In addition, a high value manufacturing foreign-owned enterprise has recently secured a grant from the City Deal Investor Growth programme to support new capital investment. This will create a number of new job and apprenticeship opportunities in a strategically significant sector. There have also been notable local successes through the City Deal funded GAIN Growth Fund.

Case Study 1: Recent investment by local company **Applied Automation**, shows the positive impact that the suite of interventions described in this report can have. The opportunity was identified as part of the Business Relationship Programme and effectively account managed through hospitality events, ultimately leading to a reward of £67,500 through the Plymouth and Peninsula City Deal. The investment will allow the company to move to a larger, more efficient workspace to develop its innovative automation equipment and industrial control systems. It will also be able to accommodate a growing workforce (with 15 new highly skilled jobs in the pipeline) and exploit new export opportunities.

<http://www.westernmorningnews.co.uk/Leading-Plymouth-manufacturer-expand-thanks-70K/story-25942590-detail/story.html>

Case Study 2: Plymouth City Council sold a five acre plot of land at Plymouth International Medical and Technology Park to company **HellermannTyton**, securing existing jobs and the company's future in Plymouth. HellermannTyton is one of the leading suppliers of products for fastening, fixing and protecting cables, and has been operating a manufacturing site from their current location at Plymouth's Medical and Technology Park since 2009. The company currently employs employ around 120 people in Plymouth.

<http://www.plymouthherald.co.uk/Council-sells-land-firm/story-25753752-detail/story.html>

Heart of the South West LEP

Heart of the South West LEP secured £130.3m from the Government's **Local Growth Fund** – £49.2m for 2015/16 and £42.8m for 2016/17 to 2021.

Specifically, Plymouth secured:

Transport - Funding

- £8.3m investment for a package of transport improvements along the Plymouth Northern Corridor.
- £5.5M to invest in the Plymouth Eastern Corridor.
- £2m investment in A38 Deep Lane Sherford Access.

Business - Funding

- £5.4m investment in Science, Technology, Engineering, Maths and Marine skills in the City of Plymouth.
- £3m investment in Plymouth Science Park – Phase 5.
- £400k funding (revenue) in 15/16 to the LEP for growth hub business support coordination.

Through **Growth Deal 2**, the HotSW LEP secured an expansion to its Growth Deal which will see an extra £65.2m invested in the area between 2016 and 2021. Over the lifetime of its Deal (2015-2021) the LEP estimates that up to 22,000 new jobs could be created and 11,000 new homes built, with the potential to generate £260m public and private investment.

Specifically, Plymouth secured:

Transport – Funding

- £22.5m towards the Forder Valley link road project, which is designed to open up the north of the city.

Business - Funding

- An additional £1.7m for the LEP Growth Hub business support.
- £1.5m towards the Marine Industries Production Campus at South Yard, to enable direct development to start.
- £5m for an Unlocking Growth Fund to invest in projects across the area that will boost employment at key sites.

FUTURE PRIORITIES

South Yard

Creating a successful marine industries cluster at South Yard will be a key strategic focus over the coming years. Following a recent market demand study by Regen SW, a targeted marketing campaign will commence to help secure new business growth and investment at the site as ownership is transferred from the MOD. The concept of creating a business environment to support technology and service development from innovation to commercial deployment fits well with the physical attributes of the South Yard site.

The approach will focus on both local business expansions and attracting inward investment. The investment strategy will be necessarily collaborative, drawing in the knowledge and strengths of local partners such as Plymouth University/MARIC to effectively account manage a South Yard business pipeline.

A number of warm investment leads have already been generated – a pipeline of some 40 companies showing an interest in locating at South Yard is being worked through, to test interest and firm up physical requirements.

The city has applied to government to create an Enterprise Zone at South Yard which will further incentivise new investment to the site. It is likely that a decision will be made before the Spring budget on March 18th. In addition, the Council and partners are working with Innovate UK to develop the

concept of 'mini-catapult', which could help attract higher value, knowledge based marine businesses to the city.

Mayflower 400

Another key priority will be capitalising on the Mayflower 400 'milestone' to drive forward and accelerate aspects of the city's economy to create a more vibrant and outward-facing business culture. As a city, we will seek to showcase our competitive strengths and build new relationships to create a real economic legacy to inspire enterprise and entrepreneurship beyond 2020. Inward Investment will be supported through three work strands:

- A **Trade and Investment Expo** of national significance to showcase the city's unique economic strengths, develop new business and trade relationships, and foster increased growth and investment.
- A Mayflower 400 themed **Business Exchange Programme** to link Plymouth businesses with their counterparts in the US to generate new and profitable commercial relationships. The programme will play to the city's strengths including a focus on social enterprise, where Plymouth is recognised on the national stage.
- Realising our **marine potential** – the city's Research and Development strengths in marine and renewable energy is significant. The project will use Mayflower 400 to capitalise on the collective strengths of these world class assets and expertise, creating a mutually beneficial transfer of knowledge and subsequent growth.

Hotels

If Plymouth is to become a major UK destination, it must provide outstanding quality facilities and amenities to welcome visitors to the city. This is not only important for attracting visitors and investors but also for the reputation of the city and supporting business growth and investment, which in turn will help to support the city's growth agenda.

Recent research by Colliers International concludes that there is clear and evidenced demand for new hotel supply in the form of a 4 star hotel with high standards, leisure facilities and international brand to benefit from a global distribution system.

Soft market testing elicited positive feedback with the clear messages being:

- That almost all operators would be keen on having a presence in Plymouth;
- A number of developers have expressed an interest in finding out more;
- That if profitable opportunities are presented then they will react positively.

Building on the report's findings, Plymouth City Council's economic development team has promoted opportunities through various channels including MIPIM London and through its Invest Plymouth portal. Over the coming months, the team will continue to work with partners to actively promote the city's offer for new hotel investment.

KEY RESOURCES

Invest Plymouth: <http://www.visitplymouth.co.uk/invest>

Invest Plymouth video: <https://www.youtube.com/watch?v=HdjwcjDRNyY>

Invest Plymouth – twitter: <https://twitter.com/InvestPlymouth>

Relocation Guide: http://www.plymouth.gov.uk/plymouth_relocation_guide.pdf

Book of Wonder: http://www.plymouth.gov.uk/book_of_wonder.pdf

South Yard: http://issuu.com/visitplymouth/docs/south_yard_brochure_lr_040315

Hotel Demand Study: <http://www.plymouth.gov.uk/plymouthhotelmarketstudy.pdf>

Invest in Heart of the South West: <http://investheartsw.com/>

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WORKING PLYMOUTH**DRAFT**

Work Programme 2014 - 2015


PLYMOUTH
CITY COUNCIL

Please note that the work programme is a 'live' document and subject to change at short notice. The information in this work programme is intended to be of strategic relevance and is subject to approval at the Cooperative Scrutiny Board.

For general enquiries relating to the Council's Scrutiny function, including this committee's work programme, please contact Helen Rickman, Democratic Support Officer, on 01752 398444.

Date of meeting	Agenda item	Purpose of the agenda item	Reason for consideration	Responsible Officer
10.6.2014 (Business meeting)	Overview of Priorities for Working Plymouth	To help inform the work programme and cooperative review discussion.		Anthony Payne – Strategic Director for Place
	Presentation on G.A.M.E Transformation Business Case	To help inform Members of the G.A.M.E. business case	Overview presentation to update Members.	Nigel Gooding - GAME Programme Manager.
	Growth and Assets Full Business Case	To enable Members to scrutinise the business case before it is submitted to Cabinet on 17 June 2014.	Transformation Key Decision.	Nigel Gooding - GAME Programme Manager.
22.7.2014 (Review)	Mayflower Coach Hub Review	For Members to be advised of proposals for the Mayflower Coach Hub.	Referred from the Cooperative Scrutiny Board.	Paul Barnard/ Juli Wileman
8.8.2014 (Review)	Waste Collection Re-organisation Business Case - Transformation	For Members to be advised of the proposed Waste Collection re-organisation Business Case before its submission to Cabinet.	Part of the Transformation Programme	Simon Dale/ Tom Cox
28.8.2014 (Review)	Commercialisation Business Case/ Fleet Services Business Case and Street Services Business Case – Transformation	For Members to be advised of the proposed Commercialisation/ Fleet Services and Street Services Business Cases before their submission to Cabinet.	Part of the Transformation Programme	Simon Dale/ Tom Cox/ Lee Pundsack
3.9.2014 Meeting postponed	Controlled Parking Zones: On Street Parking Scrutiny Report	To update Members of the result of the Controlled Parking Zones: On Street Parking Scrutiny Review.	Monitor progress	Mike Artherton
15.10.14 (Business meeting) NEW	Controlled Parking Zones: On Street Parking Scrutiny Report	To update Members of the result of the Controlled Parking Zones: On Street Parking Scrutiny Review as well as its progress through Cabinet.	Monitor progress	Mike Artherton
	City Centre BID Ballot	Members will be provided with the outline proposals for the renewal of the City Centre BID.		David Draffan/ Stefan Krause
	Plan for Parking (Parking strategy)	For Members to receive the scope, context and information on the consultation programme for the Plan for Parking Strategy.		Mike Artherton/ Phil Heseltine
	Waste Collection reorganisation	To update Members on preparations.		Tom Cox

Date of meeting	Agenda item	Purpose of the agenda item	Reason for consideration	Responsible Officer
10.12.2014 (Business meeting)	Market Recovery Scheme		Performance Review	
	Get Plymouth Building – 2 nd Annual Report	For Members to be provided with the second annual report.	Performance Review	
	Plan for Homes – 1 st Annual Report	For Members to be provided with the first annual report.	Performance Review	
	Plan for Jobs (update via tracking document)			David Draffan
18.3.2015 (Business meeting)	Inward Investment	Update via tracking document.		Stephen Bashford
	Controlled Parking Zones Update (CPZ)	Update via tracking document.		Mike Artherton
	Plymouth Plan consultation	Consultation document		Richard Grant
	Plymouth City Centre BID VETO	For the panel to receive an update on the Plymouth City Centre BID.		Stefan Krause
NEW – ITEMS REQUESTED APPROVAL FOR INCLUSION				
Living Streets				
Derriford Transport Scheme				
Items agreed by the Cooperative Scrutiny Board but not yet allocated a date:				
Highways Maintenance Services				
Growth Deal 2				
Plymouth Employment and Skills Plan				
Major Events 2015				
Strategic Property Review				
The Cooperative Scrutiny Board agreed at its 27 November 2013 meeting that the Strategic Property Review is included on the Working Plymouth work programme for 2014/15.				
Scrutiny Review Proposals		Description		