


APPENDIX 2

	<b>Minutes of Wealthy Theme Group Meeting</b> Date: Monday 29 March 2010 Venue: Cité Restaurant Attachments:  Next Meeting Date: Monday 24 May 2pm – 4pm	
<p><b>Attendees</b></p> <p><b>Board</b>                  Douglas Fletcher Chair (DF)                  David Draffan (DD)                  Richard Thomas (RT)                  Roger Pipe (RP)                  Paul Glossop (PG)                  Nigel Halford (NH)                  Charles Tharnthong (CTh)                  Graham Morris (GM)                  Viv Gillespie (VG)</p> <p><b>Standing advisers</b>                  Carl Budden (CB)</p> <p><b>Supporting officers</b>                  Lesley Allinson (LA)                  Jeffery Kenyon (JK)                  Chris Grace (CG)</p> <p><b>In Attendance</b>                  Gavin Carrier                  Matthew Cross (MC)                  Stephen Hulance (SH)                  Sam Mills (SM)                  Philip Heseltine (PH)                  John Dixon (JD)                  Bob Bremner (BB)</p> <p><b>Apologies</b>                  Julian Beer (JB)                  Jacki Williams (JW)                  Jackie Young (JY)                  Cllr Ted Fry (TF)                  Ian Gent (IG)                  Anthony Payne (AP)</p>	<p><b>Organisation</b></p> <p>Plymouth Chamber                  Plymouth City Council                  FSB                  Millfields Trust                  GOSW                  Tamar Science Park Ltd                  Jubb Consulting                  Engineers                  Employment &amp; Skills Board                  City College Plymouth</p> <p>SWRDA</p> <p>Plymouth Chamber                  Plymouth City Council                  Plymouth City Council</p> <p>Plymouth CDC                  Plymouth CDC                  Plymouth CDC                  Plymouth City Council                  Plymouth City Council                  Plymouth City Council                  Devon &amp; Cornwall                  Housing Association</p> <p>University of Plymouth                  Jobcentre Plus                  Plymouth City Council                  Plymouth City Council                  Business Link                  Plymouth City Council</p>	<p><b>Email</b></p> <p><a href="mailto:chairman@plymouth-chamber.co.uk">chairman@plymouth-chamber.co.uk</a>  <a href="mailto:david.draffan@plymouth.gov.uk">david.draffan@plymouth.gov.uk</a>  <a href="mailto:energy@dartguard.com">energy@dartguard.com</a>  <a href="mailto:Roger.pipe@millfieldstrust.com">Roger.pipe@millfieldstrust.com</a>  <a href="mailto:paul.glossop@gosw.gsi.gov.uk">paul.glossop@gosw.gsi.gov.uk</a>  <a href="mailto:nrhalford@sciencepark.org.uk">nrhalford@sciencepark.org.uk</a>  <a href="mailto:c.tharnthong@jubb.uk.com">c.tharnthong@jubb.uk.com</a>  <a href="mailto:grahammorris@springwater.fsnet.co.uk">grahammorris@springwater.fsnet.co.uk</a>  <a href="mailto:vgillespie@cityplym.ac.uk">vgillespie@cityplym.ac.uk</a></p> <p><a href="mailto:carl.budden@southwestrda.org.uk">carl.budden@southwestrda.org.uk</a></p> <p><a href="mailto:lesley.allinson@plymouth-chamber.co.uk">lesley.allinson@plymouth-chamber.co.uk</a>  <a href="mailto:Jeffery.kenyon@plymouth.gov.uk">Jeffery.kenyon@plymouth.gov.uk</a>  <a href="mailto:Christopher.grace@plymouth.gov.uk">Christopher.grace@plymouth.gov.uk</a> <a href="#">mailto:</a></p> <p><a href="mailto:Gavin.carrier@plymouthcdc.org.uk">Gavin.carrier@plymouthcdc.org.uk</a>  <a href="mailto:Matthew.cross@plymouthcdc.org.uk">Matthew.cross@plymouthcdc.org.uk</a>  <a href="mailto:Stephen.hulance@plymouthcdc.org.uk">Stephen.hulance@plymouthcdc.org.uk</a>  <a href="mailto:Sunita.mills@plymouth.gov.uk">Sunita.mills@plymouth.gov.uk</a>  <a href="mailto:Philip.heseltine@plymouth.gov.uk">Philip.heseltine@plymouth.gov.uk</a>  <a href="mailto:John.dixon@plymouth.gov.uk">John.dixon@plymouth.gov.uk</a>  <a href="mailto:Bob.Bremner@dcha.co.uk">Bob.Bremner@dcha.co.uk</a></p> <p><a href="mailto:julian.beer@plymouth.ac.uk">julian.beer@plymouth.ac.uk</a>  <a href="mailto:jacki.williams@jobcentreplus.gsi.gov.uk">jacki.williams@jobcentreplus.gsi.gov.uk</a>  <a href="mailto:Jackie.young@plymouth.gov.uk">Jackie.young@plymouth.gov.uk</a>  <a href="mailto:ted.fry@plymouth.gov.uk">ted.fry@plymouth.gov.uk</a>  <a href="mailto:ian.gent@blpeninsula.co.uk">ian.gent@blpeninsula.co.uk</a>  <a href="mailto:Anthony.payne@plymouth.gov.uk">Anthony.payne@plymouth.gov.uk</a></p>

**Distributed in hard copy for information only:**

Item	Details	Action	By Who	By When
1	<p><b>a. Welcome/Introductions/Apologies</b> DF welcomed all to the meeting and thanked VG for hosting today.</p> <p><b>b. Minutes of previous meeting</b> The minutes were agreed</p> <p><b>c. Matters arising</b></p> <ul style="list-style-type: none"> <li>• DD advised that PCC Cabinet had approved the Place Management report. He added that the SPMO working group were currently working on the legal structure which needed to be completed before an advert could be placed for the manager post identified in the Cabinet report. The post was hoped to be filled in September. DF asked DD to update the WTG at the next meeting.</li> <li>• NH had volunteered for the task group to look at the group's representation.</li> <li>• The LAA targets had been amended with the group's recommendations.</li> <li>• RT and DD had met to discuss the Local Procurement but agreed that an additional meeting was required to plan progress. CG was asked to attend the meeting.</li> </ul> <p><b>d. WTG Work Programme 2010</b> JK advised that the work programme had no updates. All were asked to advise JK of any items they would like added to the work programme.</p>	<p><b>Update on Waterfront BID</b></p> <p><b>Meet to discuss Local Procurement</b></p>	<p><b>DD</b></p> <p><b>RT, DD &amp; CG</b></p>	<p><b>24 May</b></p> <p><b>25 April</b></p>
2.	<p><b>Local Transport Plan 3 – SM &amp; PH (link to presentation - <a href="#">WTG LTP 3 presentation March10 290310.PDF</a> )</b> DF welcomed SM and PH to the meeting. PH advised the group that in the past LTPs had been for 5 years but LTP3 was be planned for 15 years as this would run in parallel to the Local Development Framework and the Regional Spatial Strategy which are longer-term strategies. To ensure success with LTP 3, buy-in from all sectors in the community is required and there was therefore a series of events panned, starting in April.</p>	<p><b>Final draft to be presented</b></p>	<p><b>PH &amp; SM</b></p>	<p><b>26 July</b></p>

	<p>DF advised that he was keen for the WTG to assist where possible and asked PH &amp; SM to show the final draft to this group before it was adopted. He thanked them for attending the meeting today. Any comments or questions on LTP3 to be forwarded to SM and/or PH.</p>			
<p><b>3.</b></p>	<p><b>Plymouth City Development Company work programme – GC, MC &amp; SH</b></p> <p>GC advised the group that this was a draft business plan that was confidential, currently only the PCDC board had seen it. Before being adopted it required approval from the board, their funders - PCC, RDA and HCA. The presentation followed with SH and MC presenting their relevant departments, with a discussion following. GC advised that the business plan would be updated with the WTG recommendations, then shown to the PCDC board for finalisation before being sent for consideration by the funding partners. Once approved, the business plan would be adopted, this process taking approx 2-3 months. GC advised that the business plan was ambitious and for success would require buy-in from all city stakeholders. DF thanked GC &amp; MC and SH for coming today and asked PCDC to update the WTG at the meeting on 24 May. He asked JK and DD to add the PCDC workplan to the work programme and future agendas. DF commented that the WTG were pleased with such a wide ranging review but they were cautious that the plan was in danger of lacking clear focus. From the scale of the agenda identified in the LES the PCDC could only deliver in close collaboration with partners and the private sector and it would be helpful if the business plan was able to clearly identify those activities that the PCDC will be undertaking and to advise what activities will be carried out by partners.</p> <p>It was felt that the PCDC risks having too broad a focus and should clearly define those projects where it can have most impact and be clear of the timescales to achieve. A better balance also needs to be struck between those projects that will be delivered over a 15 to 20 year period and those of a more short term nature.</p>	<p><b>Update on PCDC business plan</b></p> <p><b>Include on agendas</b></p>	<p><b>GC</b></p> <p><b>JK &amp; DD</b></p>	<p><b>24 May</b></p> <p><b>24 May</b></p>

	<p>The WTG is also aware of the need to drive private sector funding as well in addition to the existing public sector grants for PCDC's future and it was felt the business plan is a good opportunity to identify how the private sector can best engage in this area.</p> <p>The WTG would like to have more confidence in the plan and this will be helped when they are advised that the PCDC board have approved the plan.</p>			
<p><b>4.</b></p>	<p><b>Plymouth Local Investment Plan (LIP) – JD (link to presentation - <a href="#">100329 WTG LIP.ppt</a> )</b></p> <p>JD advised that the LIP was a draft delivery plan for 12 months based on committed spend, but that it is hoped that in the future to produce a draft of a matrix for an informed approach and that stakeholders would be engaged at a much earlier stage. The LIP would be have a first draft soon as the document was being consulted upon.</p> <p>DF asked if DD could distribute a paper on how GVA is calculated and confirm the target percentage and date for the increase in GVA as per the LES.</p> <p>JD advised that the amendments discussed would be made before the first draft was distributed.</p> <p>It was agreed that it would be useful to identify Plymouth's top 10 priorities. Any comments or questions on Plymouth LIP to be forwarded to JD.</p>	<p><b>Demystification piece on GVA</b></p>	<p><b>DD</b></p>	<p><b>24 May</b></p>
<p><b>5.</b></p>	<p><b>Date of next meeting and finish:</b></p> <p><b>Monday 24 May 2010 at 2pm – 4pm at the Council House</b></p>			



## Results of Wealthy Theme Group Meeting

Date: Monday 24 May 2010

Venue: TSP

Attachments:

Next Meeting Date: Monday 26 July 2pm – 4pm

### Attendees

#### Board

Douglas Fletcher Chair (DF)  
 David Draffan (DD)  
 Richard Thomas (RT)  
 Paul Glossop (PG)  
 Nigel Halford (NH)  
 Graham Morris (GM)  
 Viv Gillespie (VG)  
 Cllr Ted Fry (TF)  
 Ian Gent (IG)  
 Jacki Williams (JW)

#### Standing advisers

#### Supporting officers

Lesley Allinson (LA)  
 Jeffery Kenyon (JK)  
 Chris Grace (CG)

#### In Attendance

Gavin Carrier  
 Matthew Cross (MC)

#### Apologies

Julian Beer (JB)  
 Jackie Young (JY)  
 Anthony Payne (AP)  
 Roger Pipe (RP)  
 Carl Budden (CB)  
 Charles Tharnthong (CTh)

### Organisation

Plymouth Chamber  
 Plymouth City Council  
 FSB  
 GOSW  
 Tamar Science Park Ltd  
 Employment & Skills Board  
 City College Plymouth  
 Plymouth City Council  
 Business Link  
 Jobcentre Plus

Plymouth Chamber  
 Plymouth City Council  
 Plymouth City Council

Plymouth CDC  
 Plymouth CDC

University of Plymouth  
 Plymouth City Council  
 Plymouth City Council  
 Millfields Trust  
 SWRDA  
 Jubb Consulting Engineers

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Item	Details	Action	By Who	By When
1	<p><b>e. Welcome/Introductions/Apologies</b> DF welcomed all to the meeting.</p> <p><b>f. Minutes of previous meeting</b> The minutes were agreed</p> <p><b>g. Matters arising</b></p> <ul style="list-style-type: none"> <li>• DD reported that the Waterfront BID was progressing well. Funding had been secured for the place manager, the post was hoped to be filled by 1 October. The BID was scheduled to start in April 2012. DD would distribute a brief with the minutes.</li> <li>• CG &amp; RT were meeting with Jane Keeley from PCC to discuss local procurement this month.</li> <li>• GC advised that the PCDC Business plan was making progress and was to be presented to their Board in June for signing off, it would then need to signed off by the HCA, RDA and PCC. GC hoped to be able to present the final business plan to the WTG on 26 July.</li> <li>• JK distributed a demystification piece on GVA.</li> </ul>	<p><b>Write a brief on the Waterfront BID</b></p> <p><b>Present PCDC Business plan</b></p>	<p>DD</p> <p>GC</p>	<p>28 May</p> <p>26 July</p>
2.	<p><b>Plymouth marketing – GC &amp; MC</b></p> <p>GC advised that the steering group for the marketing of Plymouth was made up of a diverse group – Jane Chafer from UoP, Duncan Currall, MC, GC, DD, Adrian Vinken from Theatre Royal and David Parlby from PCCI. The process was a five step plan and the third step had now been completed. Through vast amounts of consultations Lloyd Northover and the steering group had devised a flexible marketing idea which included a strapline of “Positively Plymouth” and a unifying grid – which incorporated a hidden gem theme. Sub messages that would be included in the marketing plan were – Plymouth the original, Making Waves and Work, Rest and Plymouth. The final plan was flexible as the images in the grid could be changed to promote different aspects of the city and for different markets.</p> <p>MC reported that the rollout of plan was a pivotal time as it would give the city direction and ambition. The roll out time was scheduled from May through to September which was hoped to give maximum value to the utilisation. He thought that the marketing plan could be a major tipping point for inward investors. PR for the plan would include local press and radio. “Positively</p>			

	<p>Plymouth” and the grid would be available for PCDC’s stakeholders from 27 May, the official reveal, onwards. Those who wished to use it were asked to contact MC. There would be no large launch event but MC felt it more important to raise the profile through schools, UoP, Theatre Royal and other stakeholders. The marketing toolkit would be delivered by Lloyd Northover with rules and restrictions for use, there would be an intranet site in the future to maintain ownership of the branding. The measurement of impact would be difficult but behaviour before and after would be gauged. The marketing plan was hoped to be a catalyst for increased inward investment. DF thanked MC &amp; GC for their presentation and wished them good luck on their journey.</p>			
<p><b>3.</b></p>	<p><b>Revised Terms of Reference – DF &amp; DD</b>  DF explained that the review work had been undertaken by PCC’s Economic Development team and he would like a decision made at the end of today’s meeting  DD advised that a sub group – NH, DD &amp; DF had met to review the remit of the group, membership of the group and frequency of meetings.  The review of the TOR showed the need to refocus but not a complete rewrite. The LES was at the centre of the work undertaken by the WTG and it was the group’s responsibility to ensure that delivery partners were held to account. There were 5 themes in the LES – Business, Skills, Centres, Participation and Leadership.  In the original WTG TOR it was stated that the group would be private sector led but this has been lost over the last 4 years.  CG reported that the review had been done objectively to help move forward the work of the group. He advised that it was important to have TOR that were fit for purpose. The proposed change in membership was key to the success of the group as private sector representatives would have better understanding of the economy and the employment market. The group would have no more than 12 members and the Chair would be from the private sector, he reminded all the Chair was accountable to the LSP Board and could be deselected if felt necessary. The Chair would be asked to recruit suitable people from the private sector.</p>			

	<p>The proposed changes were agreed by those present with the following amendments/additions</p> <ul style="list-style-type: none"> <li>• Sub/under groups for delivery to be formed</li> <li>• More information on the sub regional agenda</li> </ul>			
4.	<p><b>Proposed Future Work Programme – DF &amp; DD</b></p> <p>DD proposed that future meetings follow the 5 themes in the LES, therefore there would be 5 meetings a year, each one focussing on a different theme. The meetings would start with an assessment of performance and identifying the gaps in delivery. A report after each meeting would then be sent to the LSP Board. The Economic Development team would undertake all the pre work. This format would enable annual refreshes for the action plans annexed to the LES which were currently out of date.</p>			
5.	<p><b>Any other business</b></p> <ul style="list-style-type: none"> <li>• JW advised that some of the narratives on the LAA report were incorrect on the stretch targets.</li> <li>• GM reported on the GVA report that over the last 10 years reduced employment figures in the engineering sector actually resulted in increased productivity.</li> <li>• DF thanked all for attending and he would advise the revised membership once the review was complete.</li> </ul>			
6.	<p><b>Date of next meeting and finish:</b></p> <p><b>Monday 26 July 2010 at 2pm – 4pm at the Drake Suite, Tamar Science Park</b></p>			





## Results of Wealthy Theme Group Meeting

Date: Monday 26 July 2010  
 Venue: Drake Suite, Tamar Science Park  
 Attachments:

Next Meeting Date: Monday 13 September 2pm – 4pm

### Attendees

#### Board

Douglas Fletcher Chair (DF)  
 David Draffan (DD)  
 Richard Thomas (RT)  
 Paul Glossop (PG)  
 Nigel Halford (NH)  
 Graham Morris (GM)  
 Cllr Ted Fry (TF)  
 Ian Gent (IG)  
 Jacki Williams (JW)

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 Roger Pipe (RP)  
 Carl Budden (CB)  
 Charles Tharnthong (CTh)  
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 Jobcentre Plus

Plymouth Chamber  
 Plymouth City Council  
 Plymouth City Council

University of Plymouth  
 Plymouth City Council  
 Plymouth City Council  
 Millfields Trust  
 SWRDA  
 Jubb Consulting Engineers  
 Plymouth CDC  
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1	<p><b>h. Welcome/Introductions/Apologies</b> DF welcomed all to the meeting.</p> <p><b>i. Minutes of previous meeting</b> The minutes were agreed</p> <p><b>j. Matters arising</b></p> <ul style="list-style-type: none"> <li>• DD gave a brief update on the Waterfront BID. A legal company had been set up in the name Destination Plymouth with subsidiaries – Waterfront partnership and City Centre Company. The Board of Directors is chaired by Duncan Currall and consisted of Adrian Vinken, DF, Landlords from Prudential and Sutton Harbour, The Leader Vivien Pengelly and Barry Keel. The Waterfront BID manager is in the process of being recruited from a high standard of applicants. The comments made at the last WTG had been acknowledged and the focus for the visitor economy would no longer be the Hoe, the Barbican and the Waterfront but would include other areas. A visitor and tourism strategy will be drafted for April 2011 and will have clear targets. The Waterfront BID brief is attached to these minutes.</li> <li>• CG and RT had met with Jane Keeley and had identified the challenges. RT reported that the next Plymouth Procurement Forum meeting would look at refocusing the groups efforts away from Sell2Plymouth to include higher value contracts as many local companies had the ability to deliver much larger contracts than were currently offered on Sell2Plymouth. In the new updated WTG process Local Procurement would fit under the Business theme.</li> <li>• A website for the marketing of Plymouth would be available in August 2010. Branding templates were available now from PCDC.</li> <li>• The revised TOR would be discussed at the LSP board in August. DF advised that he had not yet recruited 7 private sector members but was keen for quality over quantity; he was also keen to</li> </ul>	<p><b>Distribute Waterfront brief</b></p>	<p><b>DD</b></p>	<p><b>13 September 2010</b></p>

	<p>recruit new people rather than the current pool of people on many boards within the city. TF offered DF some suggestions of people to approach</p>			
<p>2.</p>	<p><b>Proposed meeting dates for 2010-11 and outline of WTG Operation – JK</b>  JK advised the group of the new proposed future dates  Monday 28 February 2011  Monday 23 May 2011  Monday 18 July 2011  The dates and times of future meetings would be dependant on the new members so were provisional currently. Papers in future would be distributed 10 days prior to the meetings to enable members to read the increased number of papers. Each meeting would be focussed on a theme and updates from previous meetings to ensure work is being carried forward. Meetings would now be planned in advance as reports would be commissioned and reviewed prior to the meetings. Partners would be invited to sub meetings to compile and agree reports prior to meetings and would be asked to send a small delegation to present to the group on their specific topic. DD &amp; JK would work on commissioning future meeting reviews in advance. Future themes were discussed and JK was asked to distribute a cruise liner briefing paper to the group – attached to the minutes.</p>	<p><b>Distribute Cruise liner brief</b></p>	<p><b>JK</b></p>	<p><b>13 September 2010</b></p>

<p><b>3.</b></p>	<p><b>Digital Plymouth Update - DD</b>  DD advised the group that decent progress had been made on the Digital Plymouth project, which was led by PCDC and PCC. The project's target was to deliver super fast broadband to homes and businesses in Plymouth and the surrounding area. Fibrecity had approached Plymouth approx 3 years ago. Previous blockages had been queries on reinstatement solutions for different road surfaces and a worry of future pricing due to their monopoly. The process was at the last stage, terms &amp; conditions needed to be agreed. Once queries were resolved the contract with Fibrecity could be signed in late August with work starting in January. No public money was required for the project merely PCC cooperation. The possibility of Adjacency Funding for Plymouth in light of the Broadband initiative in Cornwall was discussed, CG was asked to research with the help of SWRDA.  DD would update the group on Digital Plymouth at the next meeting.  Digital Plymouth summary - Adroit:  <a href="http://www.plymouth.gov.uk/digital_plymouth_report.pdf">http://www.plymouth.gov.uk/digital_plymouth_report.pdf</a></p>	<p><b>Research Adjacency Funding</b></p> <p><b>Update on project</b></p>	<p><b>CG</b></p> <p><b>DD</b></p>	<p><b>13 September 2010</b></p> <p><b>13 September 2010</b></p>
<p><b>4.</b></p>	<p><b>Update on Plymouth City Airport - DD</b>  DD updated that Air Southwest had been put up for sale by Sutton Harbour. PCC were being kept informed and working through any issues. It was a complex sale but all involved wanted a resolution suitable for the city. The group would be updated at the next meeting. DD was asked to distribute the York Aviation report undertaken in 2008 which helped form ASW's 5 year business plan.   Airport Study - York Aviation:  <a href="http://www.plymouth.gov.uk/homepage/environmentandplanning/planning/planningpolicy/ldf/ldfbackgrounreports/brairportstudy.htm">http://www.plymouth.gov.uk/homepage/environmentandplanning/planning/planningpolicy/ldf/ldfbackgrounreports/brairportstudy.htm</a></p>	<p><b>Distribute York Aviation report</b></p>	<p><b>DD</b></p>	
<p><b>5.</b></p>	<p><b>Plymouth City Development Company - DF</b>  DF advised that after a discussion with GC it had been agreed to remove the PCDC business plan off the agenda as questions on future funding had not yet been resolved and it was thought this would take precedence at the meeting.  The PCDC board had signed off the business plan but the 3 funding partners had yet to do so.  The group would be updated at the next meeting.</p>	<p><b>Update on PCDC</b></p>	<p><b>GC/DF</b></p>	<p><b>13 September 2010</b></p>

<p><b>6.</b></p>	<p><b>Impact of unemployment and the public sector – JK</b>  JK reported that it was an uncertain picture as he had struggled to get confirmed numbers for job losses within the city. All agreed that large job losses either in or outside the city could have consequences for the area. JK was offered suggestions of job losses not in his report, he asked all to email him with any up-to-date figures or intelligence as it becomes available. The importance of a joined up task force for those who lost their jobs was key to the future retention of skills within the city, this would avoid duplication and confusion. If guidance and support was given as early as possible it would help individuals. All were aware that the partners currently on the task force could soon need a task force.</p>	<p><b>Examination to make sure Task Force is fit for purpose</b></p>	<p><b>JW</b></p>	<p><b>13 September 2010</b></p>
<p><b>7.</b></p>	<p><b>AOB</b>  DF thanked NH for hosting the meeting today.</p>			
<p><b>8.</b></p>	<p><b>Date of next meeting – Monday 13 September 2010, 2pm until 4pm at the Council House in the Temeraire Room</b></p>			