

# WTG Induction

**Monday 20 September 2010**



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DF welcomed all to the new refreshed WTG. He advised that the group would now have more private sector representation – Dawn Bebe from Inshore Media, Simon Chamberlain from Ultimate Succession, a representative from Babcock had all accepted their invitation to join the group. Nigel Godefroy from Sutton Harbour had been invited DF was awaiting his decision. He reported that he thought it was good to have a full complement of private sector representatives. It would provide the group with sufficient contribution and commitment which were key to progress. Letter of thanks would be sent to those people that were no longer required on the group.

- Overview of the Local Strategic Partnership
- Overview of the WTG
- Expectations of membership
- Overview of meetings



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# Overview of the Local Strategic Partnership (LSP)



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## Background

- **Non-statutory body** but due to Neighbourhood Renewal status there was a requirement
- **Commissioned Mackay** to produce a spatial vision for the city centre and its surrounds
- **P2020 Annual Neighbourhood Renewal Index of Deprivation** – setting our priority neighbourhoods of need in the City
- **Approx. £2m** per year to tackle deprivation
  - Published the **Sustainable Community Strategy 2007-2020** – setting out the long-term vision and priorities for Plymouth
  - Improved performance on **outcomes** for local people



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The LSP is a non-statutory body. It was set up in Plymouth because of the Neighbourhood Renewal funding that was received. It has had a number of successes including the commissioning of the Mackay Vision which underpins a number of PCC strategies. It has also produced the Sustainable Communities Strategy which helps to underpin the work of the various Theme Groups.

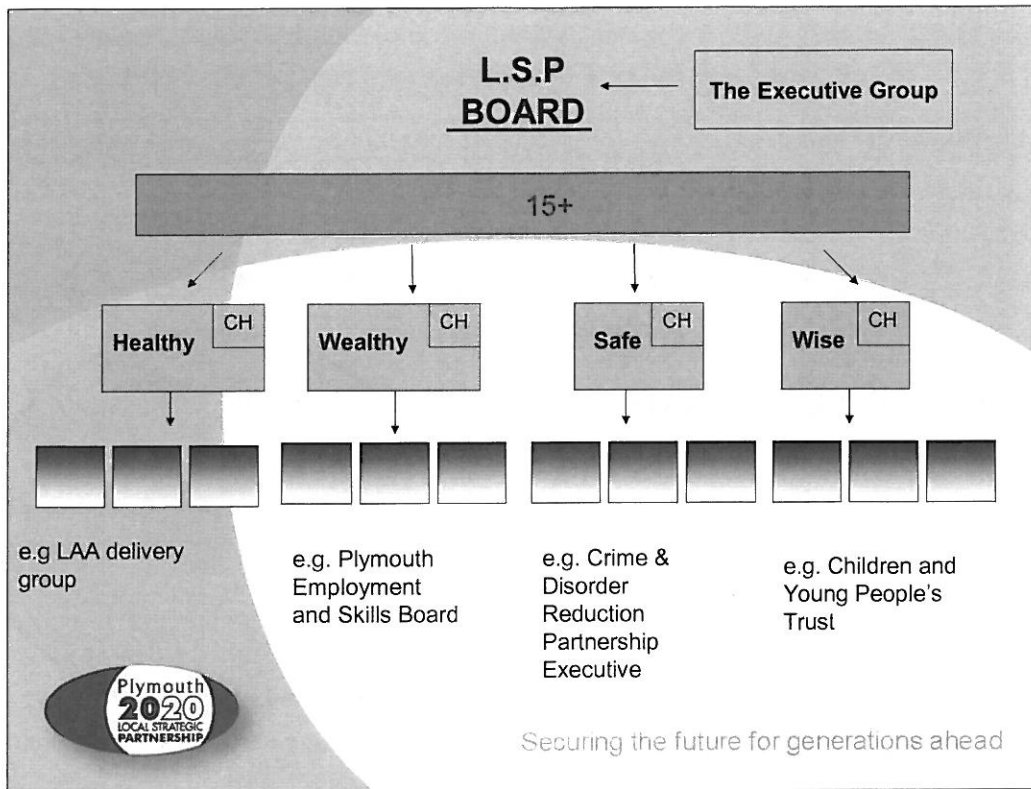
# Sustainable Community Strategy

- Our vision
- Sets out key priorities for change
- Actions to deliver them
- The Local Area Agreement is the main delivery vehicle



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This slide sets out the various components of the Sustainable Community Strategy. The LAA is a measure of improvement set locally whereby a number of targets are set using the National Indicators, successful completion of which result in grants to the Council and its partners. Responsibility for the LAAs is split between the Theme Groups, including Wealthy, and delivered by the various partners.



The LSP Board comprises of some 15+ members and is made up of representatives of the Theme Groups (the Chairs). In turn, the Theme Groups also comprise of members representing other organisations.

## VISION FOR CITY

By 2020 Plymouth will be... One of Europe's finest, most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone.

### Four Visionary Goals

A Healthy place to live and work	City which creates and shares prosperity	A safe and strong city	A centre for learning, achievement and leisure
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### Eight Themes

Improving health and well-being	Developing a prosperous economy	Promoting community safety	Raising educational achievement
Promoting inclusive communities	Developing an effective transport system	Maintaining a clean and sustainable environment	Stimulating culture and leisure activities

### Corporate objectives



Improving our customers' experience	Improving our city	Improving our council
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The Plymouth Vision is split into four visionary goals, which correspond to the four Theme Groups of the LSP – Healthy, Wealthy, Safe & Strong, and Wise. In turn, the eight themes represent two for each of the Theme Groups. The Wealthy Theme Group has the two themes of

- Developing a prosperous economy
- Developing an effective transport system

Alongside this are three PCC Corporate Objectives.

## City & Council priorities

Increasing Growth	Creating the skills and infrastructure to develop the economy
Raising Aspiration	Raising the skills and expectations of Plymouth
Reducing inequalities	Reducing the inequalities gap, particularly around health
Building Capacity	Strengthening civil society; partners maximising resources to benefit customers & making efficiencies



8

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DD advised that the City & Council priorities were awaiting approval by the LSP Board. The LSP no longer wants the theme group to work alone in the future but have a more joined up approach with the other theme groups. Plymouth City Council (PCC) would be the lead re accountability, but DD pointed out that they would be unable to deliver alone, they would require partners to assist with delivery. If the Local Economic Strategy was delivered the city would achieve its goals. DF felt it key to the success of the city that the Economic Development Service budgets were not reduced in PCC's scheduled budget cuts.



# Overview of the Wealthy Theme Group (WTG)



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## Wealthy Theme Group Outcomes

- Increase jobs by 30,000 by the year 2020 (pro rata from 42,500)
- Increase GVA of employment from 90% to 100% of national average by 2016
- Increase the number and diversity of sustainable businesses
- Execute the growth within the proposed carbon reduction targets



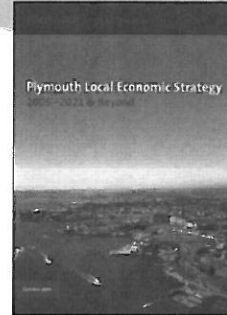
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There are four main outcomes listed on the slide which the WTG is working towards in order to achieve its aims.

The group felt it was important to not forget the work required to sustain existing employment and to look at the difficulties of employers. Plymouth were heavily dependant on public sector employment – 38% of workforce. 35,000 people were currently employed but funding cuts may result on a loss of 4,500 jobs. The need to re-skill public sector workers to enable them to be employable in the private sector was discussed.

## Wealthy Theme Group and the LES

- LES has been placed at the heart of the work of the WTG
- A Partnership led agenda
- A 'Holding to Account' role
- The LES must be a living document
- Performance Management
- ***Delivery! Delivery! Delivery!***



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The group agreed that their focus should be on key areas to ensure quick wins.

The LES forms the key document that the WTG should follow, and the Action Plan of which the group will be working to achieve.

# The Local Economic Strategy

- The LES works towards the City Vision objective **'Developing a prosperous economy'** seeking to realise the following aspirations:
  - A highly **competitive** City, well **recognised** and **branded** on the global economic stage
  - A City with a **balanced, diversified and knowledge intensive** business base
  - A City Region with **well connected and inclusive** communities
  - A City with an **adaptable and skilled** workforce, constantly learning
  - A City where strong stakeholders and agencies work effectively together to **deliver shared priorities**
  - A City where a genuine commitment to **sustainable development** reinforces a set of **unique environmental assets**



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The LES sets out a number of aspirations which underpin the work within it as listed in the slide.

## **Wealthy Theme Group and its relevance today**

- Plymouth is the engine of growth for the region
- Reduction in resources means smarter working between partners
- The private sector will ultimately create jobs and wealth as public sector contracts
- Prepare Plymouth for the up-turn, for it to be skilled appropriately
- Unify the direction of the city for both public and private partners through strong leadership



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All agreed that these were valid reasons for the need of the WTG.

## Wealthy Theme Group Members and Meetings

- Membership of the WTG to become **private sector** led and **delivery** focussed.
- Meetings are to be based around **delivery** of the five LES themes of:
  - Skills
  - Business
  - Centres
  - Participation
  - Leadership



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At each of the future meetings the relevant action plans would be reviewed. The Economic Development team (EDT) would be led by the requirements of the WTG in the work that they do, with the work plan of the EDT matching the themes of the WTG and the LES.

## Wealthy Theme Group members and meetings

- Each meeting will examine one theme in detail:
  - provision of background report of main issues
  - discussion of issues raised
  - amendment of the Action Plan activities, allowing an annual update
  - assignment of actions to partners
- Delivery partners will be brought in to WTG as appropriate, dependent on the theme



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The workings of the WTG are still under development as only once the meetings progress can a common structure be used. The meetings will all have an element of feeding back from previous meetings to ensure that work is continuing. They will also encompass a number of background papers which will be briefly presented on the themes under discussion. The aim of the WTG meeting will be to review the Action Plan for the theme and amend as necessary.

## Extract from Outline Delivery Plan

<b>Key Interventions/Projects Leading to 2020</b>	<b>Delivery Date</b>	<b>Lead Organisation</b>
<p><b>1. Business</b>  <i>Mobile and Expanding Investment</i>  <i>Entrepreneurship</i>  <i>Growing SMEs</i>  <i>Priority Sectors</i></p> <p><i>e.g. developing the priority sectors to create new businesses</i>  <i>city marketing strategy</i>  <i>defining appropriate leadership bodies for each Priority Sector</i></p>	<p><i>On-going</i>  <i>Dec 2013</i>  <i>Dec 2013</i>  <i>On-going</i></p>	<p><i>PCDC, University of Plymouth, SWRDA, Tamar Science Park, Business Link</i></p> <p><i>PCDC</i>  <i>PCDC</i>  <i>PMP, Maritime Plymouth, PMG...</i></p>
<p><b>2. Skills</b>  <i>Increase Level 4 qualifications</i>  <i>Effective Learning pathways</i>  <i>Workforce development</i>  <i>Knowledge transfer</i></p> <p><i>e.g. graduate retention programme</i>  <i>Knowledge Transfer Partnership</i></p>	<p><i>On-going</i>  <i>On-going</i>  <i>On-going</i>  <i>On-going</i></p>	<p><i>PCC Children's Services, City College, University of Plymouth, PESB, PCDC, Jobcentre Plus</i></p> <p><i>UoP, MarJon and others</i>  <i>UoP</i></p>



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Extract from the Action Plan in the LES.



## **Role of the New Economic Development Service**

- Many of the activities are undertaken by the E.D. Service – City Centre Company, Economic Development and Corporate Property
- Support the work of the WTG – background reports, support etc.
- Conduit to other Council Services involved in delivery of the LES



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The Economic Development Team (EDT) will be working with the five themes of the LES in order to aid in the delivery of the LES. This will also provide useful background information to members.

# Expectations of Membership



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## Theme Group Membership

Name	Organisation	New/Existing (new = new to TG in line with planning)	Role
Douglas Fletcher	PCCI	Existing	Chair
Richard Thomas	FSB	Existing	Member
Dawn Bebe	Cultural Board Member	New	
Graham Stirling	ESB/Bardon Corporation	New	
Simon Chamberlain	Ultimate Succession	New	
Nigel Halford	Tamar Science Park	Existing	
Julian Beer	University of Plymouth	Existing	
Cllr Ted Fry	Plymouth City Council	Existing	Elected Member
Viv Gillespie	City College	Existing	Education sector representative
Paul Glossop	GOSW	Existing	Regional level representative
Roger Pipe	Millfields	Existing	Third sector representative

As the WTG meetings will be based on the five themes of the LES the above is the core WTG. Relevant organisations will be asked to attend as necessary to offer their experience. There will also be background work prepared in advance to provide statistical analysis and reports on the Action Plan actions. These will include input from and be prepared in agreement with the various organisations involved in that meeting.



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## WTG Terms of Reference

- Members of the WTG will be expected to:
  - undertake work in between meetings
  - report back on activities
  - actively participate at meetings
  - attend meetings whenever possible; substitutes may not be sent



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As laid out in the slide on the WTG and meetings, there will be work ongoing in between meetings by both WTG members who are progressing work that has already been discussed, as well as work that will be discussed at forthcoming meeting.

# Overview of Meetings



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## Wealthy Theme Group Members and Meetings

- Meetings are to be based around **delivery** of the five LES themes of:
  - Skills
  - Business
  - Centres
  - Participation
  - Leadership



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Relevant advisors would be invited to each meeting dependant on the theme. 2 people from the EDT would take the lead for each theme. Task and finish groups may be needed to ensure delivery. People would be held to account on their sectors performance indicators, reports will be prepared in advance. Before the meetings sectors would be asked to show trends/updates against the current action plan. The group would decide the following

- Are the action plans still relevant
- What has been achieved
- What still needs to be actioned

## Wealthy Theme Group members and meetings

- Each meeting will examine one theme in detail:
  - provision of background report of main issues
  - discussion of issues raised
  - amendment of the Action Plan activities, allowing an annual update
  - assignment of actions to partners
- Delivery partners will be brought in to WTG as appropriate, dependent on the theme



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Timings of the meetings were discussed and it was agreed that the meeting on 11 October would be held at 12.30pm until 2.30pm as a trial. DF asked that any venues used had ample parking and were easily accessible for all. If members had any AOB for future meetings it should be sent to DD in between meetings.

## Wealthy Theme Group Members and Meetings

- Proposed schedule of meetings:
  - 11 October 2010 – Leadership
  - 13 December 2010 – Centres
  - 28 February 2011 – Skills
  - 23 May 2011 – Business
  - 18 July 2011 – Participation



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The group agreed that the meetings would follow the timetable below

Leadership – 11 October

Business – 13 December

Skills – 28 February

Participation – 23 May

Centres – 18 July

At the leadership meeting among the tasks to be completed was a structure chart for leadership of the city.

At each meeting there would be an update from the previous theme.

A theme champion from the group was to be introduced, any volunteers should contact JK. Douglas Fletcher has shown interest in the Leadership theme and Roger Pipe in Participation.

If members wanted to be more involved in the reporting for the meetings they should contact DD.

JK and CG would be the EDT “Go To” group for the WTG.

A positive statement and a group photograph would be sent as a press release to give a clear mission statement and their objectives to change any current preconceptions of the group. DD and DB agreed to meet to draft a press release.