

# Plymouth Growth Board

Venue: Plymouth University

Date: Monday 4 March

Time: 12.30 – 14.30

<p><b>Present:</b> Douglas Fletcher (Chair) (DF) Prof. Julian Beer (JB) Steve Cardew (SCa) Simon Chamberlain (SCh) Duncan Currall (DC) David Draffan (DD) Cllr. Tudor Evans (TE) Nina Sarlaka (NS) Dave Young (DY)</p> <p><b>Supporting Officers:</b> Stephen Bashford (SB) Josh Bunch (JBu) Chris Grace (CG) Jeffery Kenyon (JK) David Lea (DL)</p> <p><b>Observers:</b> Patrick Knight (PK) Paul Woods (PW)</p> <p><b>Presenters:</b> Patrick Hartop (PH) Simon Mallet (SM) Anthony Payne (AP) Tracey Guiry (TG) Kath Davies (KD)</p>	<p><b>Organisation:</b> Chamber of Commerce Plymouth University Kawasaki Precision Machinery (UK) Ultimate Succession Destination Plymouth Plymouth City Council Plymouth City Council Plymouth City Council City College Plymouth UNA Group</p> <p>Plymouth City Council Plymouth City Council Plymouth City Council Plymouth City Council Plymouth City Council</p> <p>Plymouth City Council Wolferstans</p> <p>Plymouth City Council Plymouth University Plymouth City Council Plymouth Culture Board Plymouth City Council</p>	<p><b>Email:</b> <a href="mailto:chairman@plymouth-chamber.co.uk">chairman@plymouth-chamber.co.uk</a> <a href="mailto:j.beer@plymouth.ac.uk">j.beer@plymouth.ac.uk</a> <a href="mailto:scardew@kpm-uk.co.uk">scardew@kpm-uk.co.uk</a> <a href="mailto:simon.chamberlain@ultimatesuccession.co.uk">simon.chamberlain@ultimatesuccession.co.uk</a> <a href="mailto:dc.enterprises@hotmail.co.uk">dc.enterprises@hotmail.co.uk</a> <a href="mailto:david.draffan@plymouth.gov.uk">david.draffan@plymouth.gov.uk</a> <a href="mailto:tudor.evans@plymouth.co.uk">tudor.evans@plymouth.co.uk</a> <a href="mailto:nsarlaka@cityplym.ac.uk">nsarlaka@cityplym.ac.uk</a> <a href="mailto:david.young@theunagroup.co.uk">david.young@theunagroup.co.uk</a></p> <p><a href="mailto:stephen.bashford@plymouth.gov.uk">stephen.bashford@plymouth.gov.uk</a> <a href="mailto:joshua.bunch@plymouth.gov.uk">joshua.bunch@plymouth.gov.uk</a> <a href="mailto:christopher.grace@plymouth.gov.uk">christopher.grace@plymouth.gov.uk</a> <a href="mailto:jeffery.kenyon@plymouh.gov.uk">jeffery.kenyon@plymouh.gov.uk</a> <a href="mailto:david.lea@plymouth.gov.uk">david.lea@plymouth.gov.uk</a></p> <p><a href="mailto:patrick.knight@plymouth.gov.uk">patrick.knight@plymouth.gov.uk</a> <a href="mailto:pwoods@wolferstans.com">pwoods@wolferstans.com</a></p> <p><a href="mailto:patrick.hartop@plymouth.gov.uk">patrick.hartop@plymouth.gov.uk</a> <a href="mailto:simon.mallett@plymouth.ac.uk">simon.mallett@plymouth.ac.uk</a> <a href="mailto:anthony.payne@plymouth.gov.uk">anthony.payne@plymouth.gov.uk</a> <a href="mailto:tracey.guiry@plymouth.ac.uk">tracey.guiry@plymouth.ac.uk</a> <a href="mailto:Kath.davies@plymouth.gov.uk">Kath.davies@plymouth.gov.uk</a></p>
<p><b>Apologies:</b> Phil Davies (PD) Ann James (AJ) Dylan Kalis (DK)</p>	<p><b>Organisation:</b> City College Plymouth NHS Yacht Havens</p>	<p><b>Email:</b> <a href="mailto:pdavies@cityplym.ac.uk">pdavies@cityplym.ac.uk</a> <a href="mailto:lucy.baber@nhs.net">lucy.baber@nhs.net</a> <a href="mailto:dylan@yachthavens.com">dylan@yachthavens.com</a></p>

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Item	Subject	Outcome
	<b>Plymouth University &amp; Western Morning News Growth Fund 2 - Simon Mallet</b>	
	<p>SM gave a presentation that outlined the Plymouth University &amp; Western Morning News Growth Fund 2 (PWGF2). SM explained that this will be a substantial extension of the previous programme, the PWGF1, which is regarded nationally as an example of best practice. The programme aims to create jobs across the peninsula by providing access to finance for SMEs to encourage them to expand. SME's are invited to apply for loans ranging from £25k to £150k from an investment pot of £3.6m. The University and Western Morning News also have funding allocated to help develop applications with the SME's and promote and manage the scheme.</p> <p>For more information on the PWGF2 please refer to the presentation attached to the email with these minutes.</p> <p>DD asked if there was an analysis of where the money from the first round was spent.</p> <p>SM explained that £112k went to businesses in Plymouth and out of that 13 jobs were directly created. This means that the cost per job is roughly £10k which is significantly lower than the national average for other RGF programmes.</p> <p>DF asked how this is being communicated to politicians as a good model.</p> <p>JB answered that he regularly meets with politicians and ministers and that they are very aware of how successful this model has been. JB went on to explain that the appraisal of expressions of interest is done on a voluntary basis by private sector individuals and recognised that the programme would not have been quite so successful without their input.</p> <p>DC questioned whether there was any information that outlined the types of jobs being created.</p> <p>SM explained that in Plymouth the majority of jobs created were in 'Tech' led businesses.</p>	

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	<p>JB added that all of this information is recorded and can be circulated to the group for their information.</p> <p>TE asked if this could include a breakdown of the cost of the voluntary work done by the private sector.</p> <p>DF thanked SM for the presentation</p>	<p>1. A paper detailing the facts and figures relating to the first round of the PWGF will be circulated to the group for their information. <b>JB</b></p> <p>2. Presentation to be circulated with minutes. <b>DL</b></p>
<b>1.</b>	<b>a. b. c.</b>	
	<p>a. DF welcomed attendees to the meeting and introduced Paul Woods to the group. PW will be taking over the role of Chair of the PGB from April. DF then gave apologies for PD and explained NS will be sitting in on the meeting in his place.</p> <p>b. The minutes of the previous meeting were agreed.</p> <p>c. All matters arising have been completed or will be addressed through the course of this meeting.</p>	
<b>2.</b>	<b>City Deal - Anthony Payne / Patrick Hartopp</b>	
	<p>AP entered the meeting to provide the group with an over-view of how the City Deal is progressing.</p> <p>AP explained that Plymouth along with 19 other cities across the country was invited to submit an expression of interest (EOI) to develop a City Deal by central Government. While all 20 submissions got through, 12 EOI's were selected to be fast tracked and Plymouth was one of them.</p> <p>The next stage is to work up the proposal and produce a 20 page outline document that includes information about the use of MOD assets, business support and the export / import initiative that will form the basis of the proposal.</p> <p>In parallel to this the City Deal working group will have to identify a number of freedoms and flexibilities (roughly 5 - 8 out of 20) out of the Core Package offer that will provide added value and enhance the impact for the Deal for the city. It was originally believed that the Core Package would be available to all cities in its entirety. AP is attending a workshop outlining more information on the Core Package offer on Friday 8<sup>th</sup> March.</p>	

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	<p>TE asked if our fast tracked status safeguards us against being dropped in the future.</p> <p>AP explained that while this cannot be guaranteed unequivocally there is a feeling that the Government are not looking to drop any of the cities.</p> <p>TE explained that the agreed governance with Devon and Cornwall is based largely around the benefits that would be received through the Core Package. Following the announcement that we will only receive 5 - 8 of the freedoms and flexibilities available could this relationship become difficult?</p> <p>DD added that the feeling that the goal posts have been changed is felt across the country and is very much echoed by eastern cities. DD explained that these cities are starting to push back to Government with their concerns.</p> <p>AP is looking to meet fortnightly with a working group to ensure the work continues and deadlines are met.</p> <p>AP explained that Government have also now asked all City Deal round 2 cities to submit an RGF bid to accompany the Deal. The working group will also be picking this work up.</p> <p>DF explained that working with the MOD on freeing up their assets can turn in to a long and drawn out process.</p> <p>AP explained that HCA funding has been looked at to aid in the freeing up of MOD land and that Portsmouth and Swindon are both in similar positions to Plymouth and so we will be looking to work with them to help in conversations with the MOD.</p>	
<b>3.</b>	<b>Local Economic Strategy Review - EISG / Stephen Bashford</b>	
	<p>DF explained that SB will also briefly present on the Plymouth Economic Review (PER) - 5b on the agenda.</p> <p>SB explained that he is looking to publish the 3<sup>rd</sup> edition of the PER by Friday 8<sup>th</sup> March. He went on to explain that this edition will focus on the labour market and the unemployment situation in the city.</p> <p>SB told the group that the 18 - 24 unemployed rate make up a</p>	

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<p>disproportionate amount of the total unemployment rates, roughly accounting for one third of the current pool. SB then informed the group that 28% of the 6000 currently unemployed people in the city have been claiming for over one year which as we know has an effect on the future earnings prospects of those people. SB explained that we want to avoid this becoming a structural problem for the city.</p> <p>DF suggested that the Economic Intelligence Sub Group (EISG) link in with the Employment Sub Group (ESG) to take this work forward.</p> <p>SB explained to the group that the EISG has been looking at how the review of the Local Economic Strategy should take place. He went on to present to the group on the process that was developed through the group.</p> <p>SB explained that the review would not be a complete rewrite and that the fundamental drivers of the economy will remain the same but the evidence base will be reviewed to ensure that it is up to date with where the economy is now following the double dip recession.</p> <p>SB told the group that the review will need to align with the Plymouth Plan and indeed will inform much of it which is why the LES review will be produced in advance of the Plymouth Plan.</p> <p>For more information on the LES review process please refer to the presentation attached to the email with these minutes.</p> <p>SCh asked whether the consultation process was over engineered with too large groups for effective consultation to take place.</p> <p>CG answered that the groups will not be too big specifically to avoid this issue. He added that we are open to changing the process should the PGB see fit.</p> <p>SCh asked what part the PGB will play in the review process.</p> <p>DD answered that the Leadership on the review will come through the Council. The Council will work strategically with the private sector through the PGB to encourage conversations to take place.</p> <p>TE explained that this needs to be presented to the public properly to ensure they are engaged with the process.</p> <p>SCh added that he is concerned that the suggested process may lead to</p>	<p>3. EISG to link in with the ESG in developing his work. <b>SB</b></p> <p>4. Presentation to be circulated with minutes. <b>DL</b></p>
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	<p>a lack of connectivity between discussions that take place at the ‘Theme Workshops’ and the ‘Sector Prioritisation’ groups.</p> <p>CG explained that to avoid a disconnect such as this, a bed of information will be developed and taken to those groups to guide and inform discussions.</p> <p>DF added that this will also ensure that the private sector asks are rational and achievable.</p> <p>SCh asked if there would be a reflection of the City Deal within this review.</p> <p>DD answered that the City Deal has not been mentioned specifically as it will be a fundamental to informing the review throughout the process.</p> <p>JB suggested that it may be necessary to make the inclusion of this more explicit.</p> <p>DD said that a note will be taken of the importance of the language used in communications and clarity of message.</p> <p>DF asked what was needed from the PGB.</p> <p>DD answered that he would like the PGB to help guide the membership of the discussion groups that will be created to take forward the LES review.</p> <p>DF agreed that the PGB will help to do this.</p>	<p>5. SB will populate the membership of the groups based on suggestions made by PGB. An update will be given at the next meeting. <b>SB</b></p>
<b>4.</b>	<b>City of Culture update - Tracey Guiry and Kath Davies</b>	
	<p>TG gave a brief presentation that outlined the main objectives behind putting a City of Culture bid together for Plymouth.</p> <p>TG explained that Plymouth has a good amount of cultural infrastructure in place but the community engagement levels are low. This makes the need to engage with a wide ranging group of people that much more necessary to help identify the strengths that already exist.</p>	

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	<p>TG would like to map how the cultural sector in Plymouth affects and supports the other priority sectors. By doing this TG believes that we can draw out the real economic value of the culture sector.</p> <p>TG went on to explain that there will be large scale media coverage of the city should bid be successful and she would like to find out how these big opportunities can work with the different sectors.</p> <p>TG explained that an outline timeline for programmes and funding will need to be developed.</p> <p>SCh suggested that the best way to secure funding for the events may be to ask for straight sponsorship from private sector companies.</p> <p>DF suggested that TG take what was said in this discussion and develop an ask for the sectors, outlining what is needed and come back to the PGB to present her ask.</p> <p>SCh suggested that it might be helpful if TG could find or produce a case study from previous winners of the City of Culture outlining the benefits to the companies in the city.</p> <p>SCa invited TG to attend and address the Plymouth Manufacturers Group and present the ask to them.</p>	<p>6. JK to ensure the City of Culture Bid is on the next PGB agenda. <b>JK</b></p> <p>7. Presentation to be circulated with minutes. <b>DL</b></p>
<b>5.</b>	<b>Written Updates</b>	
	<p>5d. DD outlined the main points contained within the ED scorecard that was circulated with the minutes.</p> <p>DF thanked DD for the paper and asked if it would be possible to provide benchmarks against the figures to show more explicitly that they are successes.</p> <p>5a. DY asked if the investment publication was being produced by a local company.</p> <p>CG explained that Burrows are not a local company but that if a local company had approached us we would have been happy to use them to produce the brochure.</p> <p>All thanked DF for his contribution to the PGB as Chair.</p>	

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Agreed forward dates:

29 April 2013

1 July 2013

2 September 2013

Jobcentre Plus

City College Plymouth

TBC