

## **Working Plymouth**

**Wednesday 14 October 2015**

### **PRESENT:**

Councillor Ricketts, in the Chair.

Councillor Murphy, Vice Chair.

Councillors Ball, Deacon, Fletcher, Mrs Foster (substitute for Councillor Martin Leaves), Jarvis, Morris, Parker-Delaz-Ajete (substitute for Councillor Hendy), Storer and Wheeler.

Apologies for absence: Councillors Hendy and Martin Leaves.

Also in attendance: David Draffan (Assistant Director for Economic Development), Paul Brookes (Programme Director – History Centre), Councillor Smith (Deputy Leader), Nicola Moyle (Head of Arts and Heritage), Gareth Simmons (Strategic Project Director), Esther Dugdale (Event Communications), Abby Coumbes (Event Communications), Paul Woods (Chair of the Growth Board), Patrick Hartop (Head of City Deal), Adam Hickman (Economic Strategy and Partnership Officer), Tudor Evans (Leader), Amanda Ratsey (Head of Economy, Enterprise and Employment), Gill Peele (Lead Officer) and Helen Rickman (Democratic Support).

The meeting started at 4.00 pm and finished at 6.10 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.*

### 60. **DECLARATIONS OF INTEREST**

There were no declarations of interest in accordance with the code of conduct.

### 61. **MINUTES**

Agreed that the minutes of 8 July 2015 were an accurate record of the meeting.

### 62. **CHAIR'S URGENT BUSINESS**

There were no items of Chair's Urgent Business.

### 63. **PLANNING AND BUILDING CONTROL**

This agenda item was deferred due to Officer sickness.

Agreed that the Planning and Building Control item would be discussed at the next scheduled meeting in December 2015.

64. **HISTORY CENTRE PRESENTATION**

David Draffan (Assistant Director for Economic Development), Paul Brookes (Programme Director – History Centre), Councillor Smith (Deputy Leader), Nicola Moyle (Head of Arts and Heritage), Gareth Simmons (Strategic Project Director), Esther Dugdale (Event Communications) and Abby Coumbes (Event Communications) provided Members with a further update on the History Centre Project.

Members were advised that –

- (a) the Working Plymouth scrutiny panel had received an update on the History Centre at a previous meeting on 30 September 2015 whereby officers provided a detailed sense of the building and ambitions; at this meeting Members would be introduced to Event Communications, the lead consultant for the project, whose representatives would discuss methodology, the content and community engagement;
- (b) Event Communications had been in business for 30 years, was considered to be Europe’s largest and leading visitor destination industry and had delivered over 200 destination projects since its establishment. Examples of projects delivered by Event Communications, relevant to the Plymouth History Centre, were presented including the following:
  - Experience of the Titanic – Belfast
  - Bletchley Park – Heritage Site
  - The Roman Baths
  - Mshed – Bristol
  - Southbank London
- (c) Event Communications had been appointed as consultants for the History Centre at the end of April 2015; the first phase of the development included master-planning whereby the entire visitor experience would be discussed and the use of space planned. Officers would work closely with architects in order to ensure that spaces were open and offered the flexibility required to meet aspirations;
- (d) the master-plan concept included two floors of primarily public spaces; areas included a large open foyer (facing St Luke’s Church) as well as galleries which would focus on telling the stories of Plymouth;
- (e) the team were aware of the need to create spaces that would result in repeat visitation and interest, and were exploring opportunities to create a space where visitors could learn new skills and look into their own history within the city;
- (f) between September and November 2015 officers had been undertaking content development and consultations; specific parts of the community had been contacted regarding the preliminary ideas for the content; partners and

stakeholders had been engaged;

- (g) there was an acknowledgement that not all of Plymouth's history could be presented/ displayed in the History Centre however exhibitions would be rotated to tell as many stories as possible and to add interest; officers were currently viewing 'elevator pictures' as a catalyst for discussing what the content of the galleries might contain;
- (h) in terms of next steps, the Heritage Lottery Fund bid would be undertaken between November 2015 to March 2016, the content of design exhibitions needed to be developed, public contribution needed to be defined, requirements of the architectural scheme needed to be coordinated and the risk review needed to be undertaken;
- (i) confirmation of the Heritage Lottery Fund would be notified to officers in June 2016 in preparation for the 2020 opening.

In response to questions raised it was reported that –

- (j) Officers confirmed that they would be engaging with representatives at the Citadel and Stonehouse Barracks as well as the Naval Heritage Centre in order to present a broader scope of the city's defences;
- (k) on opening in 2020 the History Centre exhibitions and displays would not form the 'fixed' visitor experience – part of the design of the project centred around the space being flexible to accommodate new exhibitions echoing that of national museums and galleries; a balance was required between providing creative space, telling Plymouth's history and having flexible programmable space;
- (l) Officers would aim to engage with the Lord Mayor's Mace Bearers due to their extensive knowledge of the city and lord mayoralty;
- (m) David Draffan was the Senior Responsible Officer for the project and the Council was responsible for the History Centre however this was a partnership and other stakeholders were actively engaged. A bid was currently with the Arts Council for £4m and officers were awaiting a response;
- (n) this project had cross party support as Councillor Glenn Jordan was a member of the board;
- (o) the total funding for the project was £32.11m (£28.07m capital and £4.04m revenue); the majority of the revenue costs was funded through the Heritage Lottery Fund however as round two of the bid the Council was required to present a plan of resilience;
- (p) it was considered that the Mayflower 'story' specifically in 2020 would have an international appeal, especially for US visitors;

- (q) officers were aiming to have a shortlist of possible projects for the History Centre by the middle of 2016 in time for the Heritage Lottery Fund;
- (r) Members of the public were encouraged to take part in the consultation for the History Centre by accessing the following weblink on the Council's website: [loveourpast@plymouth.gov.uk](mailto:loveourpast@plymouth.gov.uk); people were also encouraged to register on the mailing list to receive updates and take part in roadshow events. A programme of events would be circulated to Working Plymouth Members for their information;
- (s) a variety of different exhibition techniques were being used to ensure that some of the content of the History Centre would be relevant to the school curriculum; there would also be more than double the learning space in the new development than is provided on the existing site;
- (t) the building was being designed to ensure maximum flexibility of space therefore officers were working closely with architects to ensure that walls could be moved and that the placement of steel frames would not hinder this;
- (u) officers accepted the points raised by the Chair that the Working Plymouth scrutiny panel requested to keep an eye on how the History Centre will look, the governance arrangements and that future meetings of the panel are scheduled in line with History Centre timeline to ensure optimum engagement;
- (v) there was an offer from the Assistant Director for Economic Development to attend a select number of community workshops, local surgeries or 'have your say meetings' to continue the engagement process with residents; it was agreed that an email would be sent out to Councillors advising them of this invitation.

The Chair thanked officers for their attendance at the meeting.

Agreed to recommend to the Cooperative Scrutiny Board that –

#### History Centre

1. that the panel continue to monitor progress with the History Centre project planning, content design, funding and build and that meetings are arranged to coincide with future key milestones in the project plan;  
  
(that in addition to 1 above)
2. that the panel receive information on all consultation to date and the planned consultation timeframe to ensure that Working Plymouth have an ongoing opportunity to feed into the process further
3. that as the project progresses and gathers momentum the panel have a monitoring role to ensure that effective governance arrangements continue to be in place.

65. **ROLE OF THE LOCAL ECONOMIC PARTNERSHIP**

Please refer to minute 66 'Corporate Plan Monitoring'.

66. **CORPORATE PLAN MONITORING**

David Draffan (Assistant Director for Economic Development), Paul Woods (Chair of the Growth Board), Patrick Hartop (Head of City Deal), Adam Hickman (Economic Strategy and Partnership Officer) and Amanda Ratsey (Head of Economy, Enterprise and Employment) provided Members with an introduction to the Local Economic Partnership and a presentation upon Corporate Plan Monitoring.

Members were advised that –

- (a) Paul Woods had been Chair of the Growth Board for two years and was previously Chair of the Chamber of Commerce in Plymouth. The Growth Board met five times a year and was an informal public/ private partnership and was represented by Plymouth City Council with the membership of Councillor Evans (Leader of the Council), Tracey Lee (Chief Executive) and David Draffan (Assistant Director for Economic Development);
- (b) the Growth Board had the responsibility for overseeing the delivery of the Local Economic Strategy, were ambassadors for the city and were target and results driven;
- (c) the following were the six strands as drivers of growth for Plymouth:
  - Ocean City Infrastructure
  - Digital Economy
  - People, Communities and Institutions
  - Learning and Talent Development
  - Business Growth and Investment
  - Visitor Economy and Culture
- (d) the Chair of the Growth Board congratulated the role of the Council's Economic Development Team and said that there was better engagement between the private and public sector in the city now than there had been for the past 30 years and that this would pay dividends for the future success of Plymouth;
- (e) Plymouth was beginning to be nationally recognised for projects undertaken including and the City Deal, South Yard and History Centre; the aim now was to drive forward inward investment in the city;
- (f) inward investment in Plymouth was focused around the marine, hotel and social enterprise sectors; the Council actively worked to help businesses grow in the city by providing support and advice on grants, apprenticeships and funding.

- (g) the South Yard flagship project was a transformation growth project for part of the South West Local Enterprise Partnership; the site itself was 7 and ½ hectares in size and would be a marine industry campus. The aim of this project was to narrow the productivity gap in this sector in the south west region in comparison to the rest of the country. Significant progress had been made on site preparing the site for growth activity and a legal agreement had been signed by the MOD to transfer the land;
- (h) South Yard had been designed as an Enterprise Zone and was due to commence in 2016; there was a proposal for a technology centre which would link to 'in sea' testing for prototypes;
- (i) Plymouth was part of the Heart of the South West Local Enterprise Partnership that had their own strategy that strongly reflected Plymouth's objectives; Plymouth led on business projects on behalf of the LEP which included new business innovation space and business support services. Every year the HSWLEP would bid into the Growth Deal and so far Plymouth had done well and secured funding for the South Yard Project and Forder Valley Link Road. The next focus was Growth Deal 3 and future bids for funding;
- (j) the following LEP and EU funded projects had the following benefits for Plymouth:
- a grant of £6.7m awarded to Plessey from the Regional Growth Fund unlocked another £40m of growth;
  - Oceans Studio artists' studios secured £4.2m of funding and supported over 100 artists and was supporting graduate pathways from Plymouth University;
  - Plymouth Science Park Phase 5 secured £7m of funding and supported 190 jobs;
  - Hearder Court secured £2.7 million of funding and supported 80 jobs;
  - Drake Circus Leisure secured £40m of funding and would support 350 jobs with 12 cinemas and 14 restaurants;
- (k) the Council regularly tracked 4 Key Performance Indicators (KPIs) including productivity, net business growth, jobs and JSA claimant count:
- Plymouth's productivity was currently 97% - this was the highest it had been in several years;
  - Plymouth had 14% net growth in business; higher than anyone else in the Heart of the South West Area;
  - Since 2012 Plymouth has noticed a year on year decline in JSA Claimants – Plymouth was below the national average for the first time in 15 years
  - Total employment had gradually increased in the past 5 years
- (l) an offer letter detailing Growth Deal 2 funding had not yet been received despite the funding being announced; this was a cause for concern for Officers and was being followed up.

In response to a question raised regarding the Growth Board it was reported that Steve Gerry, employed by Plymouth Manufacturers Association, provided the Growth Board with a piece of analysis stating that Plymouth had more manufacturing than Bristol – Plymouth manufacturing was worth £730m whereas Bristol amounted to £600m – these figures were supported by the percentage of people employed – this information would be made available to Members of the Working Plymouth scrutiny panel.

The Chair thanked officers for their attendance at the meeting and for their presentation however confirmed that due to a lack of time Members of the scrutiny panel were unable to ask questions or further scrutinise the Corporate Plan Monitoring item.

Agreed to recommend to the Cooperative Scrutiny Board that an additional meeting of the Working Plymouth scrutiny panel is arranged before the next scheduled meeting to follow up on the Corporate Plan Monitoring presentation provided by officers.

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

Members noted the tracking resolutions document

68. **WORK PROGRAMME**

Members noted the Working Plymouth work programme and agreed to defer the Planning and Building Control item to the December 2015 meeting.

69. **EXEMPT BUSINESS**

There were no items of exempt business.

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