

SCRUTINY COMMITTEE - ECONOMY

11 November 2010

Present:

Councillor Stella Brock (Chair)

Councillors Mrs Danks, M A Baldwin, P J Brock, Payne, Prowse, Robson, Spackman, Sterry, Taghdissian and Ruffle

Interim Director Economy and Development, Head of Economy and Tourism and Member Services Officer (SLS)

Also present:

Councillor Greg Sheldon - Portfolio Holder for Economy and Tourism
Councillor Rachel Sutton - Portfolio Holder for Sustainable Development and Transport
Mr David Allen - University of Exeter

43 Minutes

The minutes of the meeting held on 2 September 2010 were taken as read, and signed by the Chair as correct.

44 Declarations of Interest

Members declared the following personal interests:

COUNCILLOR	MINUTE
Councillor Prowse	45 (student landlord)
Councillor Prowse	47 (member of Devon County Council regarding civil parking enforcement)
Councillors Mrs S R Brock, Ruffle and Spackman	49 (individual stallholders at Exeter Respect Festival 2010)

MATTERS FOR CONSIDERATION BY SCRUTINY COMMITTEE - ECONOMY

45 Presentation by David Allen, Exeter University

Councillor Prowse declared a personal interest as a student landlord.

A presentation was made by David Allen, Deputy Chief Executive of Exeter University about their development plans and the contribution made to the local economy as an employer, as an institution and economic driver. He also spoke about the impact of the spending review on the University and proposals for new graduate contributions. He referred to the University's proven reputation and provided detailed facts and figures about the two campus sites of Streatham and St Luke's and student numbers, which in term time made up 12.5% of the city's population. He emphasised the University's contribution to the local economy, which delivered £360 million of additional economic benefit in 2009/10, and was likely to rise to nearly £450 million by 2012. There had been a significant capital investment both in the academic facilities and student residences with Phase 1 having cost over

£300 million, and Phase 2 should be in excess of £80 million. This was matched by careful management to ensure minimal impact on the environment, and the University's commitment to reduce 60% of their Co2 emissions by 2050.

The University had been working in partnership with a number of organisations throughout the city and been particularly supportive of the case for Exeter and the City Council in the recent Local Enterprise Partnerships consultation. The University continues together with the City Council to be involved in the development of the Science Park, the growth of the Innovation Centre, as well as the expansion of the medical college and building on a productive relationship with the Met Office.

Members asked the following questions -

- Whether any future privatisation would affect the working relationship between the Met Office and the University. David Allen explained that the relationship remained a tangible positive asset for the city, and every effort would be made to maintain dialogue over areas where there was a common interest.
- Whether the Green Travel Plan was rigorously pursued as the increasing numbers of students who brought their cars to University was an issue. David Allen advised that students were strongly discouraged from bringing cars to University and together with staff were encouraged to use public transport. There had been a major investment in the D bus, and he would continue to put the message across to students and work with the City Council.
- What contingency plans were in place if Lord Browne's proposals for higher education funding were not implemented. David Allen outlined the University's financial position and the number of opportunities to progress development and employment including the Science Park which was now under way.
- With just under 15,000 students and increasing numbers now on campus, what targets were set for the future? David Allen referred to the continued investment and current building programme of student accommodation around the Streatham site to address the pressure on the city's infrastructure.
- What assistance could the University offer to help secure the Northcott Theatre's future and if the recent changes in car parking will have an effect on its future. David Allen outlined the plans for the Theatre and the surrounding area which included a new piazza, landscaped areas and provision for disabled parking. He felt sure that once finished, the Theatre would be at the heart of a very attractive environment.
- What could the City Council do to support the University outside of the planning process and should they be working on a more international basis potentially in association with the University. David Allen welcomed any opportunity to continue to work in partnership with the City Council.

The Chair thanked David Allen for his very informative presentation.

46 **Impact of Public Sector Spending Cuts**

The Head of Economy and Tourism presented a report which briefed Members on issues raised, based on the analysis of the impact of the public sector spending cuts by the South West of England Regional Development Agency.

The Interim Director Economy and Development commented on the need to view the wider picture and address the dependency and inevitable transfer of activity from the public to the private sector. A Member referred to the recent debate over Local Enterprise Partnerships (LEP's) and if closer partnership working with international organisations such as Exeter University might help attract more inward investment. The Head of Economy and Tourism referred to extensive, existing collaborative work, but it was not clear at this stage who would take the LEP lead as Government was looking for private sector leadership.

The Scrutiny Committee – Economy noted the potential impact of cuts in the public sector on the Exeter economy and that they be kept under review; with both key private and public sector employers invited to outline to Scrutiny Committee an assessment of their organisation's financial "stress" tests, and the level of risk to the Exeter economy.

(Report circulated)

47 **Portfolio Holders to Present their Reports**

Councillor Prowse declared a personal interest as a Devon County Council Member in relation to a comment on civil parking enforcement.

Councillor Sutton presented the following priorities within the Transport and Sustainable Development Portfolio for the forthcoming year, and covered the following topics:- *Long Term Spatial Strategy; the Challenge of Delivering Strategic Sites; Quality of Residential Development; The New Growth Point; Affordable Housing; Single Conversation; Climate Change; Bus Station Site; City Centre Enhancements; Long Term Transportation Strategy; Concessionary Travel; Civil Parking Enforcement; 1- 11 Sidwell Street (formerly Debenhams); Canal Basin and the Livestock Centre.*

A copy of the briefing note, together with a brief explanation on each priority was attached as an appendix to the report.

Councillor Sutton gave the following responses to Members' questions –

- That it was in everyone's interest to adequately consult, responding to the comment on the recent proposals for a gypsy and traveller's site at Topsham, but recognised there was a balance to be struck in the extent of engagement on any particular issue.
- That her report was a reflective account on this occasion, and she would provide a detailed programme at a future meeting.
- She reported that the City Council's Leader and the County Council's Director of Transport, Culture and the Environment had met to discuss civil parking issues. The Member referred to adverse publicity for the City Council over the collection of fines in their capacity as agents for the County Council.

A copy of the briefing note, together with a brief explanation on each priority was attached as an appendix to the report.

Councillor Sheldon presented the following priorities within the Economy and Tourism Portfolio for the forthcoming year, and covered the following topics:- *Developments - the Bus and Coach Station site, 1 – 11 Sidwell Street (formerly Debenhams), Canal Basin, and Livestock Centre; Economic Development Strategy - Supporting New Businesses, City Centre Promotion, Science Park, City of Science, Inward Investment, Skills and Workforce Development, and Tourism; Strategic Priorities; Regional Growth Fund; “Re-Localising the Business Rate”; and Local Enterprise Partnership*

Councillor Sheldon gave the following responses to Members’ questions –

- that a number of options would be explored in respect of the Livestock Centre.
- He hoped that a sound solution would be found for the Old Electricity Building, but that and the development of the Outdoor Centre at Haven Banks, presented many challenges.
- He welcomed more collaborative work between the city’s high schools and colleges, to encourage and develop more of an interest in science, and the future development of the Science Park should contribute to such a prospect.

A copy of the briefing note, together with a brief explanation on each priority was attached as an appendix to the report.

Scrutiny Committee – Economy noted the priorities presented for the Sustainable Development and Transport and Economy and Tourism Portfolios for the forthcoming year.

MATTER FOR CONSIDERATION BY THE EXECUTIVE

48 A Sustainable Energy Future - A Strategic Partnership with E.On

The Interim Director Economy and Development presented the details of a proposal to enter into an Energy Partnership agreement between the City Council and the energy supplier E.ON. This will enable the City Council to continue their environmental and economic aim to reduce carbon emissions as well as support business growth and long term sustainability, and build on the resolutions agreed by the Council’s Executive in February 2010. The Partnership arrangement will also provide the opportunity to pool the available expertise, resources and financing options within the respective organisations in order to progress the delivery of projects.

The Interim Director responded as follows to Members’ queries:

- In terms of the benefits for the City Council, the Partnership will enable a local energy solution to drive low carbon standards ever higher, particularly in planning. E.ON has recognised that future business will require a greater community involvement to reach a solution to ensure sustainable development, as well as improving their environmental credentials.

- Although a number of practicalities were recognised, this Partnership did not have any apparent risk and will help focus and draw together existing work with no additional financial commitment.
- In the unlikely event that that this Partnership did not work out equitably, then the model structure could be changed without any obligation.
- That following Members' comments there would be a more regular review of the work of the Partnership on a quarterly basis, and the suggestion of additional officer meetings would also be explored.

The Scrutiny Committee – Economy welcomed and supported the proposal and recommended approval of the following action by the Executive that :-

- (1) Exeter City Council enters into an Energy Partnership agreement with E.ON and East Devon District Council;
- (2) the Exeter and East Devon New Growth Point Board function as the governance structure for assessing performance and managing the Partnership;
- (3) the Partnership will seek to engage Devon County Council in taking forward the work programme;
- (4) the New Growth Point Projects Director act as the principal lead for the Partnership; and
- (5) a review of progress on both the working of the Partnership and the Energy Strategy be made quarterly.

(Report circulated)

MATTER FOR CONSIDERATION BY SCRUTINY COMMITTEE - ECONOMY

49 Festivals Review 2010

Councillors Mrs S Brock, Ruffle and Spackman declared personal interests as individual stallholders at Exeter Respect 2010.

The Head of Economy and Tourism presented a review and report back on the performance of the festivals portfolio, including the Autumn Festival 2009, Animated Exeter, Vibrasonic and the Summer Festival 2010. He summarised the main characteristics of each of the festivals, as well as providing a detailed breakdown of the marketing analysis and financial implications. Funding support for events remained a challenging issue, although they continued to explore smaller funding opportunities and alternative ways of working with a number of venues in the city. He responded to a Member comment about increasing the scope for sponsorship, stating that the challenge was particularly great in the current economic climate. Sponsorship levels had dwindled in recent years from a high of over £80,000 to just £16,000, despite the hard work and effort of the marketing team. The reduction in sponsorship had meant a reduced ability to take more risk on cutting edge or more expensive familiar performers. There were still opportunities to cross subsidise events, but the capacity for tickets sales had changed.

The Head of Economy and Tourism also replied to a Member about housekeeping in relation to the stocks of marketing literature and brochures displayed in hotels and establishments around the county, stating that where possible his staff directed enquiries to the web site, but demand for brochures remained high. A distribution service refreshed and ultimately collected any out of date brochures as well as providing individual feedback to adjust future stock levels to minimise wastage.

Scrutiny Committee – Economy noted the report.

(Report circulated)

50 **Capital Programme Monitoring**

The Interim Director of Economy and Development presented a report which advised Members of the latest position with regard to the 2010/11 capital programme for the Economy and Development Directorate. This report also included a summary of the position at the end of September 2010, together with an appendix which contained a complete list of capital projects. The Interim Director highlighted a number of schemes and responded to a Member comment on the deferral of funding for enhancement work at Central Station due to the mounting pressures on the County Council's capital programme.

Scrutiny Committee – Economy noted the report.

(Report circulated)

51 **Economy Scrutiny Stewardship to September 2010**

The Interim Director Economy and Development presented a report which advised Members of any forecast variations to the budget, based on the first six months of the financial year 2010/11. This highlighted any differences by management unit to the outturn forecast for the first six months of the financial year up to 30 September 2010, compared with the approved annual budget. During this period the total of the variances for overall net expenditure for this Committee would decrease by £265,170 and included supplementary budgets of £21,610.

The Interim Director referred to the Archaeological Field Unit, which had worked hard to address their significant deficit. Planning had a reduced income from development applications in part due to the economic downturn and general lack of construction taking place. A Member referred to the City Council's relatively low planning fee for major developments and if that might be remedied in the future. The Interim Director referred to current debate and hoped that there might be more flexibility or discretion in the future. He responded to enquiries on bus shelter maintenance and would pursue the accuracy of anticipated energy savings in respect of street lighting, although this might be in relation to a number of private streets, but he would make enquiries and update Members if necessary.

Scrutiny Committee – Economy noted the report.

(Report circulated)

52 **Risk Management**

The Interim Director Economy and Development presented a report which identified the risks relating to the areas within the remit of this Committee, and of the actions

proposed and taken to mitigate the risks concerned. He highlighted the significant new risks identified in the latest review.

Scrutiny Committee – Economy :-

- (1) noted the report and risks relating to its areas, and
- (2) supported ongoing monitoring of its own areas to ensure that the risk register remains current and risk assessments are valid, that proposed mitigating action are taken by the agreed target dates.

(Report circulated)

53 **Half Year Results of Performance Monitoring 2010/11**

The Interim Director Economy and Development reported the half year figures for those statutory and local performance indicators that relate to services provided by the Economy and Development Directorate. The national and local indicators were attached as an appendix to the report and included details of any variance from targets and remedial action taken.

Scrutiny Committee – Economy noted that the report.

(Report circulated)

54 **Property Voids and Debts**

The Interim Director Economy and Development presented a report which informed Members of the City Council's commercial portfolio regarding void properties as at 30 September 2010, and debts for the four quarters ending on the September 2010 quarter day. The report identified key local indicators including both long and short term vacant property levels against a relatively robust performance of the portfolio against national and regional trends. A further update to the report was made.

Scrutiny Committee – Economy noted the report.

(Report circulated)

The meeting commenced at 5.30 pm and closed at 8.30 pm

Chair

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SCRUTINY ECONOMY COMMITTEE 11 NOVEMBER 2010

Sustainable Development and Transport Portfolio Programme for 2010/11

Long Term Spatial Strategy

The Regional Spatial Strategy is to be abolished, enabling the Council to proceed with its proposals for 12,000 additional homes for the period to 2026.

A revised Local Development Scheme was agreed by Executive on 28 September for submission and agreement with the Government Office.

The pre-submission Core Strategy was subject to public consultation that concluded on 24 September. Representations have been received from 44 parties. These will be considered by PMWG and Executive before Council is asked to agree submission of the Core Strategy to the Secretary of State in December. The examination in public should take place in the Spring. The evidence base continues to be developed.

Funding of essential infrastructure to support development in a context of significant public sector cuts is now a major challenge.

The abolition of the RSS reduces the risk of early shortfalls in five year housing supply. The Council considered representations on the draft Monkerton/Hill Barton and Newcourt masterplans and adopted amended documents for development management purposes enabling housing land in these strategic allocations to come forward as soon as possible.

The challenge of delivering strategic sites

Work on delivering plans and the viability of proposals at the strategic sites continues and on seeking to establish agreed equalisation mechanisms between the various owners. The Interim Director of Economy & Development is engaging with the local development industry on ideas for funding infrastructure and a national debate is taking place on the challenges of funding infrastructure in a period of cuts.

Quality of residential development

The Residential Development Supplementary Planning Document was adopted by Executive on 28 September.

The New Growth Point

The Section 106 Agreement for Cranbrook has been signed and planning permission issued on 29 October. All remaining funding agreements are being completed and contracts for the building of the Clyst Honiton Bypass and the main local route to the new railway station should be set to enable construction work in the February/March 2011. The key affordable housing package of £16.6m appears

to have been agreed in principle. This will provide Exeter with nomination rights on 25% of the first 300 affordable housing dwellings. It is anticipated that house building will start in 2011.

Affordable Housing

The Affordable Housing Supplementary Planning Document was adopted by Executive on 28 September.

Single Conversation

The HCA's guidance on the Local Investment Plan has been subject to significant change in the light of changes in the national picture. The focus is now very much on the affordable housing programme. The funding for this programme is significantly reduced. A draft LIP has been submitted to the HCA following consideration by the Growth Point Steering Board.

Climate Change

The Interim Director will report to Executive in November on the principles of a strategic partnership with a major energy provider to deliver sustainable energy initiatives. A study of the viability of a local energy network for the north east city centre/Heavitree Road corridor focused on the Bus Station will be reported to Members towards the end of the year. Local energy network contributions have been agreed for proposed developments at Matford Park and Waitrose and are subject to ongoing negotiations and investigations on other sites.

Bus Station Site

The City Centre Vision, transport study and feasibility study should be concluded by the end of 2010

We continue to work with the Planning team to deliver a concept masterplan for the site and with Land Securities with a view to them reporting on scheme viability by Christmas 2010. A two year Exclusivity Agreement has been agreed in principle with Land Securities/Crown Estate to provide comfort to all parties during this process.

City Centre Enhancements

Further consultation and design development of proposals for Gandy Street were reported to PMWG on 19 October. Work on Northernhay Gate must await completion of work to the RAMM.

The capital programme budget for Cowick Street was frozen; a scheme for 2011/12 will be considered as part of the next budgetary cycle. Work to King William Street Car Park was agreed by PMWG in June and is now underway. Proposed improvements to the public realm outside the former Debenhams building are intended for 2011/12.

Long Term Transportation Strategy

Uncertainties over DfT funding would suggest we need to have a dialogue following the CSR on how the Highway Authority envisages delivering the key elements of the Transportation Strategy. I believe it is entirely appropriate that Scrutiny push ahead with its Task 2 Finish work to explore the Devon Metro proposals. It is unlikely that for the high quality public transport route and improvements within the Principal Urban Area will be funded by the Department for Transport; both schemes represented a £90m bid and therefore I have asked the Interim Director Economy and Development to explore a pragmatic way forward with Devon County Council. Clearly this is a major issue for the City and one that we must focus our attention on.

Concessionary Travel

Funding and responsibility for concessionary travel will transfer to upper tier authorities (in our case the County Council) with effect from 1 April 2011. The government has consulted on the mechanism for transferring funding which involves choosing between different options for removing special grant and adjusting levels of formula grant. The options are complex and the implications difficult to follow, but there is a risk that the option finally chosen by government to transfer funding will in effect perpetuate the financial inequities which have caused so many problems for the City Council in recent years, namely by removing more funding than we have in fact received. This would clearly add to the financial pressures the Council is already facing. Officers have responded to the consultation paper making these points and we will continue to lobby government and others to press our case which, I am sure, all parties on this Committee would be happy to support.

Civil Parking Enforcement

This function continues to be very high profile and consumes a considerable amount of management time. The revenue stream from civil parking enforcement reverts to the County Council and no financial benefit accrues to the City Council from running it efficiently and effectively. The management resources devoted to CPE, including dealing with large numbers of enquiries, Freedom of Information requests and high levels of media interest, are inevitably being diverted from other areas of parking operations. It is important for Members to recognise that the Council's own parking service is a complex multi-million pound business which is essential to the Council's overall budget strategy, and that senior managers must have the necessary capacity to focus on this business rather than constantly responding to the demands of the civil parking enforcement regime. Accordingly, I have asked senior officers to meet with the County Council at the earliest opportunity to review the way in which civil parking enforcement is operating and I will report the outcome of this meeting to Scrutiny Committee members in a future report.

Much of the publicity surrounding the CPE function has been unsatisfactory and I will pursue with DCC a number of the issues that have been publicly around. Exeter is the only agency that generates a surplus of income back to DCC and I am not entirely satisfied that everything is being done by DCC to address the arguments over enforceability.

1-11 Sidwell Street (former Debenhams)

An Agreement for Lease has been entered into with Land Securities under which they will refurbish the lower floors of these premises for a new retail occupier. A new lease will be granted once agreed pre-conditions have been discharged by the developer. It is hoped that the new retailer will be open for trade in October 2011.

Canal Basin

The developer for the Old Electricity Building has agreed a package of works to seek to protect the fabric of the building whilst we await favourable conditions for a redevelopment commencement. Negotiations with Sutton Harbour for a start on the second new build site at the head of the Basin are well advanced and a Development Agreement may be drawn down shortly. Although provisional terms have been agreed between DCC and ECQT for a site for the new Haven Banks Outdoor Education Centre, the County Council is reviewing the position. We should know shortly whether they intend to proceed. In the light of that eventual decision, an update on the overall Delivery Strategy will be submitted to Executive.

Livestock Centre

We are in the process of reviewing the future of the Livestock Centre and a report on this review will be presented to Executive in due course.

Councillor Rachel Sutton
Portfolio Holder Sustainable Development and Transport

SCRUTINY ECONOMY COMMITTEE

11 November 2010

Key Elements of the Programme for the Economy Portfolio for 2010/11

Developments

Bus & Coach Station Site

We continue to work with the Planning team to deliver a Master Plan for the site and with Land Securities with a view to them reporting on scheme viability by Christmas 2010. A two year Exclusivity Agreement has been agreed in principle with Land Securities/Crown Estate to provide comfort to all parties during this process.

1-11 Sidwell Street (former Debenhams)

An Agreement for Lease has been entered into with Land Securities under which they will refurbish the lower floors of these premises for John Lewis. A new lease will be granted once agreed pre-conditions have been discharged by the developer. It is hoped that the new retailer will be open for trade in October 2011.

Canal Basin

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Livestock Centre

We are in the process of reviewing the future of the Livestock Centre and a report on this review will be presented to Executive in due course.

Economic Development Strategy

This year the priorities of the Economic Development Strategy continue to focus on promoting and securing the growth of businesses, a better-trained workforce, helping people into work, bringing forward the availability of employment land and lobbying for investment in transportation and the communications infrastructure.

Supporting new businesses

Through the Exeter Business Support initiative, secure the starting up of 50 small businesses in the city and support existing businesses particularly through working with Business Link and the Innovation Centre.

City Centre Promotion

Work is continuing with the business community to prepare a business plan and gain support for the establishment of a Business Improvement District for the city centre seeking to further improve the attractiveness of the city centre to visitors and investment.

A package of activities has been pulled together to attract the very important Christmas trade into the city; some 40% of annual retail turnover.

Science Park

Working as an active partner with the Exeter Science Park Company we will continue to progress and market the project to encourage the development and growth of science, technology, and research based sectors in the local economy. We are pleased to have played our part in lobbying for confirmation of the funding for the improvements to Junction 29.

City of Science

Launched the first stage of the initiative with a new website to promote the scientific assets of the city as a basis for working with partners to attract investment and increase interest amongst younger people in studying STEMM related subjects (science, technology, engineering, maths and medicine)

Inward Investment

Have established a public private partnership to promote a positive and progressive image of the City's economy including the New Growth Point projects and to encourage inward investment.

Skills and workforce development

Work with the Employment and Skills Board to promote investment in relevant training provision for employers and identify skills issues relating to potential job opportunities arising from the Exeter and East Devon New Growth Point projects.

Work is continuing to assist a minimum of 300 people from the most deprived neighbourhoods in the city to take up training and/or employment by continuing the successful activities of the Exeter Positive Steps Fund. Projects in hand are helping 235 people.

Tourism

We have continued to grow and develop the Exeter and Essential Devon Tourism Partnership increasing its membership base to 300 businesses and thereby its resources to undertake a marked increase in promotional activity.

We shall also continue to manage and promote the range of City Council attractions and collaborate with other organisations in the city to attract and raise visitor expenditure which is vital to the retention of many jobs and the quality and variety of retail and restaurants which can be enjoyed by residents.

A new Tourism Strategy will be developed for spring 2011.

Strategic Priorities

We will explore options to enable the City to get to grips with the critical infrastructure improvements needed against the changed financial background. It is important not to lose sight of:-

- necessary improvements to the wider urban area;
- securing funding for the proposed high quality public transport system linking the growth point developments with the city centre;
- achieving park and ride improvements particularly to the south west of the city;
- stimulating/supporting diversification and growth of the city's economy.

There are four key factors which relate to how and with whom the Council works to be proactive in supporting economic sustainability and medium to longer term recovery and growth:-

- maintaining strong partnerships with public, private and third sector organisations, working to build upon the city's distinctive assets – its university, business make up, and quality of place – and that of the economic role of the city in the wider geography;
- working across administrative boundaries to secure investment in economic development and regeneration to maximise the sub-region's competitiveness
- securing investment in workforce skills;
- responding to changes in the economy – it is important to attract and grow private sector knowledge-intensive services, firms, jobs and individuals as well as developing retail, leisure and tourism sectors to provide better quality employment opportunities for those with lower skills, and those entering or returning to the labour market.

Regional Growth Fund

One key area of funding is the Government's recently announced Regional Growth Fund, with an emphasis on support for those areas with a high dependency on the public sector. Local authorities per se cannot lead bids, but we must work with partners to try and secure funding for progressing the Science Park and support for business creation, development and growth.

“Re-localising the business rate”

The main source of local tax revenue for local government is Council tax, which is only 17% of its income. With localism and radical changes taking place at the centre of Government, we should be lobbying for the proposed greater local control over business rates. This could provide a major local opportunity to support the right local conditions for economic jobs and growth.

Local Enterprise Partnership

To date we, like other district councils, have been excluded from discussions on the development of the new LEPs. These are meant to replace the RDA and to provide the opportunity for partnership working, on the basis of real functional economic areas, to take an integrated approach to growth and infrastructure delivery though transport, housing and planning.

We will continue to proactively pursue our involvement in the potential LEP for a grouping of functional economic areas, broadly covering the geographical areas of Devon and Somerset, in order to seek recognition and a collective strategic commitment to building upon Exeter's wider economy in collaboration with other parts of the South West. The aim is to establish a sound basis for promoting private sector based employment growth and secure the resources to achieve the priorities to support it.

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