

**ECONOMIC DEVELOPMENT STRATEGY 2008 – 2013
SUMMARY OF CONSULTATION OBSERVATIONS**

Consultee	Observation/Issue	Response
BT Openreach	Overall thrust and content of the strategy supported and that the Strategy needs to have an explicit ICT Strand	Point understood and emphasis in final document to be increased
	IT infrastructure needs to be available in advance of new towns and developments, this will facilitate: - <ul style="list-style-type: none"> ▪ Home working – an important issue to drive forward with major employers using examples to illustrate what can be done ▪ A reduction in travel to Exeter and have a positive affect on carbon footprint 	Point made in previous strategy and should be incorporated into sub-regional element with particular reference to the New Growth Points.
	Wireless free coverage to access the Internet and send and retrieve emails in Exeter is reasonable via subscription based networks; however, to achieve public wi-fi networks, a partner will be required to fund the infrastructure build	Need for ‘partner’ to fund infrastructure build acknowledged in strategy
	Lobbying required on transport for : - <ul style="list-style-type: none"> ▪ More frequent and cheaper trains ▪ Scheduled air links to London and an onward link to a European hub to support international trade by local businesses 	<ul style="list-style-type: none"> ▪ Frequency issue included in strategy ▪ Air link to London unlikely in view of increasing costs and alternatives by rail and road. Alternatives exist both for accessing London and other airport hubs for onward connections, but frequency could be improved. References will be made in strategy.
	City Centre Conference Centre – concerns that parking infrastructure in city insufficient to cater for such a facility, suggests out of town location might be more preferable	If this initiative is pursued a feasibility study would need to consider such issues. City Centre locations would benefit city retailers, the night-time economy and hotels.

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Met Office	<p>Supportive of the Economic Development Strategy and in particular the Science City proposals and believe it will assist in delivering the required benefits to the region and businesses. Suggestions for changes to the Strategy include a greater focus on the following: -</p> <ul style="list-style-type: none"> ▪ promoting Exeter as host to one of the world's top 2 climate research centres (Met Office Hadley Centre) and as such Exeter contains probably the greatest density of climate scientists in Europe if not the world. ▪ developing and improving transport infrastructure and communication systems for staff, customers and visitors (this is specifically important for the development of the East of Exeter area - there will be a need to align to or influence other sub-regional development strategies including Exeter International Airport etc.). 	<p>Strategy will be amended to reflect these observations</p>
Torbay Borough Council	<p>Consider the Strategy is comprehensive and appears to set out the main issues that will face the EHOD area in the coming years. In terms of projects, they have an interest in the following: -</p> <ul style="list-style-type: none"> ▪ the development of serviced business centres by working with Teignbridge in the development of a Newton Abbot centre, building on Torbay's work with South Devon College in opening several centres ▪ to explore if the east of Exeter Intermodal freight terminal could support connections and traffic flow with the South Devon Link Road into and out of Torbay ▪ the continued expansion of Exeter International Airport for business and leisure travel ▪ as Torbay is adjacent to Teignbridge, they suggest the Strategy complements their activities through joint working, for example: - 	<p>Strategy will be amended to reflect these observations</p>

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<p>Torbay Borough Council continued...</p>	<ul style="list-style-type: none"> ○ Torbay is taking forward an Employment & Skills Board with South Devon College which should begin operating in late 2008 ○ around growth and urban extensions for Newton Abbot and Teignbridge, it would, ahead of the Link Road being completed, make sense to start considering how best to promote South Devon as a business location particularly given the transport infrastructure actions noted elsewhere in the EHOD document 	<p>The Exeter Employment and Skills Board has met three times and is currently concentrating on determining its priorities. It will liaise closely with neighbouring Boards on common matters of interest</p>
<p>Environment Agency</p>	<p>A key pressure that needs explicit mention is adaptation to climate change and how 'we' can ensure resources are used in an optimum way.</p>	<p>The strategy will be amended to reflect this point and make reference to the work undertaken by key partners to promote and advise on energy and resource use</p>
	<p>How the urban areas and rural parts of the sub-region can benefit one another is not explicit; it is important to understand the impact of different initiatives on the well being of an area, particularly the rural areas.</p>	<p>The strategy is being developed in conjunction with all aspects of the wider Exeter economy in mind, specific rural aspects are highlighted. Explaining the benefit of the urban to the rural in the context of the strategy will be considered by the Steering Group</p>
	<p>With particular reference to SO 3, it is important before delivery of projects, that consideration is given to planning for all types of infrastructure and their resilience to climate change plus any 'hidden' services, including their impact to minimise flood risk – suggest actions and objectives linked to infrastructure are broadened to reflect this observation and that the objective is renamed to state 'all infrastructure'. Also important to 'review the resilience of the area's infrastructure to changes in environmental capacity'</p>	<p>Our understanding is that these issues will be picked up at project planning and when appropriate through the formal planning approval process. Stronger emphasis of this point will be made in the strategy</p>
	<p>SO2 Strong and Inclusive Communities – this appears to focus almost exclusively on urban deprived areas; as it stands this could lead to a lack of attention to rural deprivation and the problems of delivering services in a more sparsely populated area – suggest replicating work in Exeter on pockets of deprivation to highlight locations in rural areas of EHOD.</p>	<p>Neighbouring authorities to consider their approach to this – using super output area based analysis, rather than wards as in Exeter, would help identify particular pockets of deprivation</p>

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Environment Agency continued...	SO3 A sustainable sub-region Suggest that the actions and points under this objective could explicitly show links with the Knowledge Economy by emphasising the role of new and emerging environmental technologies. In addition, it is suggested that the Strategy illustrates links between good resource management and business competitiveness as a means of contributing to the South West becoming a leading light in sustainability.	The strategy will be amended to reflect these observations
	SO3 Improve leadership, influence and partnership and replace last point with 'Discuss with Environment Agency the flood risks at potential development sites and mitigation measures required.'	The strategy will be amended to reflect this observation
Learning and Skills Council	The LSC suggest that the action plan should be prioritised. Particular observations made include: - <ul style="list-style-type: none"> ▪ Is worklessness across generations a significant issue within EHOD, if so, how does it compare with large urban areas? ▪ With reference to the school re-organisation in Exeter – when might we expect to see positive impacts being realised? What might those changes be in comparison to cities of a similar size to Exeter? ▪ Further Education Colleges are heavily involved in trying to get employers involved in course development, it has proved difficult to do so hitherto ▪ Adult literacy is a challenge everywhere, the LSC's would not recommend that it is highlighted as a specific problem for EHOD ▪ Apprenticeships for young people are fully funded; the problem has tended to be finding employers who are prepared to employ young people 	The strategy will be amended to reflect what are considered to be the highest priorities. <ul style="list-style-type: none"> ▪ The Worklessness Group will consider this in determining specific actions to be undertaken ▪ The strategy highlights these issues which remains a priority for the city although due recognition should be given to the improvements achieved so far ▪ The new employer driven Employment and Skills Board has accepted this as one of its priorities ▪ The reference will be changed to acknowledge this but it should not be dropped as a priority ▪ The Employment and Skills Board is to consider this issue. The current economic climate is making this situation more difficult
Highways Agency	The Agency is willing to offer advice and technical support to assist in informing economic development initiatives in terms of their implications for transport and congestion on the Strategic Road Network (SRN) within EHOD. The Agency has stated which	Discussion will be held with the Highways Agency to agree specifically how their observations are reflected in the strategy except where indicated below.

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<p>Highways Agency continued...</p>	<p>actions it wishes to be involved with and the role it is able to play, in particular it has detailed a series of observations on the Strategy, in summary these include: -</p> <ul style="list-style-type: none"> ▪ recommendations on extending the timescales for progress on a number of infrastructure projects identified within the Strategy ▪ request that the Vision for the Strategy contains specific reference to the SRN and the availability of sustainable transport options to support the delivery of economic development ▪ support for the proposal that S106 contributions and obligations be used to promote sustainable economic development ▪ request that appropriate scale transport assessments be applied to any initiatives to diversify agriculture or re-use rural buildings ▪ under SO 3 request that improvements to transport infrastructure should include a reference to increasing access to cycling and pedestrian routes ▪ request that the Strategy states that future economic development initiatives which promote and enhance what is best about the sub-region are subject to SRN having capacity to accommodate future growth ▪ suggest that the Strategy should have an aspiration to be an exemplar in achieving a sustainable transport system, with less reliance on road based movement ▪ commendation that the Strategy recognises the impact of waste management on the SRN and is willing to offer advice etc on any new facilities proposed ▪ support for greater self-containment in urban areas to reduce commuting and congestion, particularly important in relation to Exeter; any major developments should be supported by transport assessments and that any infrastructure improvements required are funded and implemented by the developer 	<ul style="list-style-type: none"> ▪ The strategy will be amended to include this

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Highways Agency continued...	<ul style="list-style-type: none"> ▪ recommendation that significant consideration should be given to the promotion or upgrading of transport facilities between Exeter and Exmouth – rail, bus and Exe cycleway 	<p>The strategy will be amended to include this</p>
Business Link – Peninsula Enterprise	<p>Are in agreement with the areas where Business Link and /or Peninsula Enterprise are identified for support.</p> <p>Key areas within the Strategy of interest to Business Link are related to successful & competitive businesses and initiatives in relation to skills including leadership & management.</p> <ul style="list-style-type: none"> ▪ the 'South West Rural Enterprise Gateway' programme, funded by SWRDA and delivered through Business Link, should be added to support at section 1.1.13 ▪ Business Link are willing to put resource into supporting the actions being achieved but at this stage cannot commit to how much. ▪ they suggest that sub-groups of the key delivery bodies are established as a means of defining actions and agreeing way forward on delivery 	<p>Strategy will be amended to reflect these points</p>
Government Office for the South West	<p>Supportive of the overall thrust of the strategies and pleased to see: -</p> <ul style="list-style-type: none"> ▪ references and alignment to the Devon Sustainable Community Strategy, SWRDA's Regional Economic RES and Devon Local Area Agreement ▪ priorities arising from an evidence base, which appear to cover the main elements of the development of a strong and sustainable economy ▪ the work undertaken with Business Link/Peninsula Enterprise and Exeter University, which is welcomed, proposing the suggestion that future business support provision conforms to Business Support Simplification Programme principles. 	<ul style="list-style-type: none"> ▪ Agreed

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	<p>Assume that UKTI (perhaps through SWRDA) will be involved in SO 1.1.9 – to encourage businesses to trade internationally</p> <p>In terms of the SO 3 around an effective and confident sub region, it will be interesting to see how thoughts on the development of a Multi Area Agreement with Torbay and the greater Exeter area develop.</p>	<ul style="list-style-type: none"> ▪ Agreed
<p>Exeter Chamber of Commerce</p>	<p>The Chamber having been consulted as part of the preparatory work on the Strategy has provided a number of comments on the Action Plan. In particular, they have expressed support for actions related to: -</p> <ul style="list-style-type: none"> ▪ Inward investment, encouraging diversification, employment land development, road and rail improvements, and a city centre conference centre. <p>They have expressed some observations too, namely: -</p> <ul style="list-style-type: none"> ▪ The slowdown in the economy may lengthen the timescale for the development of sites such as Skypark ▪ On-going concern that Intermodal freight terminal east of Exeter is not a viable location ▪ Is the availability of funding delaying the delivery of the South Devon Link Road? Seen as essential for Torbay 	<ul style="list-style-type: none"> ▪ Noted and will include the Chamber as a supporter of the relevant actions. ▪ Noted – project management issue – views will be passed to east of Exeter Growth Point Team ▪ Noted – view will be passed onto Devon County Council