

REPORT TO: SCRUTINY COMMITTEE ECONOMY
Date of Meeting: 18 June 2015
Report of: Victoria Hatfield, Economy & Tourism Manager
Title: Invest in Exeter Promotional Activity

Is this a Key Decision?

No.

Is this an Executive or Council Function?

Executive.

1. What is the report about?

- 1.1 To inform Members on marketing activity, promoting Exeter for inward investment and business relocations under the name of 'Invest in Exeter'.
- 1.2 Exeter is not the local authority area, but includes approximately a 5-6 mile radius of the city, which incorporates Exeter Science Park, Skypark Exeter and the main industrial sites surrounding the city.

2. Recommendations:

- 2.1 To inform Members of activity undertaken to promote Exeter for inward investment and business relocations.
- 2.2 Members to comment on activity to promote the city.

3. Reasons for the recommendation:

- 3.1 The promotion of Exeter for inward investment and business relocations has been an ongoing priority for the City Council and has been the subject of previous committee reports. The city's economy has proved resilient throughout and after the economic downturn, but there is no room for complacency and continued promotion of the city is required in an ever competitive market place.

4. What are the resource implications including non financial resources.

- 4.1 Activity will be implemented within existing financial and non-financial resources, fully funded by Exeter City Council, with contributions from the Heart of the South West LEP and Devon County Council's Invest Devon – as and when appropriate. The Economy Unit will work closely with the Exeter Growth Board, neighbouring local authorities and where appropriate local partners to development and implement promotional activity. The intention is also to bid for funding through the Heart of the South West Local Enterprise Partnership to deliver some activity as and where appropriate.

5. Section 151 Officer comments:

- 5.1 There are no financial implications contained in this report.

6. What are the legal aspects?

- 6.1 None on the basis this is a general update to members.

7. Monitoring Officer's comments:

- 7.1 This report raises no issues of concern the Monitoring Officer. However, officers should be aware of European Union rules and regulations regulating investment and are welcome to contact Legal Services for specific advice.

8. Background

Exeter Knowledge Economy Strategy

- 8.1 The release of the Exeter Knowledge Economy Strategy in 2014 recommended a direction and vision in how Exeter should be developed and promoted to enable the city to adapt and attract more high-growth potential jobs. The vision of ***'to make Exeter the best-known city in the South West of England for innovation'*** is the focus of activity for the Economy Unit in terms of promoting the city for inward investment and business relocations. Two objectives have been adopted, that within 5 years of adoption work results in the establishment of:

- 75 new companies established within the Exeter area
- 2,000 new jobs created, linked to the sectors identified

- 8.2 To achieve the above objectives and to further develop and establish the knowledge economy within Exeter, based on attracting and growing science and technology organisations, research and development and creating high quality employment opportunities in the city, a number of projects and initiatives have been, and will be, developed. This report covers the wide range of marketing activity currently undertaken and planned to attract new companies to the city under the brand of 'Invest in Exeter'. Specific actions from the Knowledge Economy Strategy will be the subject of a committee report autumn 2015.

Cambridge County Council visit to Exeter

- 8.3 The Business Manager of Cambridgeshire County Council (Enterprise and Economy) was invited to present to the Exeter City Council's 'Growth and Marketing Exeter Task & Finish Group' to talk through how Cambridge has achieved the success around developing a knowledge economy.

- 8.4 The key highlights of the presentation were:

- Building personal relationships between organisations and networking brings businesses into an area.
- Having superfast broadband is imperative to existing companies and in attracting new companies to relocate to your area.
- Contracts of employment for staff employed by Cambridge University enable them to become involved in local/new businesses as directors and non executive directors enabling graduates to start up their own business in Cambridge.
- The Cambridge Science Park has taken 10 years to establish, with no change in their gateway policy.
- It has taken a substantial period of time for Cambridge to develop their economic growth.

- Pro-active marketing for inward investment to Cambridgeshire is administered mainly by the District Councils with a reliance on the Cambridge name to bring in business.
- Working as one economic area with other Authorities and organisations is valuable, particularly when developing bids to Central Government to secure funding.
- Building an integrated approach to handling inward investment is a way forward, Cambridge have worked with the University to reinforce the “Cambridge” brand.

9. Invest in Exeter marketing activity

9.1 Invest in Exeter marketing and promotional activity will focus on the following target markets:

- **domestic markets as the primary focus** for inward investment targeting journalists, MP’s, VIP’s, business relocation agents and individual companies
- **international markets**, raise awareness of Exeter to UKTI representatives
- **sectors from the Exeter Knowledge Economy Strategy:**
 - Health (focus for 2015)
 - Water (focus for 2015)
 - Business & Professional Services (focus for 2015)
 - Big Data
 - Climate Change
 - Agri-tech
- **utilising existing traditional media as well as social media** platforms targeting influential bloggers, social media contributors and offline journalists focused on business relocations, inward investment, the economy and developments

9.2 The following details the range of marketing and promotional activity Invest in Exeter will be under taking, over the next financial year, to increase the number of businesses that relocate to the city.

Launch event for Invest in Exeter

9.3 Leaders from the city’s most successful businesses, organisations and institutions shared details of their work and initiatives being delivered – including the new £97million Met Office Supercomputer – to an invited audience at an event on Thursday 4 June 2015 at Exeter Science Park, funded by the Heart of the South West LEP. The event marked the launch of ‘Invest in Exeter’, the main speakers at the event included:

- Karime Hassan, Chief Executive & Growth Director Exeter City Council
- Steve Noyes, Operations & Services Director Met Office
- Professor Mark Goodwin, Deputy Vice Chancellor University of Exeter
- Sir William Wakeham, Chair Exeter Science Park

9.4 Representatives from some of the city’s most successful companies detailed why Exeter has become such an attractive city for business, industry and research and their own role in supporting companies committed to fast-growth. They included:

- Luke Lang, Co-founder Crowdcube

- Andrew Pearce, Director Jones Lang Lasalle
- Lucy Smallwood, Partner Michelmores
- Damian Lannon, Tax Partner Francis Clark
- Simon Barker, Board Member Heart of the South West LEP

These businesses are key players within the Exeter Key Employer programme, with some playing a vital role in assisting the City Council with businesses to relocating to Exeter.

- 9.5 The keynote speaker at the event was inventor and futurologist Dr Ian Pearson, who presented his predictions for national trends within technology, big data and society, and how these trends are likely to affect Exeter.
- 9.6 A number of potential investors / business relocators were invited and attended the event to gain first-hand knowledge of the city, to network and speak to other businesses within Exeter and to tour around some potential sites for their potential future relocation. These investors will be contacted following the launch regarding any further assistance required in relocating to Exeter.
- 9.7 Local, regional and national media (standard and trade) were invited, for them to feature the event in their respective newspapers, magazines and websites, these include:
- **Local:** Express & Echo / Western Morning News / Manor Magazine / Devon Life / Exeter Living / Insider South West / Radio Exe / Heart FM
 - **National:** The Guardian / Daily Telegraph / The Financial Times / New Scientist

Promotional Website

- 9.8 The main 'call to action' for all promotional activity is www.investinexeter.co.uk with information on why and how a business can relocate to Exeter. This website sits within the City Council's website, but having its own URL address with new content and business news stories being added on a weekly basis. Discussions have been taking place with Policy, Communications & Community Engagement to ensure that within the new City Council website, business pages are featured prominently, that the Exeter Commercial Property Register is fully integrated and that the business pages have some creative design work – due to our work not being transactional but promotional.
- 9.9 The Invest in Exeter promotional video can also be viewed on the website, as well as images from our inward investment photographic library.

Invest in Exeter Promotional video

- 9.10 Early 2014 Three S Films, a specialist and well regarding film company was appointed to produce an inward investment promotional video on Exeter and the surrounding area. The promotional video was launched November 2014 and to date has received over, 8,000 views on You Tube. The promotional video has also been translated into Spanish, Chinese and Portuguese. Summer 2015 an updated version of the video will be re-released with updated voice over and new Invest in Exeter branding.
- 9.11 A wide number of businesses within and surrounding Exeter have uploaded the promotional video onto their own websites, including The University of Exeter, Invest Devon (DCC), Michelmores, Exeter Science Park, Foot Anstey, Devonshire Homes and England 2015 (RWC). The promotional video is also available for councillors and

staff to use for presentations when attending conferences and exhibitions to promote Exeter.

- 9.12 Due to changes within Exeter, an updated version of the promotional video will be released summer 2015 with updated voiceovers and will be subsequently distributed widely throughout the business community for use.

Exeter Image Library

- 9.13 Annually the Economy Unit commission a photographer to update the image library on developments within and surrounding Exeter. On two previous occasions Tony Cobley was commissioned to develop an extensive image library on Exeter, specifically related to inward investment and business relocations. Images are shared with local commercial agents, local and national press, Invest Devon and Heart of the South West LEP to assist in the promotion of Exeter.
- 9.14 Updated images will be taken throughout 2015 related to our target sectors and the development of the knowledge economy within Exeter.

Exeter Inward Investment Prospectus

- 9.15 The prospectus has been designed in a folder format to ensure it is flexible in its content showcasing Exeter for inward investment and business relocation enquiries – and does not date. Prospectus inserts are printed as and when required to keep costs to a minimum, this also allows the inserts to be updated on a regular basis as and when new information on Exeter is released – such as new employment figures.
- 9.16 The Exeter Inward Investment Prospectus is distributed at relevant conferences, events and exhibitions, and to key industry leaders and journalists.

Development of a Brand for Invest in Exeter

- 9.17 To ensure that the City Council, Invest Devon, the Heart of the South West LEP and commercial property agents are marketing the city appropriately for investors and people interested in relocating their business to Exeter, the Economy Unit are currently undertaking a perception survey of Exeter.
- 9.18 A link to an electronic survey has been sent to businesses that have previously registered with the Exeter Commercial Property Register, direct with Devon County Council's Invest Devon relocation enquiries, through the Heart of the South West LEP and commercial property agents in Exeter to find out their thoughts on Exeter as a desirable place to invest and relocate their business to.
- 9.19 The results of the survey will be used to adjust (if required) the message and imagery in marketing material promoting Exeter – to achieve an increase in business relocations and to develop a logo for Invest in Exeter. This perception survey is being funded by the LEP. The new Invest in Exeter brand will be integrated with the newly emerging Innovation Exeter.

Exeter Key Employer Programme

- 9.20 As part of the Economy Unit's ongoing communication with businesses in Exeter, staff within Economy visit a wide range of businesses once or twice a year to discuss future plans and any problems they are facing. Information gained is treated confidential as it is usually commercially sensitive. If a business is facing issues and potentially may close or relocate elsewhere (out of Exeter) the team assist the business. This has proved very successful in the past in retaining businesses within the city.

Advertising

- 9.21 As part of the wide range of promotion activity to highlight Exeter as a desirable place for business relocations and business investments, articles and advertorials are placed in strategic national trade magazines and associated websites that are read by influential key decision makers in central government, government agencies and board and director level individuals in the private sector. Examples can be seen in Appendix 1.
- 9.22 These adverts are designed and written to persuade businesses (government and non-government) to choose Exeter as a place to relocate their business, or invest in the city. Due to limited budgets, advertising will only be placed where editorial space is secured to accompany an advert and where the Economy Unit can see a direct return on our investment.

PR

- 9.23 Spring 2015 the Economy Unit distributed a PR tender to a number of PR agencies based locally and nationally, and on the City Council's procurement website. The tender was for an annual contract to manage PR opportunities, plus media and journalist visits to the area with a set number of objectives:
- To raise awareness within regional, national and trade press of Exeter as a desirable location for inward investment and business relocations
 - To support work managed by the 'Business Benefits' city steering group for Rugby World Cup activity
 - To increase the quality of enquiries through the Exeter Commercial Property Register
 - An increase in the number of businesses that relocate and invest in Exeter
 - To drive website traffic to www.investinexeter.co.uk
 - To raise awareness and opportunities for businesses located in Exeter of international exporting opportunities
 - Development of Exeter as a centre for legal excellence, to improve recruitment opportunities for the legal sector
 - Target and interact with influential online contributors
 - To increase the number of Twitter and Google+ followers and interactions
- 9.24 Interviews took places with 4 agencies (3 local and 1 national), with KOR Communications (based at Broadclyst) being the successful agency. Work commenced May developing an effective PR plan for Exeter, focusing on the following target markets:
- Sectors from the Exeter Knowledge Economy Strategy, as well as professional services
 - Domestic markets as the primary focus for inward investment targeting journalists, MP's, VIP's, business relocation agents and individual companies
 - International markets, raise awareness of Exeter to UKTI representatives
 - Utilising existing traditional media as well as social media platforms targeting influential bloggers, social media contributors and offline journalists focused on business relocations, inward investment, the economy and developments
- 9.25 For the next 12 months KOR Communications will be focusing PR activity on an over-arching campaign called 'Unveiling Exeter' related to the health, water and business & professional services sectors, in terms of raising awareness of each

sector locally, regionally and nationally; developing centres of excellence and assisting in overall Invest in Exeter promotional activity.

- 9.26 Key messages of all PR activity and marketing communications including case studies, press releases, e-newsletters, website, printed leaflets will use (when appropriate) the following key messages to promote the city and ensure consistency:
- Exeter is an expanding and developing city with a population of 121,000 with a large number of daily commuters, shoppers and visitors.
 - Exeter's average employee skills levels are higher than the South West and the national average.
 - Exeter was recently voted 2nd in the UK for productivity, behind Aberdeen. Figures contained in the report show the city's GDP per inhabitant increased by 32% in the decade to 2010.
 - Exeter is home to the world class University of Exeter.
 - The Met Office supercomputer, the first of its kind, will be housed partly in the Met Office's headquarters in Exeter and partly at Exeter Science Park, where it will provide a collaboration hub that will benefit local businesses, the public and the government.
 - Exeter boasts a range of new locations that will provide opportunities for growth and innovation, research and development; including the Exeter Science Park, Exeter Sky Park, Matford Green Business Park and the South West Urban Extension.
 - Exeter has good connectivity by road, rail and air – with daily direct flights from Exeter International Airport to and from London City Airport.
 - Exeter boasts an attractive lifestyle choice as well as an ideal location to do business.
 - Exeter is one of 11 Host Cities for Rugby World Cup 2015, an exciting opportunity for the city bringing with it a large number of tourists, media and publicity.

Invest in Exeter promotional leaflet

- 9.27 To promote Exeter to a targeted and influential audience, a new leaflet will be developed for Rugby World Cup 2015 promoting Exeter for business relocations. The new leaflet will be distributed at matches at Sandy Park, within the Fanzone in Northernhay Gardens, local and national networking events related to RWC2015, within the official RWC 2015 media hotel in Exeter and Twickenham and in hotels bedrooms in and around the city.

- 9.28 The leaflet will highlight key:
- Sites and spaces available for business relocations
 - Exeter economy information – key facts
 - Key transport communications links into Exeter and Devon
 - How to relocate your business to Exeter – contact information

- 9.29 The results of the Exeter perception survey (as mentioned earlier in this report) will form part of the message and design of this new leaflet. This project is being part funded by Devon County Council's Invest Devon.

Social Media

- 9.30 Invest in Exeter have been an active member of Twitter since September 2014 gaining over 1,000 followers within this period of time. The purpose of this account is to:
- promote good news stories of Exeter and its business and academia community
 - reinforce key Invest in Exeter messages
 - link back to www.investinexeter.co.uk at all times
 - use eye catching and relevant images to interact with followers of Invest in Exeter
- 9.31 It is not recommended to develop a Facebook account for Invest in Exeter, due to the users of Facebook not being our target audience. LinkedIn will be used through personal accounts to promote Invest in Exeter and to interact with key business professionals – to encourage more businesses to relocate to Exeter.
- 9.32 Once the new brand and logo for Invest in Exeter has been developed and approved this will be adopted within the Invest in Exeter Twitter account.

E-newsletter

- 9.33 The City Council are in the process of launching a new online service called 'GovDelivery', which allows customers to subscribe to email information and alerts via www.exeter.gov.uk. Invest in Exeter has expressed an interest in being a part of this new online service to enabling individuals to subscribe to a business related e-newsletter for Exeter.
- 9.34 This will be a new communication channel for Invest in Exeter, which will:
- highlight vacant properties, offices and units
 - promote good news stories
 - help and advice available for businesses looking to relocate to Exeter
 - changes in the Exeter Economy
- 9.35 Sign-up to the Invest in Exeter e-newsletter will be through www.exeter.gov.uk, which will be promoted through a PR campaign, Twitter, www.investinexeter.co.uk and any future printed publications.
Some information on the Invest in Exeter e-newsletter will be collated through an automated system and with some minimal input from a dedicated officer within the Economy Unit.

10. Evaluation

- 10.1 Proactive and re-active marketing activity will be evaluated on an ongoing and annual basis to ensure we are hitting our target markets and achieving a return on our investment. The following will be monitored on a monthly basis:
- Number of website hits and page views www.exeter.gov.uk/business
 - Number of Exeter Commercial Property Register:
 - website visits
 - enquiries
 - conversions
 - jobs secured
 - new jobs created
 - Twitter followers and interactions on @InvestinExeter

- Advertising Value Equivalent (AVE) achieved resulting from PR activity and journalist visits undertaken
- Exeter, East Devon, Mid Devon and Teignbridge
 - Salary average for a resident
 - Salary average for workplace
 - Qualification levels
 - Jobs in total

11. How does the decision contribute to the Council's Corporate Plan?

11.1 Work related around Invest in Exeter contributes to 'Building a stronger sustainable city' and the main purpose of 'Help me run a successful business'.

12. What risks are there and how can they be reduced?

12.1 Some of the marketing and promotional activity is to be implemented in collaboration with the business community, working together with key stakeholders, regulatory authorities and agencies to ensure a consistent message is delivered for Exeter. Risks remain in the ability and capacity of important contributory organisations to give sufficient time and resource.

13. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

13.1 Promoting the city and the wider area for inward investment encourages businesses to relocate to, or invest in, Exeter. This creates new jobs within Exeter, providing employment opportunities for residents from all communities in the city.

14. Are there any other options?

14.1 The promotion of Exeter for inward investment and business relocations has been the subject of previous committee reports, as the way forward for the city. There is the option to stop all proactive promotion of Exeter, but the risk is very high in not attracting businesses to relocate to the area, in a very competitive marketplace.

Victoria Hatfield – Economy & Tourism Manager

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

Contact for enquires:

Democratic Services (Committees)

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It's about placemaking

When it comes to economic development, it's not time to develop a new tool for success, but to revitalise and renew the existing one that is placemaking

For those involved at a strategic level in economic development, placemaking as a tool is not new, but its time is certainly now in view of the significant transformation towards a knowledge-based economy which is taking place. The most important component of this transformation is a much greater reliance on intellectual capital and its application based on significant advances in communication and other technologies and the management of data. The importance of placemaking is that it plays a much more significant role in current decisions affecting economic development than ever before. As investment and people are now increasingly mobile, the consideration of the quality of a place becomes much more important.

Quality places retain and attract skilled and talented people. Talented people like places with natural, community, social, leisure, creative and cultural activities for themselves and their families, and therefore, combining this with effective professional networks, access to resources and opportunities is even more attractive to the entrepreneur inclined to exploit intellectual capital. Investment decisions are made by people in terms of their time, talent or money and based upon an assessment of the anticipated benefit or return. Investment decisions are also made by institutions and businesses according to their own interests and balance sheet objectives, but even these interests are increasingly being directly influenced by place.

Questions

Determining what a place-based strategy should focus on starts with identifying what key assets, services and growth opportunities the location provides which shape day to day life and economic opportunities. There is a series of challenging questions to be answered – are the basic and hopefully higher level elements of living, working and developing the community firmly established? Are the various forms of infrastructure adequate or a real factor in supporting a competitive commercial environment? Is there evidence of an enviable comparable quality of life to recognised successful locations? If not, then why would someone consider investing their time, knowledge and expertise or money (including persuading others) in your location with the associated risks connected with each of the shortcomings? Why would anyone wish to invest in a place that cannot demonstrate a will to invest in itself?

To illustrate this discussion, the wider Exeter economy has much of this approach established. Its economic performance before, during and the signs post-recession, are of a placemaking approach with credible examples of success. Some aspects are in need of further investment, and its most recently approved economic development strategy certainly embraces this approach as fundamental to making its transition to a knowledge economy. Following this approach has resulted in independent studies identifying the city as outperforming larger cities within the UK and confirms its beneficial regional economic impact. The creation of high value employment opportunities, attracting and retaining highly skilled workers and graduates, and capitalising on existing strengths and assets are especially important as the city continues to strengthen its economy. Encouragingly, Exeter is outperforming the Southwest and England as a whole in terms of the increase in qualifications amongst workers in the area in the last ten years.

It is crucial that support is provided to create the right environment to attract and retain talent, for entrepreneurship and technology transfer to those smaller and medium-sized places which can offer as much of a complete, if not more affordable, package to secure growth in investment and employment away from the massive metropolitan areas. It's not about spreading the jam thinly but focusing on the value for money return such locations really do offer.

For a flavour of how Exeter is pursuing this agenda, please see: www.exeter.gov.uk/index.aspx?articleid=13847

Or follow the QR Code below.



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INVESTING OR RELOCATING?

Look at Exeter, Teignbridge and East Devon!

There is a great deal of development happening in Exeter, East Devon, and Teignbridge. With good travel links, relocating employees can have the best of both worlds: working in bespoke new premises alongside world-leading experts and organisations and living in a glorious part of the world where areas of outstanding natural beauty and a choice of beaches are never far away.

Exeter and East Devon

Within the region, there is a wide variety of locations with a choice of scale, cost and accessibility. Located close to Junction 29 – 31 of the M5 and the A30/A303, the programme of developments includes Exeter Science Park, Skypark Business Park, Matford Green Business Park, Southwest Exeter Urban Extension, improvements at Exeter International Airport and the new town of Cranbrook.

In good company

This new business location is to be aimed exclusively at scientific and technological businesses and is under-pinned by a very strong knowledge base. The University of Exeter (ranked in the top 10 of UK universities and in the top 200 in the world), The Met Office and the University of Exeter's Medical School (UEMS) comprise top academics and a fast-growing reputation for world-leading research.



Exeter Science Park

The first 3,000m² of the Science Park Centre will open in April 2015 and will provide a focal point for innovation support on the park. 70,000m² of developed space is planned in a parkland setting and R&D-intensive organisations with the aim of creating 3,000 jobs.

The Met Office relocated to Exeter in 2003 which was the largest IT relocation in Europe at that time. The Met Office has been at the forefront of global weather and climate science for 150 years, combining the latest science with ground-breaking advances in technology and collecting and processing information on a massive scale. World-class science underpins all that the Met Office delivers. UEMS has research strengths in diabetes, cardiovascular risk and ageing, and mental health.

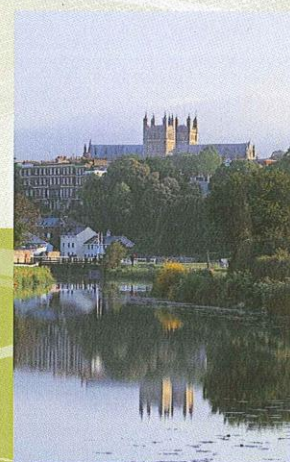
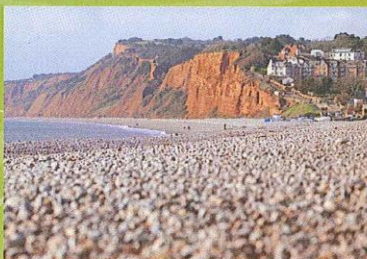
The University of Exeter's Innovation Centre is a hotbed for successful scientific enterprises. With a new generation of innovative IT companies moving to the area and a genuinely high quality lifestyle, comparisons have been made with California's Silicon Valley. Should your enterprising company decide to relocate here, you will be in good company!

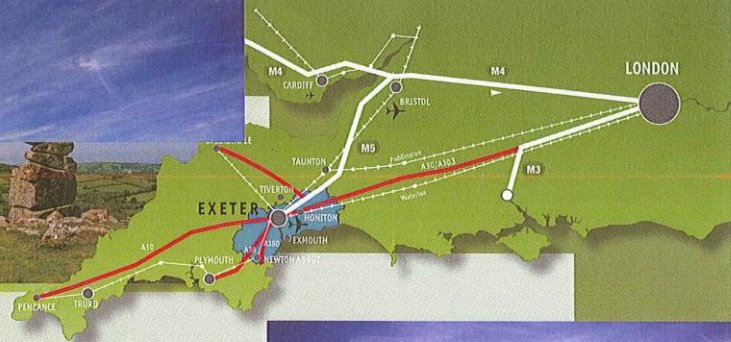
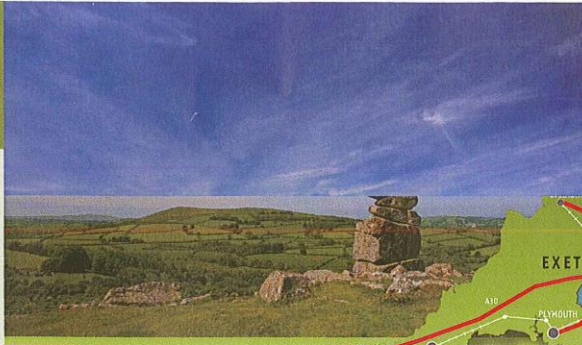
Skypark Business Park

This £210m sustainable business park has the potential to create 6,500 jobs including office, industrial and manufacturing space and is attracting a lot of interest.

Matford Green Business Park

This business park comprises 27 acres of prime commercial development land with planning permission secured for 46,500sq m of mixed employment and support services space.





Teignbridge

Located just to the south of Exeter and close to Dartmoor National Park, Teignbridge offers a fantastic environment in which to invest. There are some 32 industrial estates in the Teignbridge area, all providing a variety of workspace. The largest industrial estate is at Heathfield, located on the A38 that links the M5 with the rest of Devon and Cornwall. Heathfield is located between the market towns of Newton Abbot and Bovey Tracey and has employment areas covering some 95 acres.

At Newton Abbot three large scale employment opportunities have been

Identified: 18 hectares to the west of the town at Houghton Barton, 10 hectares to the south at Wolborough and redevelopment of an existing estate from industrial to office and residential development in the town centre at Bradley Lane.

The Houghton Barton and Wolborough sites are for office, general industrial or storage and distribution uses as appropriate to the site ensuring that there is also a mix of unit size to enable businesses to start up and expand. Sustainable, high quality mixed-use development would be welcomed here.



This area has a strong manufacturing and engineering sector with major employers including Centrax, Teignbridge Propellers and Daf based there.

Infrastructure



What makes these developments particularly viable for a relocating or new business are the planned infrastructure improvements which are integral to the individual projects. For example, Cranbrook in East Devon will be a new community of up to 6,000 homes with a low carbon district heating network, community buildings, schools, a town centre, railway station and country park. Similarly, the Teignbridge local plan allows for growth of at least 8,000 new homes. Once completed, the Newcourt Masterplan in Exeter will create a new community of 3,700 new homes.

Sustainable transport links have been given particular attention. The South Devon Link Road A381 will be completed by December 2015 and the A382 which links Newton Abbot to the A38 at Heathfield will be improved and widened for the whole of this length by the end of 2016. The area has good public transport links with two main railway lines into London. Exeter International Airport will provide new routes into London from October 2014 to add to its existing links to Manchester, Paris, Amsterdam and others.

Lifestyle

The region offers an excellent quality of life with a good mix of beautiful coastal towns and villages, areas of outstanding national beauty, and vibrant urban locations. As a cathedral city, Exeter has both historical and contemporary attractions with high level

sport and cultural activities particularly well catered for. Farming is also key to the region's prosperity and the rolling hills of Devon make it an attractive place to visit and also to live in.

The above is just a taste for what you might find should you base yourself in the Exeter area. If you are looking for new sites, particular business premises or need information about the local area, why not come for a visit?

Contact us on 01392 265134 or at invest@exeter.gov.uk

Alternatively, check out these websites:



www.exeter.gov.uk/business



www.exeterandeastdevon.gov.uk



www.teignbridge.gov.uk/business