

**REPORT TO:** Executive  
**Date of Meeting:** 13 February 2018  
**Report of:** Victoria Hatfield, Economy & Enterprise Manager  
**Title:** Heart of the South West Productivity Plan

**Is this a Key Decision?**

No

**Is this an Executive or Council Function?**

Executive

**1. What is the report about?**

- 1.1 To update members on Exeter's place based response to the draft Productivity Plan for the Heart of the South West area.

**2. Recommendations**

- 2.1 That Executive comments and notes on Exeter's response to the draft Productivity Plan.

**3. Reasons for the recommendation**

- 3.1 To ensure Executive are aware of the Exeter placed based response to the Heart of the South West Productivity Plan and the concerns raised by businesses located in Exeter.

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

- 4.1 None.

**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 identified.

**7. Monitoring officer Comments:**

- 7.1 The content of this report raises no issues for the Monitoring officer.

**8. Background**

- 8.1 The draft Heart of the South West Productivity Plan (see Appendix 1) was prepared through consultation between district, county and unitary authorities, national parks and the Local Enterprise Partnership (LEP) in the Heart of the South West. Its development has included input from Clinical Commissioning Groups (CCGs), as well as private and third sector partners and central government.
- 8.2 The draft Productivity Plan succeeds the LEP's Strategic Economic Plan. The Productivity Plan is an overarching strategy that outlines key priorities and objectives for the Heart of the South West area and businesses located

within. Specifically, it sets out the aim of narrowing the ‘productivity gap’, driving up prosperity and living standards for all, and securing the resources needed to do so.

## 9. Heart of the South West Productivity Plan

- 9.1 The ambition of the plan is to improve business productivity and to increase the opportunities for people to contribute to and benefit from economic growth. The aim is to double the size of the Heart of the South West economy by 2036, from £35bn of GVA to £70bn of GVA.
- 9.2 There a number of cross cutting themes throughout the draft Productivity Plan that reach across all areas of work to increase productivity levels, these include:
- ☐ Inclusive growth for all our communities
  - ☐ Building on our golden opportunities
  - ☐ Valuing our natural capital
  - ☐ Using digital technology
- 9.3 The Productivity Plan is structured around the three strategic objective areas of Connectivity & Infrastructure, Working & Learning and Leadership & Knowledge. As shown below, a number of high level interventions have already been set out to achieve the ambition of the draft Productivity Plan.

<b>Connectivity &amp; Infrastructure</b>	<b>Working &amp; Learning</b>	<b>Leadership &amp; Knowledge</b>
Management Excellence	Clean energy infrastructure	Skills for a knowledge-led economy
New markets, new opportunities	Connectivity and resilience	Pathways to success
Remove barriers to expansion	Land for business and housing needs	Access to work and opportunities
Attracting talent and investment	Natural capital to support productivity	Skills for our ‘Golden Opportunities’

- 9.4 During the autumn 2017, the draft Productivity Plan was available for consultation for approx. 10 weeks to enable the public sector, private and third sector to respond to the draft plan. Exeter City Council organised a business consultation event at the Devon Hotel on 21 November 2017 and invited a number of Greater Exeter businesses to the event. Thirteen senior businesses leaders attended, which was an ideal amount to enable discussion and engagement to take place. Notes of the consultation event have been included in the Exeter placed based response, as well as being sent separately to the consultation event. The notes are included in Appendix 2.
- 9.5 It was decided early on that we didn’t want an Exeter City Council response to the draft Productivity Plan, it was more appropriate for an Exeter placed based response as productivity is driven by the business community. A number of businesses within Exeter were contacted to contribute and

endorse the Exeter response. The businesses that contributed and endorsed the Exeter placed based response were:

Exeter F S B	Exeter Cycling Campaign	Exeter R u g b y	SW C o m m s
BT	Lightfoot	Exeter Chamber of Commerce & Trade	Stagecoach
Exeter Estates Ltd	St Peter's C of E Aided School	Exeter Airport	Environment Agency

- 9.6 From both the business consultation event and speaking directly with businesses that there was a clear direction that tackling congestion within the city should be addressed urgently as this is starting to be an inhibitor for growth. Also, having suitable and sufficient office space for start-ups and growing businesses is required within the city. The final area that needs addressing and actioning is having the right type of skilled people and the right type of housing within the city to enable young professionals to live where they work – an enabler in tackling congestion. A copy of the Exeter placed based response is within Appendix 3.

## **10. Next steps**

- 10.1 Consultation responses received on the draft Productivity Plan are being collated by Torbay Council with the draft Productivity Plan being amended and updated by a representative from a local authority with the area. The Economy & Enterprise Manager of Exeter City Council has been nominated to sit on the working group drafting the final version of the Productivity Plan to represent the Greater Exeter area as well as urban areas for the LEP area.
- 10.2 The final Heart of the South West Productivity Plan will be presented at the first official Joint Committee for the Heart of the South West early 2018, who have the responsibility to endorse and lead on the direction of the final Productivity Plan.

## **10. How does the decision contribute to the Council's Corporate Plan?**

- 11.1 The Heart of the South West Productivity Plan assists the City Council in delivering the following purposes:
- ☐ Make Exeter a stronger city
  - ☐ Make Exeter an analytical city
  - ☐ Make Exeter energy independent
  - ☐ Make Exeter congestion free
  - ☐ Help me run a successful business

## **11. What risks are there and how can they be reduced?**

- 11.1 Victoria Hatfield has been nominated to attend draft Productivity Plan meetings, to ensure the thoughts of the City Council, the business community, neighbouring LA's and other urban areas views are taken into account.
- 12. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults; economy; safety and the environment?**
- 12.1 The draft productivity plan describes an inclusive growth plan, but it is felt this is not a common thread through the draft plan. The Exeter response has requested that inclusive growth is given greater thought and clarity so that everyone within the Heart of the South West area benefits from growth and development.
- 12.2 The Policy Team from Exeter City Council were nominated to assess the Draft Productivity Plan and complete an Equalities Impact Assessment. The results of the EQIA will be feed into the final version of the Productivity Plan.
- 13. Are there any other options?**
- 13.1 There is an option of not to comment on the draft Productivity Plan and to only submit a response from the City Council. Neither of these options were felt suitable, I wanted to ensure that businesses had the opportunity to contribute to an Exeter placed based response to show a collective response.

**Victoria Hatfield, Economy & Enterprise Manager**

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

**Background papers used in compiling this report:-**

None

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