

**SCRUTINY ECONOMY COMMITTEE**  
**11 JUNE 2009**

**Key Elements of the Programme for the Economy Portfolio for  
2009/10**

**Economic Development Strategy**

We have now revised the Economic Development Strategy, setting out a range of priorities and an associated programme of projects for the next five years. Making the most of the local economy depends on cross working with a wide range of key stakeholders in the City and working with our partners outside the City through Exeter and the Heart of Devon Partnership and through the New Growth Point. Given the state of the economy at large, we will closely watch performance in the local economy to review our Strategy in late 2009, in the light of that performance.

**Responding to the Recession**

Whilst the Economic Development Strategy deals with longer term aspirations, there is an immediate need to address the impact of the recession. I have asked officers to forward a number of proposals to design a package of measures to lessen the impact of the recession on individuals and on businesses, as well as improving the competitive position of Exeter by expanding our marketing activity. That paper is on tonight's agenda for discussion. In addition to these specific proposals, we will continue to work closely with organisations in the City with regular meetings which have been chaired by the Chief Executive since the early Spring.

**City Centre Promotion**

A major programme of enhancements has now been completed and will focus on promoting the City centre through additional marketing, whilst seeking to reduce vacancies through active marketing of our own premises, reducing the impact of vacant units on the appearance of the City centre (by installing displays in vacant shop fronts) and by continuing with the programme of special markets as outlined in the attached sheet.

**Canal Basin**

Regeneration continues to make sound progress with Bridger Marine now in new premises at Haven Road Car Park. Work on the 14 Affordable Housing Units at the head of the Basin is progressing well. It is expected to go out to tender very shortly for the construction of Michael Browning Way which will provide access to Bridger Marine's premises, the winter boat laying up area and a re-designed Haven Road Car Park.

**Science Park**

This partnership project continues to progress well with a new Science Park Company about to be formed with the appointment of a Chair recently agreed, a planning application due this month with the associated infrastructure provision making excellent progress in terms of approvals and funding. The £750,000 contribution to the Science Park Company will be one of the biggest commitments on the Economy budget.

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**Science Base**

We will continue to work closely with the University and other partners to establish a much higher profile for the City in terms of science based companies and the leading research undertaken by the Met Office, the Peninsula College of Medicine and Dentistry, and the University. The aim is to develop a strong brand for the city through, for example, coordinating and providing a focus for promoting a range of activities relating to innovation, education and the development of knowledge based businesses in the area. Establishing a reputation for the city as a recognised "science base" will be essential for the successful development of the science park and to support those organisations already successfully operating here

**Inward Investment**

At the present time inward investment levels are very low as companies review their operations and investment plans. Nevertheless, I would like to highlight the recent opening of the Reuters base in the City, a success in terms of our long term efforts to secure high profile knowledge-based companies. The Economic Development team worked closely with Reuters over several years to ensure that their accommodation needs could be met in a high profile, quality building. The attraction of the new Jury's Inn Hotel and other smaller relocations and investments are other examples of this important area of work.

**Tourism**

The successful re-launch of the Underground Passages in late 2007 has already been reported. The attraction continues to experience growing visitor numbers. We have now reached an agreement with Exeter Canal and Quay Trust to support the Quay House Visitor Centre for the medium term. We will be investing in the Visitor Centre later this year to bring facilities up to modern standards. In order to take advantage of adverse exchange rates, we will also be increasing our Tourism Marketing budget, targeting particularly the weekend break market for the coming Autumn and the family market for Spring 2010.

**Councillor Stella Brock**  
**Portfolio Holder Economy and Tourism**

## Markets for the Year

6 June, 4 July, 1 August, 5 Sept	Craft Saturday, Fore St/South St.
19, 20, 21 June	Continental Market, Sidwell St.
18, 19, 20 Sept	Italian Market, Fore St/South St.
13, 14, 15 Nov	Continental Market, Sidwell St.
27, 28 Nov. 4, 5, 11, 12, 18, 19 Dec	Christmas Gift Market, Fore St.
28 Nov	Charities' Christmas Market, Castle St.
3, 10, 17, 21 Dec	Christmas Gift Market, Castle St.
4, 11, 18, 22 Dec	Christmas Produce Market, Castle St.
5, 12, 19, 23 Dec	Christmas Craft Market, Castle St

### Regular markets:

Farmers' Market:	Every Thursday, Fore St/South St.
Sunday Market:	Weekly, Matford Centre.
Sidwell Street Market:	Mon - Sat.