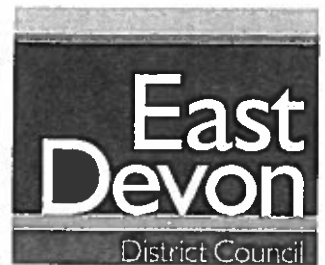


Date: 11 January 2011  
Contact name: 01395 517544  
Contact number: Chris Lane  
E-mail: [clane@eastdevon.gov.uk](mailto:clane@eastdevon.gov.uk)



To: Members of the Overview/Scrutiny - Economy Committee  
(Councillors: David Atkins, Roger Boote, Peter Halse, Ben Ingham,  
John Jeffery, Stuart Luxton, Bob Peachey, Graham Troman,  
Tim Wood, Steve Wragg).  
Other Members of the Council for information  
Chief Executive  
Corporate Directors  
Economic Development Manager

East Devon District Council  
Knowle  
Sidmouth  
Devon  
EX10 8HL

DX 48705 Sidmouth

Tel: 01395 516551

Fax: 01395 517507

[www.eastdevon.gov.uk](http://www.eastdevon.gov.uk)

### **Overview/Scrutiny – Economy Committee, Thursday 20 January 2011 at 6.30pm**

The above meeting will be held in the Council Chamber, Knowle, Sidmouth, to consider the matters detailed on the agenda below.

**Visitors please note that the doors to the civic suite (meeting rooms) will be opened ¼ hour before the start time of the meeting. Councillors are reminded to bring their key fobs if they wish to access the area prior to that time.**

Members of the public are welcome to attend this meeting.

- A period of 15 minutes has been provided to allow members of the public to raise questions.
- All individual contributions will be limited to a period of 3 minutes – where there is an interest group of objectors or supporters, a spokesperson should be appointed to speak on behalf of group.
- The public is advised that the Chairman has the right and discretion to control questions to avoid disruption, repetition and to make best use of the meeting time.
- In addition, the public may speak on items listed on the agenda. After a report has been introduced by the relevant Portfolio Holder and/or officer, the Chairman (Leader of the Council) will ask if any member of the public would like to speak in respect of the matter and/or ask questions.

A hearing loop system will be in operation in the Council Chamber.

### **AGENDA**

1. **Public question time** – standard agenda item (15 minutes)  
Members of the public are invited to put questions to the Committee through the Chairman. The process is set out on the front of the agenda.

Councillors also have the opportunity to ask questions of the Chairman and/or Portfolio Holders during this time slot whilst giving priority at this part of the agenda to members of the public.

2. To confirm the minutes of the meeting of the Overview/Scrutiny – Economy Committee held on 11 November 2010.
3. To receive any apologies for absence.

4 - 7

4. To receive any declarations of interests relating to items on the agenda.
5. To consider any items, which, in the opinion of the Chairman, should be dealt with as matters of urgency because of special circumstances.

(Note: such circumstances need to be clearly identified in the minutes; Councillors please notify the Chief Executive in advance of the meeting if you wish to raise a matter under this item. The Chief Executive will then consult with the Chairman).

6. To agree any items to be dealt with after the public (including the press) have been excluded. There are no items that the officers recommend should be dealt with in this way.

7. **Exeter & Heart of Devon Area Tourism Partnership**

Verbal  
report.

To receive a presentation from Derek Phillips, Chairman of the Exeter & Heart of Devon on the Area Tourism Partnership.

**Members remember!**

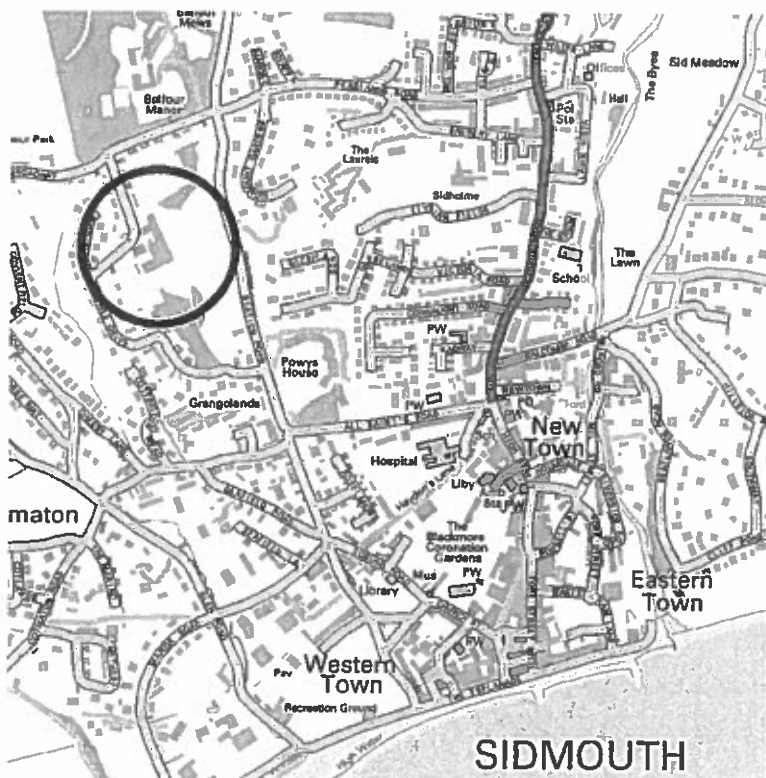
- You must declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered.
- Where you have a personal interest because the business relates to or is likely to affect a body of which you are a member or manager as an EDDC nominee or appointee, then you need only disclose that interest when (and if ) you speak on the item. The same rule applies if you have a personal interest in relation to a body exercising functions of a public nature.
- Make sure you say the reason for your interest as this has to be included in the minutes.
- If your interest is prejudicial you must leave the room unless you have obtained a dispensation from the Council's Standards Committee or where Para 12(2) of the Code can be applied. Para 12(2) allows a Member with a prejudicial interest to stay for the purpose of making representations, answering questions or giving evidence relating to the business but only at meetings where the public are also allowed to make representations. If you do remain, you must not exercise decision-making functions or seek to improperly influence the decision; you must leave the meeting room once you have made your representation.
- You also need to declare when you are subject to the party whip before the matter is discussed.

## Suggestions for questioning during an Overview and Scrutiny meeting

Below are some prompts which may help you to form your own questions to ask at an Overview and Scrutiny meeting. Your questioning technique is crucial in creating an atmosphere conducive to open answers. Avoid excessive interrogation and treat those being questioned with courtesy and respect; however don't be afraid to ask supplementary questions if you feel that you haven't been given a clear answer.

- **IS IT REQUIRED?** (do we have this, does it make sense to tackle it, do we really need it).
- **IS IT SYSTEMS THINKING?** (is it evidence based and designed around the customer demands)
- **IS THE INTENTION CLEAR?** (what are we actually trying to achieve)
- **ANY REAL OUTCOMES?** (are we actually, and measurably, achieving things for our customers).
- **WHAT IS THE COST?** (both time and money)
- **DOES IT COMPLY?** (have we checked that it meets our obligations, the law, any formal guidance, and any Council policy or resolutions).
- **OTHERS DO WHAT?** (how do other organisations tackle this, best practice)
- **EFFECTIVE AND EFFICIENT?** (how do we know we're doing things well, in a timely fashion, and at "best value")
- **WHAT IS THE RISK?** (any areas of risk for the Council)
- **ANYONE LOSE OUT?** (are there sections of the community who might be disadvantaged by this approach, or be less able to take advantage, than others)
- **DOES IT LINK?** (have we linked this to other, similar, pieces of work within or outside the Council)

## Getting to the Meeting – for the benefit of visitors



The entrance to the Council Offices is located on Station Road, Sidmouth. **Parking** is limited during normal working hours but normally easily available for evening meetings.

The following **bus service** stops outside the Council Offices on Station Road:  
**From Exmouth, Budleigh, Otterton and Newton Poppleford – 157**

The following buses all terminate at the Triangle in Sidmouth. From the Triangle, walk up Station Road until you reach the Council Offices (approximately ½ mile).  
**From Exeter – 52A, 52B**  
**From Honiton – 52B**  
**From Seaton – 52A**  
**From Ottery St Mary – 379, 387**

Please check your local timetable for times.

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The Committee Suite has a separate entrance to the main building, located at the end of the visitor and Councillor car park. The rooms are at ground level and easily accessible; there is also a toilet for disabled users.

**For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546**

# **EAST DEVON DISTRICT COUNCIL**

## **Minutes of a Special Meeting of the Economy Overview and Scrutiny Committee held at Knowle, Sidmouth on 11 November 2010**

**Present:**

**Councillors:**

Graham Troman (Chairman)  
Steve Wragg (Vice Chairman)

David Atkins  
Roger Boote  
Peter Halse

John Jeffery  
Bob Peachey  
Tim Wood

**Also Present**

**Councillors:**

Peter Bowden  
Iain Chubb  
Paul Diviani  
Jill Elson  
Chris Gibbings

Graham Godbeer  
Stuart Hughes  
Frances Newth  
Pauline Stott

**Officers:**

Nigel Harrison – Economic Development Manager  
Rob Hetherington – Chief Economist, Devon County Council  
Chris Lane – Democratic Services Officer

**Apologies:**

**Councillors:**

Vivienne Ash  
Ray Bloxham  
Steve Hall

Ben Ingham  
Stuart Luxton  
Andrew Moulding

The meeting started at 6.30 pm and ended at 8.45 pm.

**\*24 Public question time**

There were no questions from the public raised at this point of the meeting.

**\*25 Minutes**

The minutes of the meeting of the Overview/Scrutiny – Economy Committee held on 7 October 2010, were confirmed and signed as a true record.

**\*26 Devon Economic Assessment**

The Chairman welcomed Rob Hetherington, Chief Economist from Devon County Council who gave a presentation on the Devon Economic Assessment. Members noted that the Assessment would underpin the future strategic direction for Devon to achieve real business benefits and improve the quality of life for communities in Devon. The consultation document set out the initial views on the credentials of the Devon economy.

**\*26 Devon Economic Assessment (Cont)**

Members noted that of Devon's 1,100,000 population, 600,000 were engaged in some form of work. Land based industries were of particular importance, with up to four times more people involved in agriculture in Devon compared with other counties. The assessment also showed that the amount of income generated per person was less in Exeter than other areas. This was due to employees commuting into Exeter from surrounding areas for employment. The statistics showed a lower level of pay in East Devon, at £61 per week lower than the national average. Some of the data in the report was based on statistics contained in the 2001 Census and therefore could be considered to be out of date.

Rob Hetherington discussed Devon County Council's recent bid for a Local Enterprise Partnership (LEP) and reported that the County Council had received very little guidance from Central Government in connection with the introduction of Local Enterprise Partnerships. He accepted that with regard to the Devon, Plymouth and Torbay bid, the District Councils in Devon should have been more closely consulted. Central Government had not endorsed this LEP bid and had asked for more engagement with Somerset.

Devon County Council had accepted the need to explore further the relationship with Somerset and was therefore looking to redraft the LEP bid after consultation with Somerset and the District Councils.

During discussions, the following points and questions were noted:

- That the large growth in self employed people in East Devon was not reflected in the figures presented;
- Concern that Exeter may try to take a part of East Devon up to and including Exeter Airport within its boundaries;
- The possibility of requesting the renaming Exeter Airport to East Devon Airport, as it was within the boundaries of East Devon;
- Surprise expressed that income generated in Exeter was smaller than other District Councils in Devon. This was partly due to the way the economic model generated the statistics and also the number of public sector jobs in the area;
- Would the rise in home working make a substantial difference to the statistics as people can run their business from home without having to commute large distances? It was hoped that with the increase in broadband speeds in rural areas would help to facilitate this trend;
- There were a number of wealthy retired people in East Devon with considerable spending power;
- The new community at Cranbrook and the Science Park would alter the economic figures for East Devon;
- The contribution the Arts made to the economy of East Devon was not specifically recorded in the report;
- There was no record in the report of the contribution the informal economy made;
- There was discrepancy between the figures for manufacturing and energy in the presentation and the Consultation Document. Rob Hetherington agreed to investigate this;
- Have the income differences between Devon and other areas narrowed in recent times? Anecdotally there appeared to be no narrowing of incomes, except for the Exeter area;
- That spending patterns in Devon were difficult to assess and were changing;
- What did the introduction of on street pay and display parking add to the Devon economy? The evidence so far was the introduction of pay and display on street parking added to the economy of a town by increasing the "churn" of cars parking;

\*26 **Devon Economic Assessment (Cont)**

- Acknowledgements of the importance of tourism to the East Devon economy, in the current economic climate people were more likely to have “staycations” rather than holiday abroad. Devon was the most popular tourist destination after London, with seven million visitors annually;
- The improvement in communication in East Devon meant that there was the opportunity for the more able people to continue to work in East Devon by taking advantage of the improvement in communications;
- Agriculture was a very important part of the East Devon economy and not only helped feed the nation but also helped safeguard the countryside;
- That food security would become more important to the British economy in years to come and this would increase the importance of agriculture;
- The farm worker was a very skilled job with the need to be experienced in a number of different areas.

Rob Hetherington was thanked for his presentation on the Devon Local Economic Assessment.

\*27 **Local Enterprise Partnerships**

Members received an update on the Government’s proposals to replace Regional Development Agencies with Local Enterprise Partnerships (LEPs). LEPs were locally owned partnerships between local authorities and businesses. They would play a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of jobs. They were also a key vehicle in delivering Government objectives for economic growth and decentralisation, whilst also providing a means for local authorities to work together with business in order to quicken the economic recovery. The Government had been minded to give business an important role and given a very tight timescale to submit initial proposals. This Council had decided to submit a proposal in partnership with South Somerset District Council, which had been unsuccessful.

As LEPs were based on more meaningful economic areas, the Government believed partnerships would be better placed to determine the needs of the local economy along with a greater ability to identify barriers to local economic growth. On 28 October 2010, the Government announced 24 partnerships that were ready to move forward and establish their Local Enterprise Partnership Boards. Unfortunately, none of these featured proposals for Devon, Dorset or Somerset. The Government’s view was that proposals affecting our area would benefit from further discussion between local business and civic leaders, neighbouring partners and government.

Members noted that starting in 2011-12 the Government proposed that any additional council tax for each new home and property brought back into use, for each of the six years after that home was built would be match funded. With the number of new homes given permission to be built in East Devon this was felt to be potentially a useful source of new income for the District Council. The White Paper was considered a vital opportunity for EDDC to progress the aims it had set itself.

During discussions, the following points and questions were noted:

- Devon should be seeking to align itself with the Taunton area;
- What should EDDC be doing to obtain the opportunities presented in the White Paper?
- The engagement of business in the LEP process was vital to its success. There was the need to adopt more business approach than the normal public sector committee model;

**\*27 Local Enterprise Partnerships (Cont)**

- The importance of engaging with local businesses to hear what they have to say, in East Devon, this would be through East Devon Business Forum and the local Chambers of Commerce;
- Criticism was expressed over the way Devon County Council had formed its LEP bid. This had meant there was the risk of not having a LEP in place for Devon in time for the Government's deadline of March 2011;
- The importance of producing a LEP bid that was relevant to business in East Devon. Reflecting the natural economic geography, rather than historic county boundaries;
- That Local Authorities should act as the facilitators to help business produce a relevant LEP bid;
- That although LEPs should be business centred there would be the difficulty of getting business people involved. In particular, there was the lack of big business in East Devon that had the resources to contribute to creating a LEP bid.

**\*28 Update from the Economy Portfolio Holder**

The Chairman welcomed Councillor Graham Godbeer, Economy Portfolio Holder who gave an update on the delivery of the Economic Development Service Plan 2010/13. The update set out current performance to the key service objectives planned for 2010/13. These included:

- Affordable Housing;
- Economic Growth in the West of the District;
- Seaton Regeneration;
- Exmouth Regeneration;
- Economic Growth generally;
- Estates Management and implementation of the Asset Management Plan.

In response to a question, Councillor Godbeer confirmed that there was no further progress to report on redeveloping the eastern end of Sidmouth.

Councillor Steve Wragg expressed his concern that the £300,000, Section 106 money obtained from the planning application for the extension to the Tesco store in Exmouth, should go towards worthwhile employment/regeneration projects within the town. Councillor Jill Elson, Communities Portfolio Holder requested that more consideration be given to a proposal for managed work space in and around the Exmouth area. Members generally confirmed the need for the better use of EDDC's assets, particularly in these difficult economic times.

Councillor Graham Godbeer was thanked for his report and the important work he was undertaking on the District Council's behalf as Economy Portfolio Holder.

Chairman ..... Date .....

