

Date: 1 June 2010  
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)

Dear Sir/Madam

### **Overview/Scrutiny – Economy Committee, Thursday 10 June 2010 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.**

Yours faithfully

MARK WILLIAMS

Chief Executive

**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 25 March 2010. 4 - 7
3. To receive any apologies for absence.
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. **Economy Portfolio Holder** Verbal report.
 

Opportunity for Councillor Graham Godbeer, new Economy Portfolio Holder, to outline his ideas on the delivery of the Economy and Development Service Plan 2010 – 2011.
8. **The 16 – 19 Skills agenda** Verbal report.
 

To welcome Councillor Christine Channon, Devon County Council Cabinet Member for Schools & Skills to discuss the LEA's approach to 16 – 19 Training for Young People and the transition from school to work.
9. **Impact of customer spending at and beyond Devon Cliffs, Exmouth on the wider East Devon/Exmouth economy** Verbal report.
 

To receive a presentation and information from Jackson Research and Bourne Leisure Ltd.

### **Members remember!**

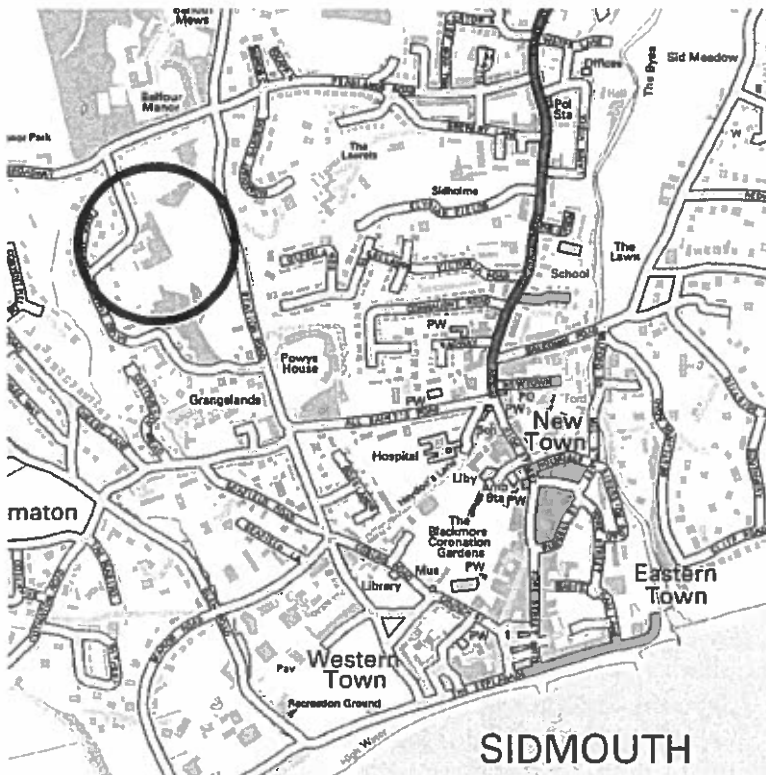
- You must declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered.
- Where you have a personal interest because the business relates to or is likely to affect a body of which you are a member or manager 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.

© Crown Copyright. All Rights Reserved. 100023746.2010

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 25 March 2010**

- Present:** Councillors:  
Iain Chubb (Chairman)  
Trevor Cope (Vice Chairman)
- Malcolm Florey  
Ben Ingham
- Bob Peachey  
Steve Wragg
- Also Present** Councillors:
- Derek Button  
Andrew Dinnis  
Paul Diviani  
Jill Elson  
Mike Green  
Peter Halse  
Ann Liverton
- Graham Liverton  
Andrew Moulding  
Francis Newth  
Helen Parr  
Tony Reed  
Pauline Stott  
Graham Troman
- Officers:  
Karime Hassan - Corporate Director  
Chris Lane – Democratic Services Officer  
Nigel Harrison – Economic Development Manager  
Tim Western – King Sturge
- Apologies:** Councillors:
- Ray Bloxham  
David Cox  
Graham Godbeer  
Steve Hall
- Stuart Hughes  
Douglas Hull  
John Jeffery  
Jim Knight

The meeting started at 6.30pm and ended at 8.15pm.

### **\*24 Public question time**

Jack Smith a parish councillor for Faringdon asked why the Committee set so much store on the report of King Sturge whose primary business activity was aimed at land owners and occupiers. He asked if it would not be in the Council's best interests to take information from a more impartial and independent source who did not have a vested interest in local development? Karime Hassan, Corporate Director in response said that the Council paid consultants to give an impartial view. King Sturge had been employed principally because of the market-focussed view they gave. King Sturge were widely used by the development industry to advise them on development issues and they were very much a market focussed consultant.

### **\*25 Minutes**

The minutes of the meeting of the Overview/Scrutiny – Economy Committee held on 25 February 2010, were confirmed and signed as a true record.

**\*26 Matters Arising**Results of Devon wide Rural Business Survey (Minute \*20 of 25 February 2010 refers)

Nigel Harrison, Economic Development Manager, reported that Councillor Christine Channon, the Devon County Council Cabinet Member for Education had agreed to attend the next meeting of the Committee in June 2010.

**\*27 Employment Land in the A3052 Corridor**

Nigel Harrison, Economic Development Manager, introduced Tim Western from King Sturge to discuss Employment Land in the A3052 corridor. Tim Western reported that there had been a dearth of employment land for investment by local businesses looking to expand. However this situation had been helped by the District Council recently taking a less stringent approach when determining applications for employment land. This had resulted in 25 hectares of employment land being available to business investors. However, this land was sited towards the western end of the District. It was suggested that it was now time for the Council to look at improving employment land supply in the market and coastal towns of the District, where there was a lack of available employment land.

Tim Western confirmed that the market was moving very quickly and that demand in the A3052 corridor had improved greatly in the last decade. This demand focussed on distribution and manufacturing occupiers. Office demand was more towards existing business parks such as Exeter Business Park and Pynes Hill. Many businesses these days were quite 'footloose' and able to take advantage of business premises in various locations. The recession had dramatically reduced the number of enquiries for employment land and the number of firms expressing an interest in employment land and premises. There was caution, particularly amongst smaller firms who often had problems in obtaining funding from financial institutions. The current economics of developing industrial units was making many new build schemes unviable. There was therefore the need for the Council to support business and encourage new ones to start up particularly in the current financial environment.

During discussions, the following points and questions were noted:

- That the A3052 was a tourist route, what restrictions should there be in place on B class users in this corridor to avoid problems between industrial and tourism users? Any decision on usage on employment sites would be taken by the Development Management Committee.
- Should the Local Authority try to attract a big player in the manufacturing sector to the South West. It would be in competition with deprived area that would have access the government subsidies? There was very little delivery of such business in the South West so far and it was Tim Western's view to concentrate on those businesses already there;
- Employment was essential for all in the District, but there must be a balance between the employment land provided and the needs of local communities. The permissions for employment land granted in the A3052 corridor had changed the environment for local people. There was also a concern that this employment land had provided jobs for people outside the District, as there was not sufficient population within the local area to take the jobs. The Government had insisted that the West end of the District should serve a regional direction and need; this had impacted on local communities such as Farringdon. There was a need for localised employment land to be provided for the market and seaside towns of the District. It was considered that there was now a sufficient land supply provision for the A3052 corridor. The focus had now switched to providing employment opportunities in the market and seaside towns. It was considered that the Council's core strategy needed to reflect places other than the A3052;

\*27

**Employment Land in the A3052 Corridor (Cont)**

- The report on the A3052 had been helpful to the Council from a strategic point of view and was a useful position statement to identify where the Council was at present. The provision of employment land in this corridor related the valued achievements of the Economy Portfolio Holder, the Economy Team and Economy Think Tank. There was much still to be delivered in the West end of the District and there was also a challenge for the Council in the east of the District with the market and coastal towns;
- Concern expressed that Exeter City Council may attempt a "land grab", (in the past at Sowton Industrial Estate) and take over some of the West end of the District;
- The employment land at the West end of the District was largely transport and distribution related. The East end, such as Honiton was quite different and was more related to the local community. There was a need for the East end of the District to be a living working environment and the planners needed to think more positively on these issues;
- There was a need for help from the Government with regard to the transport and the road network within the District. Pressure should be put on the Government to improve the road network, such as at Clyst St Mary and the Sandy Gate roundabout;
- The work of King Sturge stood as a positive statement for increasing the employment land supply in the West end of the District. East Devon District Council had been successful in partnering the private sector without using the Council's investment resources. There could be an opportunity for collaborating with business partners to extend business opportunities in the East end of the District;
- The Council had helped to provide employment land in the A3052 corridor and no further provision was currently identified in that area. This will be welcome news for people who lived along the corridor. Traffic controls were needed in places on the A3052, such as the Farringdon Cross and Cat & Fiddle;
- There was a need to look at the provision of employment land in the Exmouth area as it was the largest town in East Devon;
- The A376 was still a problem for Exmouth. Increasing housing and employment in Exmouth put more pressure was put on the A376 and the Sandy Gate roundabout. Exmouth had a unique problem in that it had inadequate road access and was also bordered by the AONB and the sea; this created unique problems. Devon County Council should be invited to a meeting of the Committee to discuss what improvements were possible to the A3052 and A376 as transport underpinned the economy;
- What sort of businesses did the Economic Development Manager envisage at the proposed development at Harepath Road, Seaton? It was important to avoid being too prescriptive and the to nurture existing businesses. He was not optimistic that a major employer could be secured on this site. There was the need to create a product to meet the latent demand in the area;
- What parts of the Westcountry were showing signs of growth? There were different hotspots and it also depended on where there were available employment units;
- That the issue of the lack of jobs in the Exmouth area should be addressed as it was important from a sustainability point of view that people should be able to work in the town they lived in.

**RESOLVED**

1. that the Committee welcomes the recent improvements to the employment land supply situation in East Devon and that some 25 hectares of B Class employment land were now available for investment to employers seeking new workspace in the western half of the District be noted;
2. that the findings of the Employment Land and Premises Review in the Western section of the A3052 Corridor, undertaken on behalf of the Council by King Sturge and as reported at the meeting be endorsed;
3. that Karime Hassan, Corporate Director be requested to report to a future meeting of the Committee on prospects for and means of delivering, similar investment opportunities to strengthen the local employment offer of the market and coastal towns of the District;
4. that Dr Ian Harrison and Jamie Holland from Devon County Council Highways be invited to attend the next meeting of the Committee to discuss the A3052 and A376 transport corridors, congestion problems on both of these roads and Devon County Council proposals to improve the situation.

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

