

Minutes of a Meeting of the Cornwall and Isles of Scilly Economic Forum

11.00am on Wednesday 22 November 2006

Knowledge Spa, Truro

Present:

Nigel Ashcroft	ICT Taskforce
Rose Barnecut	Creative Unit
John Berry	Cornwall Enterprise
Bert Biscoe	Rural Cornwall and Isles of Scilly Partnership
Stephen Bohane	SW Regional Development Agency (SWRDA)
David Brewer	Cornwall Business Partnership
Nigel Carpenter	Cornwall Destination Management Organisation
Annette Egerton	Restormel Borough Council
Barbara Ellenbroek	Cornwall Business Partnership
Richard Fish	Connecting Cornwall
Malcolm Garrington	Cornwall & Isles of Scilly Economic Forum (Secretariat)
Bill George	Cornwall Association of Local Councils
Peter Hardaker	Cornwall Agricultural Council
Lucy Harris	Cornwall and Isles of Scilly Economic Forum (Secretariat)
Neil Hatton	Kerrier District Council
Sheila Healy	Cornwall County Council
Nigel Hewitt	Combined Universities in Cornwall
Rick Hopkins	Cornwall Business Partnership
Philip Hygate	Council of the Isles of Scilly (Vice Chairman)
Sheila Johns	TUC
David Lobban	Cornwall Business Partnership
Andrew Macdonald	Business Link Devon and Cornwall
Nick Mallard	Caradon District Council
Phil McVey	South West Regional Development Agency
Andrew Mitchell	Cornwall County Council
Michelle O'Brien	Cornwall and Isles of Scilly Economic Forum (Secretariat)
David Pattison	Cornwall County Council
Alan Pearce	Job Centre Plus
Thelma Sorensen	Cornwall Business Partnership (Chairman)
Hudson Smith	Penwith District Council
Blair Thomson	Cornwall Voluntary Sector Forum
Carol Wells	Cornwall Business Partnership
Paul Wickes	Cornwall Marine Network
Gill Wilson	Carrick District Council
Mark Yeoman	Objective One Partnership Office

In Attendance

Jane Henderson	South West Regional Development Agency
Juliet Williams	South West Regional Development Agency
Scott James	Kerrier District Council
Gaynor Coley	Eden Project
Tony Kendle	Eden Project
Tim Smit	Eden Project

1 "Heartlands"

Scott James (SJa), Project Manager for the "Heartlands" project showed a short DVD and gave a presentation (both available from Secretariat on request). The premise of the DVD was the creation of a place to go to be inspired.

The individual elements included in the project are:-

- Robinson's Shaft: World Heritage 'Orientation Centre For Central' Mining District
- Park for Pool: Key To Ensuring that Pool has a Quality Space for Living, Working and Visiting. English Partnerships led Within TRIP, CABE principles
- Streetscape: Re-establishing Pool village with improved pedestrian-focussed environment
- Arts: Within park and wider project input from Cornwall Arts Centre Trust/Sculpture Place.?

Following his presentation, SJa was asked to identify the economic driver for the development. In response, he confirmed that the principle aim is to increase the quality of the local environment. The Robinson's Shaft project will be merged with other elements and it was intended that this will create an appeal which will sign post to a wider area. The geographical area, which the project will encompass, was identified and it was confirmed, that two iconic structures are to be included. The Trevenson Road Implementation Plan was also summarised showing the new developments and the proposed improvements to the existing area/structures. He reported that the Project Team are currently investigating sustainability options, both financial and environmental. The land on which the project will be based is owned by the Local Authority and the proposal is to retain the freehold and obtain a land fee. There are also dowry possibilities through the Land Restoration Trust and Living Landmarks.

The bid is seeking funding via the Living Landmarks Lottery fund which is offering £10 million - £25 million to projects of regional significance. The project is looking to secure £25 million via this route, with the final outcome being determined by a committee decision. "Heartlands" has progressed to a shortlist of 6 entries and the business plan is now complete. SJa asked the members to act as ambassadors for the project.

In response to a query to request that all materials and style of the buildings will be typically Cornish, SJa advised that the project is taking advice from URC and CABE to ensure that Cornish architectural elements are maximised. He also advised that there are huge mine works and rock drill etc collections available in Cornwall and, this centre will provide a gateway to showcase and signpost visitors to these other facilities.

The project will have a total cost of £34 million. £8.4 million to be funded from English Partnerships and £25 million from the Lottery. DB added that the Orientation Centre is not going to have everything in it. The whole purpose of the centre will be to act as a gateway to send visitors out further into the community.

HS stated that there is a danger that there can be too much focus on heritage, particularly when it comes to design. It is important to appreciate history, but we should also look forward and approach the requirements of today. SJ stated that teenagers in the area have a lack of self esteem, which is demonstrated by the disturbing teenage pregnancy rate, which is the highest in the UK. SJa responded by advising that the team is working with schools and agreement has been reached that an increased focus should be put on community projects.

DB stated that this was a fantastic scheme for Cornwall as it would provide opportunities to link with other areas. NH asked how the project linked with the Spyr's Project in terms of community involvement. SJa advised that the Spyr's is looking at neighbouring sites and is

being treated as a complimentary project.

It was proposed and seconded that the Cornwall and Isles of Scilly Economic Forum write to formally support the project. All members were in agreement.

Action: Letter of support to be sent to Heartlands project.

JW apologised for leaving the meeting at this point.

2 "The Edge"

Gaynor Coley advised that this project had been submitted and would be appraised under the higher level Living Landmarks funding process which is to be decided by a television vote next autumn. She stressed that, as it is often big urban areas which win this kind of competition, due to their large population numbers able to vote, this is a big challenge for the project.

Tony Kendle reported that the environmental agenda offers real economic potential for SMEs and this is the idea behind the Edge Project. Cornwall will be pitching itself against global competition and it is important to investigate how the County can be at the forefront in maximising these opportunities. TK stated that the Eden Project has the ability to bring in people with global authority and to bring the world's best into the County. Tim Smit advised that the "The Edge" will, along with the Meeting Place, be one of the last pieces of major construction at Eden. The idea had been to create something within the dry tropics which grabbed at the heartstrings, but which did not cost a fortune. Following conversations with Tim Taylor, from the 'Time Team', the idea of a huge underground building was born. The idea being put forward is that it will be an experience like no other. It will be made up of twelve chambers, the contents and design of which will be convened by twelve 'great voices' of our generation. As word of this project has circulated, some celebrities have already made contact with Eden to put their names forward to be considered as one of the twelve. Among these are David Attenborough, Peter Gabriel, Simon Sharma and David Putnam.

It was pointed out that this project is not just about spending money on objects but rather creating a single proposition which captures the imagination and makes individuals think. GC added that it is necessary to ensure by October 2007 that the project has the understanding and support of as many people as possible. In response to questions, TSm advised that the proposed chambers will be changed as soon as interest wanes. He added that Eden is ruthless in some respects. If the public do not like or understand a commissioned piece of art when asked, then it is removed.

In the final analysis, there will probably be only two or three projects which will be televised. In order to ensure that "The Edge" is one of these, the team are touring all over the country to promote Eden and the Edge to ensure a wider understanding of the project. It was accepted by the Eden team that it will be difficult to explain to viewers and potential funders as it is hard to put the concept, and how it hits its cross cutting themes, neatly into easily understood boxes. The team are currently spending time on further development of the concept itself and how best this may be communicated.

The members voted unanimously that a letter, in support of the project, should be sent on behalf of the Cornwall and Isles of Scilly Economic Forum.

AE added that this project would be tremendously important for the economy of Restormel. Members of the Eden team are now used as advisers to the Borough Council, particularly in the wake of the Imerys issue as they have improved their own wage structures and those of other businesses in the area.

Action: Letter of support to be sent to Eden in support of "The Edge" project.

The Chairman thanked all the presenters for their excellent descriptions of their individual projects and wished them every success with their bids.

3 Apologies

Apologies were received from: Gareth Grimshaw (Government Office for the South West); Neil Robertson (Cornwall Enterprise); Polly Skinner (Lifelong Learning Partnership); Carys Sanders (SWRDA); John Holmes (Environment Agency); Carleen Kelemen (Objective One Partnership Office); Mark Williams (Learning and Skills Council); Alan Shepherd (Cornwall Marine Network); Paul Brough (Heritage Task Force)

Philip Hygate apologised for having to leave the meeting at this point.

4 Minutes of the meeting held 25 May 2006

It was pointed out that AE and JB were in attendance at the last meeting. With these amendments duly recorded, the Minutes were accepted as a true record of that meeting.

3. Matters Arising

Page 2 Spyrys

SB confirmed that the Spyrys Steering Group remains committed to the concept of the project. Gordon Kelly has been appointed, in a part time capacity until January 2007, to assist in taking the project forward.

Page 2 Newquay Cornwall Airport

AM advised that there were a few concerns following the Stern Report and the current timing of having to persuade people that the airport expansion is a good prospect. He confirmed that the Airport is still the number one priority for CCC.

Page 3 Local Government Review

BB stated that a White Paper had now been published. Cornwall and Isles of Scilly are mentioned within it as an area of good practice. There are currently three sets of proposals being discussed. One from CCC, one jointly from District Councils and one from the Cornish Constitution Party. As a result of this ongoing debate, firm proposals need to be decided upon and submitted by 25 January 2007. AM added that there are a number of options being discussed and the timescale is tight. In his opinion, if politicians fail to change the system they will have failed Cornwall as this effectively could be the start of a Cornish Assembly. Due to the timescales, there has not been a great deal of public intervention but, if Government accepts one of the proposals, this will then lead to public consultation.

BT advised that the CSP were holding a meeting on 7 December 2006 where members will hear all three proposals. This will lead to an informed response.

Action: Single Issue meeting to be arranged for the New Year to discuss the proposals.

Page 6 Peak Oil

Members were advised that there would be an event in Penzance on the evening of the 24th November on the subject of Peak Oil. This had received a significant amount of advance interest. NB added that the issue of Peak Oil is one which cannot be stopped and which needs to be seriously addressed.

Page 8 Omega

A further meeting, at which the Chairman will be present, is to take place regarding design concerns.

Page 8 Sites and Premises

It was agreed that, as those in attendance at the earlier Annual Review meeting had already seen a presentation from Amion Consultants stating progress of the current Sites and Premises Study, there was no need to discuss the matter further at this stage

Page 10 Cornwall Strategic Partnership

The members wished to formally congratulate Blair Thomson on his recent election as Chairman of the CSP.

6 South West RDA

Chief Executive's Report

Jane Henderson advised that she had attended a meeting last week, chaired by Gordon Brown, on the issue of Climate Change. This had been attended by the Chief Executives of all the large companies including Shell, Cadbury etc and the message was that the UK wants to be at the forefront of new environmental and renewable energy technologies. JH, herself, aspires for Cornwall to be at the forefront of this activity and she cited the Wave Hub project as an example of what will get Cornwall on the map in this respect.

A review of Tourism 2015 has begun to monitor progress as the RDA wished to ascertain if this sector is going in the right direction. She advised that the consultants have recently been appointed to undertake this piece of work.

JH reported that the Government has asked the RDA's to simplify the delivery of business support which, in Devon and Cornwall, is currently being delivered by Business Link. It is important that businesses are not confused by this process, which is expected to be completed by 6 December 2006. The tender for services currently offered by Business Link has been advertised Europe-wide with the aim of getting the successful contract through the DTI by September 2007. The hope is for an even better customer focused service.

Phil McVey advised that the consultation document for the ERDF Convergence programme had been launched on Monday of that week. SWRDA had been granted Managing Authority, status but it will be working very much in partnership with other organisations involved. The consultation document runs to 78 pages and there is a logical flow from what has been built up by the Objective One Programme. Environmental technology is a theme which flows through the entire document.

GVA in Cornwall has grown consistently over the past few years with much of this growth being accountable to retail and the service sector. The continuing population growth has also been a factor. The Programme document specifies the key strengths, weaknesses, opportunities and threats:-

1. Overarching – build on the Objective One platform and accelerate Cornwall towards a knowledge economy.
2. Better access to opportunities
3. Managing growth in a sustainable way.
4. Aspiring to carbon neutrality.

The Priorities are:-

1. Innovation and Research and Development
2. Enterprise and investment – emphasis placed on internationalisation
2. Economic Infrastructure and place based regeneration

A questionnaire has been issued which asks whether the emphasis is right and what can be done to make this happen.

One of the differences with this fund is that it is separated into four different streams, whereas the Objective One Programme brought funds together. The second key difference will be how the investment is focused. In response to a query from NH regarding where the Territorial Co-operation fund fits, PM advised that it fits within ERDF. CW added that a successful impact on the economy will depend upon partnership working. It is important that all members play a part to make the best of the County.

BB asked what steps will be taken to encourage applicants to take a robust approach to appraising projects. PM advised that this will come out via the consultation process, commissioning will not be the only way, but the detail is yet to be worked out. Strategy and Action will provide a framework for the Programme. JH wished to stress that there would be a rigorous appraisal process.

DP stressed a key to the success of Strategy and Action had been that we had set our priorities at the onset. PM added that it would be a benefit to have a short glossy document which could set out in simple terms what Cornwall is trying to achieve. TS commented that the engagement of the Private Sector had been integral to the Objective One Programme and stressed the importance of ensuring that this engagement is maintained in Convergence. PM agreed and stated that structures need to be developed to ensure this involvement remains.

Head of Operations Report

SB talked to this report. He advised that SWRDA are on more sites than ever before including those at Helston, Bodmin, Brunel, Trevol and Seacore.

He stated that the most important news is that the SWRDA Board are employing (Compulsory Purchase Order) powers at Camborne. There is a major commitment to investment in Camborne, Pool and Redruth (CPR). The South Wheal Crofty Planning Inquiry has now begun. In CPR over the last 5 years, while the unemployment rate has dropped from 3.5% to 2.1%, worklessness has not decreased at all which was a serious concern..

TS wished to extend her personal congratulations to the SWRDA on taking their brave decision to employ the CPO at Pool.

In response to a query from CW regarding the letting of St Columb Business Park, SB advised that this was being let by Priority Sites who are in negotiation on the majority of the site, but not all the units are yet let.

TS asked what has happened to this year's trainees from Fifteen Cornwall. SB advised that the scheme was going well, a few trainees had dropped out, but this was to be expected. This year there are more applicants than places and, as a trustee of the foundation, SB stated that he and his fellow trustees were anxious not to lose the original intention of engaging youngsters from deprived wards in Cornwall.

Queries were raised regarding the rationalisation of business support. JH advised that the new franchise will be for the core service which can be provided.

7 Strategy and Action

Hard copies of the latest draft strategy, the amended framework diagram and an initial draft Executive Summary were provided for the members. Discussions covered three topics relating to the Strategy and Action review to allow an easy progression towards finalising the document in preparation for it being signed off, if agreed, at the next single issue meeting on 20 December 2006. First, to update on amendments made since previous discussions; second, to highlight what work is remaining and finally, there were four items for further

discussion and agreement by members, which would allow the Secretariat to work towards completing the work within the agreed timescale.

Members were asked to ensure that all detailed comments on the revised strategy were sent to the Secretariat as soon as possible so that a final version could be circulated in time for the next meeting.

Action: All members to submit detailed comments and amendment requirements in plenty of time to incorporate before 20 December.

1. Update on amendments made since previous discussions

▪ Consultation responses

Since the last meeting, the consultation deadline had been reached. More than 50 formal responses had been received, 99% of which were positive and constructive. From those who responded via the website, which included a question seeking in principle support to the draft strategy, more than 90% (excluding those who did not respond to the question) responded to say that they were supportive of the strategy.

The consultation responses themselves, in brief, could be summarised under three headings:

- a) More than half of the responses were in relation to environmental issues – and a high number of those referred to environmental concerns alone. Predominantly, these were surrounding concerns about a lack of inclusion across the strategy to address climate change and peak oil. Others were concerned that the inclusion of development at Newquay Cornwall Airport contradicts the move towards a low-carbon economy. There were also some concerns that the level of anticipated growth will have significant negative effects on the environment and that the management of this is not significantly addressed within the Strategy document.

These comments reflected quite closely, the recommendations made in the draft Environmental Assessment. As a result, the Secretariat had since met with the Environmental Assessment Steering Group and made the necessary changes to the Strategy document to satisfy the recommendations. The Steering Group felt that the redrafted document addressed environmental issues. The group will now produce a final Environmental Assessment report which will identify how the recommendations have been taken on board. In addition to this, following a meeting of the RCP, the Secretariat had worked with Bill Holliday to address and incorporate the comments made by the group.

- b) The second layer of comments related to the length, flow and readability of the draft strategy – this was in relation to the draft consultation document dated 13 September – pre-restructure. It was felt that this had been addressed even before the end of the consultation period.
- c) Thirdly, there was an array of individual, but important and valuable comments. It was ironic to note, that a number of responses complained that the document was too long, but requested that more be added in the same breath. However, the team had taken each comment in turn and considered whether they were accurate remarks, whether the comments made sense to include in an economic development strategy, and whether the comment was too detailed to require inclusion. Although the Secretariat does not intend to respond to each consultee, to explain whether comments have been incorporated, it is felt that, if questioned, decisions could be justified. All responders have been thanked in writing for their contribution.

▪ Monitoring Framework

Since the meeting at Fraddon, the monitoring framework has been inserted, as discussed and agreed previously. It was felt that the framework should be clear on the timescale

for review. The evidence base is proposed to be kept up to date and the latest evidence reported on an annual basis. It was agreed that the Strategy would be reviewed every three years or sooner if the evidence base demonstrated fundamental changes to the economic structure.

Action: Secretariat to ensure timescale for strategy review is clear.

- **Spatial framework**

The spatial framework was discussed at the Post 2006 Co-ordination Group and it was agreed that this would be reflected in the way that it is now included in the document. After reviewing the draft Employment Space Strategy, it was felt that, although very similar overall, there are differences between the spatial framework included in that and Strategy and Action. The Secretariat will be working with Amion and SWRDA to ensure that both documents are “singing from the same hymn sheet” on this subject.

Action: Secretariat to work with Amion and SWRDA to ensure synergy between the spatial frameworks included in Strategy and Action and the Employment Space Strategy.

- **Executive Summary**

An initial draft of an Executive Summary had been circulated. LH had been involved in a number of discussions on this draft document during this week and had ideas on how to improve it. Other observations were welcomed. For example, being more aspirational in the introduction, being more focussed on what Cornwall and the Isles of Scilly should look like in 2021, and also to describe the combined contribution that the Objectives will make to the economy, clearly demonstrating that it is an integrated framework, rather than listing the individual objectives. The Secretariat will circulate revised drafts for comment as this develops further. Members were requested to pass on any immediate thoughts following the meeting.

Action: Members to feed back to the Secretariat relating to the Executive Summary. Secretariat to circulate a revised version for consideration as soon as one is available.

- **Comments from previous Cornwall and Isles of Scilly Economic Forum meeting, including discussions relating to the (now) four framework goals.**

A revised framework diagram was circulated. LH has worked hard to take account of, follow up on and incorporation of the comments made at the last single-issue discussions. The contributions to framework goals have been reflected throughout the Strategy. The drafting and editorial squad were satisfied that this method, and the content works well, although there is room to edit and cut down the text in some places. In addition, this section contributed significantly to satisfying the recommendations made in the Environmental Assessment and assisted in a much better flow to the Strategy. However, this text approach does make it impossible to reflect in the framework diagram.

Overall, the message being given by partners who have reviewed the Strategy is that the draft was an excellent start, but there was still a long journey remaining, of which the Secretariat was aware. The restructured document made significant headway, and the amendments made since the meeting at Fraddon has shown additional progress. Completion is now in sight, and the Secretariat is confident that it will be completed within the agreed timescales. This will seek to achieve approval from the Cornwall and Isles of Scilly Economic Forum on 20 December 2006.

2. Remaining Work

- **Editorial Group**

The group agreed that the document was shaping up well, but there is room for improvement by further editing. As a result, LH had contacted the drafting squad and asked that they specifically consider a number of areas on each objective.

- i) By reducing the introduction and “why this is important” sections to half a page maximum
- ii) By reviewing the actions – there are some actions which appear in more than one section, sometimes described slightly differently. There is a need to remove the duplication and adequately signpost between the objectives. It was felt that readers do not need to see actions repeated in several places.
- iii) By describing the actions more succinctly without the need to include a series of sub-bullet points.
- iv) The group felt that the worklessness objective needed another review – to remove jargon and to make the actions clearer.
- v) The group also suggested that the Business Support and Sector Development objectives should be merged, or at very least the duplication between the sections be eradicated. This subject was to be discussed further during the meeting.
- vi) In addition, at a meeting of the Objective One Task Force Co-ordinators, it was suggested that the use of verbs in some places should be reviewed to ensure that actions are achievable. It was also recommended that the two big issues – the airport, and the development of renewable and environmental technologies should be stronger. It was also commented that the document is very broad, possibly too broad in places. However, the Secretariat feels that this is necessary; in part to ensure that we secure a diverse economy, but also to obtain the necessary “buy in” that is required to promote the actions with “One Voice” to the EU.

▪ **Employment Space Strategy**

Amion have, this week, released a draft research report and draft Employment Space Strategy. This was discussed at the Sites and Premises Group, and a presentation had been made earlier that morning at the Annual Review. Although the team had made some amendments to the Employment Space objective within Strategy and Action, further work is required. In particular, the Secretariat will be discussing with Amion and the SWRDA the findings from the review and where this has other implications on the Strategy. There is also a need to make sure that the two Strategy documents deliver the same messages. It is envisaged that only minor amendments to Strategy and Action will be required, for example, within the spatial framework, as mentioned earlier.

▪ **GVA Research work – comparisons with other EU areas.**

The Post 2006 Research Team, which is chaired and administrated by the Secretariat, has undertaken some work in this area. Receipt and consideration of the findings from this work will take place during the next week.

▪ **External Economic Perspective**

The Chairman had raised this point at the previous meeting and she advised being now in discussions with a contact, who has agreed to provide an external perspective on the document. It was accepted that this piece of work would need to be undertaken by early December, so that the response can be properly assessed and, if deemed necessary, acted upon..

3. For Discussion and Agreement with Members

There were four areas for discussion:

First, to agree the process for final sign off by organisations represented on the Economic Forum. Second, at the previous meeting, the members had wanted an additional discussion surrounding the vision. It was important that this was discussed and agreed at this meeting. Third, the Secretariat wanted to recommend a mechanism by which the members could agree “top priorities” at the meeting on 20 December. Finally, there was a need to agree whether the Business Support and Sector

Development sections should be merged.

a) Strategy Approval Process

There was concern expressed from some people at the last full meeting of the Economic Forum in September, that there was a need to put adequate mechanisms in place to ensure that organisations represented on the Cornwall and Isles of Scilly Economic Forum are able to sign up to the final Strategy at, or before the meeting on 20 December.

At the last meeting, members generally felt that they had ensured, within their own organisations that this was already in place. Since then, the Secretariat had considered this further and would recommend that the Secretariat should obtain confirmation, in writing, that those present at the "sign off" meeting come with authority of their organisation to commit to the Strategy, or alternatively arrange for written agreement to be submitted prior to the meeting. As a result, the Secretariat had prepared a draft letter (a copy of which had been circulated during the meeting) which could be sent to all Economic Forum members. The Secretariat wanted to ask members' opinion as to whether this was necessary, or whether it added an unnecessary layer of bureaucracy to the process. What this mechanism would do, is ensure that we have the appropriate signatures to prove, especially at an EU level, that Cornwall and the Isles of Scilly have a consolidated agreement to its economic development strategy.

It was pointed out that signatures could signify a powerful symbol (for example, this had been included in the Cornwall Sustainable Energy Strategy prepared by the Cornwall Sustainable Energy Partnership). However, members agreed that, to state that the Economic Forum approves of the strategy will be a powerful symbol in its own right.

After a lengthy debate, the members unanimously agreed that this letter was not appropriate and, if acted upon, would set a dangerous precedent. The members agreed that they were mandated, and had the authority, to represent their respective organisations on the Economic Forum, and that applied to all decisions that were made during Economic Forum meetings. It was not appropriate to seek special authority in this instance.

The members agreed that the body of the Strategy could now be supported, subject to the completion of the final pieces of work already identified by the Secretariat.

b) The Vision

At the meeting at Fraddon, the group felt that they would benefit from a further discussion to agree the vision. Since then, the Chairman and LH had undertaken some additional work to review the context of the vision, to try and identify how it would be demonstrated when the vision has been achieved.

After some discussion, it was agreed that the vision should read as "To achieve sustainable prosperity in Cornwall and the Isles of Scilly with opportunity for all".

It was also agreed that the second bullet point relating to skills should be amended, and that there should be a reference to Cornwall and the Isles of Scilly being recognised as a leader in environmental technologies/renewable energy.

This amended vision was agreed by the members.

Action: LH to discuss bullet point relating to skills with NH

Action: LH to amend the vision within the strategy

c) Prioritisation – Identifying the Top Priorities for Action

The Secretariat proposed that a mechanism was put in place for the top ten priorities to

be considered over the next few weeks in order that they could be agreed along with the sign off of the strategy document itself on 20 December 2007. This exercise would identify the most important actions to be delivered, rather than to cherry-pick those which are the easiest or quickest to deliver.

The Secretariat recommended the following mechanism:

- The drafting squad is asked to identify two priority actions from the objective they have Drafted
- The draft prioritised objectives are then circulated to Economic Forum members, who will be asked to prioritise, scoring actions from 1 through to 10. (1 being most important)
- The Secretariat will then collate scores and identify the top ten in order of their scoring. It is planned that the top ten will be ratified by the Economic Forum members on 20 December.

As part of the strategy design, the Secretariat will work with Private Sector design companies to identify ways in which this can be developed.

Recommendation: Members were asked to support this mechanism for agreeing the top priorities for action.

After a long discussion, the members recalled that top priorities had been suggested during the last review of Strategy and Action, by the Private Sector.

It was agreed that some priorities would be specific actions, such as “the development of Newquay Cornwall Airport” and that others would likely consist of the entire objective. For example, NH commented that the drafters of the Innovation and R&D objective had commented previously that sufficient increases in Innovation and R&D could not be achieved without the delivery of all the actions proposed. In other words, that each action is of equal importance if the objective is to be delivered.

SB felt that the group could quickly identify the top priorities from the draft strategy as it stood and some initial ideas were noted. For example, the development of Newquay Cornwall Airport, the development and implementation of CUC Phase 3 and the development of Incubation Centres.

MG suggested that the Cornwall Business Partnership should consider the top priorities again on this occasion, providing recommendations to the Economic Forum.

In addition, the Economic Forum members should be reminded of the previous top priorities which can be viewed on the Economic Forum website.

The Secretariat would then devise a mechanism which would include the recommendations of the CBP, consult with the drafting squad and incorporate a weighting system based on previous decision making processes.

Action: The Secretariat must ensure that all members are clear on a fully developed mechanism in advance of the meeting on 20 December 2006 so that decisions could be reached.

a) Should the Business Support and Sector Development objective sections be merged?

The Editorial Group felt that there was significant duplication between the two sections. The Business Support drafters felt that the sections should remain as separate identities because of their completely different delivery mechanisms. Business Support will be delivered primarily by the Public Sector and the Sector Development objective is based on Private Sector demand-led support. Whereas the Sector Development response is that the Sectors have been calling out for an integrated support system, this merger could

assist in taking steps towards achieving this aim.

The members quickly reached agreement that the two sections should remain separate, but that any duplication should be removed.

Action: Secretariat to ask the drafting squad to review the Business Support and Sector Development objectives to review the sections and agree the removal of duplication between the two, adding signposting where appropriate.

LH thanked the members, along with those who have assisted outside of the Economic Forum membership, for all their hard work, commitment and support to this process.

There being no further business, the Chairman thanked the members for their attendance and participation during what had been a long and demanding day and declared the meeting closed at 3.00pm.

8 Date of Next Meetings

21 February 2007 10.00am	Trelawney Room, NCH
23 May 2007 10.30am	Council Chambers, NCH
5 September 2007 10.00am	Trelawney Room, NCH
28 November 2007 10.30am	Tbc