

Dear Stakeholder

Since our last update in May 2007 the City Council, the South West RDA and English Partnerships have been continuing the groundwork required to establish the Plymouth City Development Company (CDC) to lead the delivery of the city's economic growth and regeneration.

The Shadow Board continues to meet to drive forward all the preparatory work. Future meeting dates scheduled are:

20<sup>th</sup> September 2007  
24<sup>th</sup> October 2007  
14<sup>th</sup> November 2007  
13<sup>th</sup> December 2007  
18<sup>th</sup> January 2008  
28<sup>th</sup> February 2008  
28<sup>th</sup> March 2008

We continue to wish to ensure that all partners are kept informed of progress with the CDC. This second briefing provides an update for local and regional stakeholders on the work of the Shadow Board since May 2007.

Work continues with preparing the Memorandum and Articles of Association, Members' Agreement, funding and other agreements. As a follow on from the member and officer visit to Sheffield on 5<sup>th</sup> April 2007, the Shadow Board visited Creative Sheffield on 20<sup>th</sup> June 2007 to ensure that the key issues and challenges they have faced are well understood as we move the Plymouth CDC forward.

The recruitment process for a Chair, Executive Director and Board Members commenced with a national advertising campaign on Sunday 20<sup>th</sup> May 2007. We have a very good response from a combination of local, regional, as well as national and international candidates. Short listing was undertaken on 29<sup>th</sup> August 2007 and interviews are to be held on 24<sup>th</sup> September 2007 and 3<sup>rd</sup> October 2007.

The Shadow Board strongly recognises that during this initial set up phase for the CDC itself, work still needs to progress on the delivery of the Plymouth Local Economic Strategy launched in October 2006. The priority that needs to be given to improving the city's profile and image has already been recognised with the support from the City Development Company's budget to fund the Plymouth Summer Festival with £150,000 over a two year period. The campaign has already meant that Plymouth's events are available to a wider audience.

The CDC has also agreed to fund a broad range of activity in relation to the 5 themes and 6 key sectors in the Plymouth Local Economic Strategy. This is now being taken forward through support being provided by Elaine Budd and other city council staff to the Priority Sectors Group in order to maintain momentum on the promotion of enterprise in the city. In relation to this area of activity the following achievements have been delivered:

### Business Services

A group has been formed, a questionnaire of key partners is being drafted, and key performance indicators to monitor progress in the sector are being developed.

### Creative Industries

A draft "Creative and Cultural Charter" has been produced, discussions held with the Arts Council to secure support for funding a dedicated officer to deliver specific projects, a promotional film for PCAD has been prepared, and detailed sector "quick wins" have been identified.

### Medical/Healthcare

A Medical Sector and Healthcare Network has been established who are investigating with partners on the funding for a sector coordinator and planning permission has now been granted for the new Dentistry School, the first in England for sometime.

### Tourism & Leisure

Input has been made into the coordination of events for the Plymouth Summer Festival and in the preparation of the Tourism Business Improvement District, focussed on the Core Tourism Area of the waterfront.

### Marine

Input has been made into the successful Transat Race, there has been on-going support for Maritime Plymouth, and attendance at awareness raising events for young people.

### Advanced Engineering

Events to raise awareness of opportunities in this sector have been arranged focussed on young people and there have been discussions with the sector representative to discuss future skill requirements.

The Shadow Board has agreed to fund to the value of £170,000 “quick win” projects from the Action Plan set out in the Plymouth Local Economic Strategy:

- Support for the development of a Tourism Business improvement District (£50,000).
- Support for Perception Studies (£30,000).
- Support for Plymouth to be represented at the international property conference MIPIM between 11<sup>th</sup> – 14th March 2008 (£50,000).
- Support for Enterprise Week (£20,000).
- Support for the Medical Sector Network and Enterprise Skills Initiative (£10,000 alongside RDA funding).
- Support for Advanced Engineering Skills (£10,000 alongside LSC funding).

Partners have also been active in support of work for the CDC. The University of Plymouth has taken forward the “Plymouth Observatory” to have a single point of contact for data and research on economic and regeneration matters. Substantial work has continued since May 2007 in planning for Enterprise Week to be held in November 2007. A Plymouth World Class Skills Event is planned for 26<sup>th</sup> September 2007 to take forward the skills issues in the Plymouth Local Economic Strategy. Further more detailed actions are being progressed with work already having commenced on the production of an Adults Skills Strategy and a Social Enterprise Strategy.

The City Council has prepared a promotional sites portfolio, initially focusing on opportunities for hotel sites, but which will be expanded to include other regeneration opportunities for other sectors. A glossy “Opportunities in Plymouth” brochure has also been prepared to support investment enquiries. In addition input has been made into the new European Competitiveness Fund Operational Programme Manual and officers from the City Council have attended numerous regional meetings to ensure Plymouth is in a strong position to bid for future funds.

Finally, CDC partners continue to discuss with Government the approach to CDC planning, following completion of the consultation on the Government’s CDC paper earlier this year. Additional staffing for the CDC has been identified with a senior Project Manager, Peter Ford, to lead in ensuring that the momentum with the CDC is maintained so that the Board becomes fully operational at the earliest opportunity in 2008. Officials from the Department of Communities and Local Government who are leading on the creation of CDCs across the country are also visiting Plymouth on 5<sup>th</sup> December 2007.

We hope you find this 2<sup>nd</sup> update helpful. In the meantime any queries regarding the CDC can be directed to Paul Barnard, Assistant Director of Development (Planning & Regeneration) at Plymouth City Council ([paul.barnard@plymouth.gov.uk](mailto:paul.barnard@plymouth.gov.uk)) or on 0771 332 9765.

With regards

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