

**WEST CUMBRIA STRATEGIC PARTNERSHIP**

**Notes of the meeting of the Economic Well-being Review Group hosted by Allerdale Borough Council in Maryport Town Hall on 18<sup>th</sup> October 2005**

**Chair** Professor J Fyfe

**Community Representatives present**

Councillor B Cameron, Mr A Dalton, Mr R Earl, Mr D Henderson.

**Public Service Delivery Network Partners present**

John Head, Kate Murray, Carol Renshaw, Matthew Smith.

**Advisers present**

Michael Heaslip, Clare Killeen, Corinne McGlennon.

**1. Apologies**

Apologies were received from:

Community representatives – Mr N Catterson, Councillor P Connolly

Public Service representatives – Nik Hardy, Brian Lightowler, Tom Millar, Alan Smith.

**2. Membership of the Group**

There were no new members of the Group to report.

**3. Announcements / Correspondence**

It was reported that Councillor Phil Tibble had been elected Chair of the Partnership Co-ordination Board, and Councillor Jim Hewitson elected Vice Chair, on 26<sup>th</sup> September 2005. The Group were also informed that the election of Chair of Strategic Co-ordination Group would take place on 25<sup>th</sup> October 2005. The meeting of Strategic Co-ordination Group on 25<sup>th</sup> October 2005 would also receive a brief report on the review of Partnership structures.

**4. Note of last meeting**

The note of the meeting held on 22<sup>nd</sup> September 2005 was **AGREED** as a correct record.

**Matters arising**

The Group noted a copy of the letter containing the Group's response to the Regional Economic Strategy that was sent to the North West Regional Development Agency's Chief Executive shortly after the meeting of the Group held on 22<sup>nd</sup> September 2005.

**5. Higher Education**

Kate Murray, Director of University Education in Cumbria (UEC), gave a presentation reporting progress on the development of Higher Education in Cumbria. Kate outlined the contents of the report by Sir Martin Harris which sets out the initial

proposal for a new University of Cumbria. The report essentially proposes an amalgamation of St Martin's College and Cumbria Institute of the Arts.

Kate informed the Group that the new University would also have responsibility for a major distributed learning system based on the 4 Further Education (FE) Colleges in Cumbria and utilising the concept of a Lifelong Learning Network (LLN). A credits system is already being set up through the LLN.

Kate highlighted the need to respond to Cumbria's needs and opportunities and stated that there is a recognised need to prioritise work in West Cumbria. Kate identified the following as next steps;

- Bid for 180 Additional Student Numbers in support of the Lifelong Learning Network - majority to be delivered on the Further Education College campuses
- Build on the existing curriculum footprint
- Extend opportunities with particular emphasis on meeting the needs of local employers and the Regional Economic Strategy
- Lancaster University and the University of Central Lancashire (UCLAN) will be involved in the LLN – attempts are being made to link in the University of Manchester at research level
- UEC intend to build on Sector Skills Academies, the National Nuclear Skills Academy and the Nuclear Decommissioning Authority's strategy

The group then discussed some of the issues arising from Kate's presentation. The main points that came out of that discussion were;

- Dialogue between business and education is vital – the Chamber of Commerce have a key role
- There are issues relating to management and leadership capacity in Cumbria that need to be addressed
- The establishment of a significant Higher Education institution in West Cumbria would be economically transformational for the area – this objective of the Partnership can be pursued through the West Cumbria Strategic Forum
- The option of having a consortium of institutions in different locations across Cumbria (e.g. deaneries) should be considered – a West Cumbrian 'deanery' could focus on Science, Technology, and Engineering
- The University of the Highlands & Islands Project could be taken as an example of good practice – where the institutions worked together in a cohesive way.

Kate invited any further comments on the proposals to be forwarded to [k.murray@hefce.ac.uk](mailto:k.murray@hefce.ac.uk) as soon as possible before the deadline of the end of December.

#### **6. North West Business Access**

North West Business Access had given their apologies. Sarah Stables of North West Business Access had had an accident and could not attend this meeting. This item was deferred to a future meeting.

#### **7. Sport and the Economy**

Carol Renshaw, Sport Action Zone Manager, presented a summary of 'The Sports

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Economy' study. The aim of the study is to put in place an action plan and means of delivery and governance to maximise the economic impact of sport and physical activity in Cumbria. Impact Research have been commissioned to;

- scope the extent of the existing sports and physical activity economy in Cumbria
- assess the feasibility of increasing the economic impact of the sector, and
- establish a delivery programme (Action Plan) and governance arrangements that will ensure that sport and physical activity make a more significant contribution to the economic future of Cumbria

Draft baseline information is to be produced throughout October and November and thematic workshops were scheduled to meet in November. Three action planning workshops were scheduled to take place in January. These were expected to focus on Growth and Capital Developments, Participation and Enterprise, and Employment and Learning & Skills. The Final Action Plan was scheduled to be finalised by 25<sup>th</sup> January 2006.

The Group recognised that sport and physical activity potentially contribute to the safer & stronger agenda, healthier communities & older people, children & young people, and economic development and enterprise and it is important to maximise these potential benefits.

Carol highlighted the importance of advocacy to obtain buy-in to the value of sport and physical activity from organisations and the community.

**AGREED:** that the baseline information be presented to the Group when complete.

### 8. Local Employment Growth Initiative (LEGI)

Matthew Smith, Graduate Management Trainee (Regeneration Strategy Department) – Allerdale Borough Council, gave a verbal update on LEGI proposals in West Cumbria. Matthew informed the Group that partners were meeting on 19<sup>th</sup> October and a project development day was scheduled prior to the submission of the bid by 9<sup>th</sup> December. Work was being progressed, in conjunction with DTZ Peda Consulting, on collating baseline data and carrying out a business survey. DTZ have drafted a framework of the document and Lynn Parvin, Allerdale Borough Council's Regeneration Strategy Manager, was ensuring that the appropriate links to other strategies were reflected in the document.

The Group requested that the next update on LEGI proposals for the Group be in the form of a brief written report.

### 9. West Cumbria Strategic Forum

It was reported that no report or briefing on the activity undertaken since the meeting of the West Cumbria Strategic Forum on 19<sup>th</sup> September had been made available for consideration by the Group at this meeting.

Members of the Group highlighted the need for a cohesive vision for West Cumbria including consideration of what the West Cumbria economy is going to be dependant

on in the long-term, e.g. 2020. There was also recognition that the Government had acknowledged that West Cumbria required a different approach than the traditional planning model and had established the West Cumbria Strategic Forum and made a commitment to 'West Cumbria proofing' in response. It was felt that local representatives need to be pro-active and visionary in order to maximise the benefits from Government's commitment to West Cumbria.

The Group also recognised that the recommendations of the Committee on Radioactive Waste Management, scheduled to be reported in the summer of 2006, are likely to have an impact on future plans for West Cumbria.

***Recommendation to Strategic Co-ordination Group***

That Strategic Co-ordination Group note the concern of members of the Economic Well-being Review Group regarding the apparent lack of progress being made locally in respect of the development of the work of the West Cumbria Strategic Forum and that Strategic Co-ordination Group resolve to ensure that the necessary work is progressed urgently.

**10. Future meetings**

It was noted that the November meeting of the Group was scheduled to take place in Enterprise week and that events were being planned for that week.

The following future meetings were noted;

- Thursday, 15<sup>th</sup> December 2005 at 10.00am
- Tuesday, 17<sup>th</sup> January 2006 at 10.00am
- Tuesday, 14<sup>th</sup> February 2006 at 10.00am
- Thursday, 16<sup>th</sup> March 2006 at 10.00am
- Thursday, 20<sup>th</sup> April 2006 at 10.00am
- Tuesday, 16<sup>th</sup> May 2006 at 10.00am

*Clare Killeen  
Policy Officer (Research & Strategy Review)  
West Cumbria Strategic Partnership  
November 2005*

Economic Well Being Group

Notes from meeting – Wednesday 15<sup>th</sup> December

Present:

John Fyfe (Chair)  
Corinne Watson (Lead Officer)  
Lynn Parvin (Allerdale Borough Council)  
David Henderson (British Nuclear Group)  
Michael Heaslip (West Cumbria Partnership)  
Richard Jewkes (LSC)  
John Head (Cumbria Chamber of Commerce)  
Martin Telford (Citizens Advice Bureau)  
Carol Renshaw (Cumbria Sport)

Content:

1. Lynn Parvin updated the group on the development of the new structure for the Partnership.

Key comments:

**How will the sports issues fit into the structure?**

**Need to ensure that Economic Well Being does not become the 'powerhouse' of the Partnership again and other groups are as well supported.**

**It was envisaged that the Board (through) Chief Executives Group will have the authority to influence the spending capacity of Partners and the thematic groups would have a commissioning role.**

2. Lynn Parvin updated the group on the developments of the Local Enterprise Growth Initiative (LEGI) bid. It contains projects to the value of £4m which has already been matched by partners without request. The role of an Enterprise Development Worker has been built into the scope of the bid.

Allerdale hope to begin closer working with Graham McWilliam from Copeland to extend the principles of the LEGI proposals into Copeland utilising Priority 2 monies to facilitate across the patch delivery.

Allerdale is pursuing the concept of developing a Business Forum, which could be West Cumbria wide, as a method of engaging with smaller businesses.

Professor Fyfe congratulated Lynn and those associated with the production of the LEGI bid on their hard work and an excellent document.

3. Martin Telford updated the group of the outcomes of an initial meeting of a Wealth and Finance task group. The group noted the need for a clear and concise work plan to be developed that demonstrated strong links to the work of the Economic Well Being group.

The group discussed the possibilities of undertaking some work linked to the Local Multiplier 3 model that measured the flow of money within a local economy. It was noted that Northumberland County Council had undertaken a significant amount of work on the subject in conjunction with the New Economics Foundation. It was also noted that in line with the Government's e-Government strategy, the County and District councils were undertaking steps to better align and share common procurement methods and as such could be discussing LM3 issues.

**Action: LP & CW to speak to local procurement teams to ascertain if such work was being undertaken.**

4. Carol Renshaw provided the group with an update on the Sport in the Economy work being undertaken at a County level. 6 thematic groups have been established to take forward certain aspects of the study with 14 baselines produced. Cumbria Sport is looking into the possibility of establishing an affinity group for sports related businesses linked to ideas from the thematic groups. The final action plan will be produced for April 2006.
5. The group was asked to review the Partnership Improvement Plan for Worklessness which was due to be submitted to Government Office North West in early January.

**Action: Group to forward any comments to Mike or Corinne**

6. Richard Jewkes updated the group on the progress towards the Strategic Area Review (StAR). The Action Plan has been signed off by the LSC Council and will be published before Christmas.

Richard also informed the group of the new 'Train to Gain' initiative which would be in place by September 2006 and would potentially be worth around £2.3m in the first year. The initiative will replace the Employer Training Pilots and the funding will be available to spend on employer-

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identified skill requirements. Rather than being employer-specific, the training outcomes would be expected to be transferable and generic skills. It was also noted that given the significant level of funding being made available for nuclear skills, it was likely that Train to Gain monies would instead be focussed around other skills needs.

7. Next meeting – 10:00 Wednesday 25<sup>th</sup> January 2005, Solway House, Workington.

**West Cumbria Partnership**

**Economic Well Being Group**

**Notes from Meeting Wednesday 25<sup>th</sup> January 2006**

Present:

John Fyfe	(Chair)
Corinne Watson	(Lead Officer)
Lynn Parvin	(Allerdale Borough Council)
Mike Tichford	(Copeland Borough Council)
John Sidney	(British Nuclear Group)
Richard Jewkes	(Learning & Skills Council)
Clare Killeen	(West Cumbria Partnership)
Paul Pearson	(CALC)

Content:

1. Professor Fyfe presented to the group a diagram he had produced briefly outlining a vision for West Cumbria through until 2020. He noted that despite a large quantity of strategies that have been produced over recent years, there was still a need for a single vision for a sustainable community that every partner could sign up to.

Professor Fyfe also explained that the diagram had been shared with a number of key figures in West Cumbria, including the M.P's for Copeland and Allerdale and members of the Strategic Forum Officer Group.

The group felt that it was important that these thoughts were not lost and were developed further. As such it was suggested that a group similar to the 'Future Generations' task group be convened to discuss the diagram and see if there was ways that such discussions could feed into the work of the Strategic Forum and the Masterplanning process.

It was suggested that a 'framework for collaboration' should be added to the enablers listed on the diagram as a means of addressing previous problems with joint working in the area.

**Action: Corinne Watson to organise a meeting of Future Generations Group.**

2. The concept of the Local Multiplier 3 (LM3) economic model was discussed. LM3 is a way of measuring how money is spent and retained



in the local economy. John Sidney presented to the group some figures outlining the take home wages of British Nuclear Group employees in the Whitehaven and Workington travel to work areas. For Whitehaven the figure was £122.8m p.a. and Workington £45.2m p.a. The group discussed if there was any studies or ideas that could be utilised to measure how much of this money is retained in the local economy. It was also noted that along with BNG, the Public Sector make significant contributions in terms of wage payments and that the potential to investigate their input into the local economy should be looked into further. It was agreed that a task group should be set up to look into the issue further.

**Action: Corinne Watson to pull together an initial task group meeting.**

3. The group discussed the Partnership Performance Plan Target Delivery Framework. It was noted that the Economic Well Being Group had responsibility for the six targets under the Economic Development and Enterprise section around; Economic Performance, Worklessness, Wealth and Finance, Enterprise, VCS Service Delivery and Skills.

It was also noted that the monitoring of progress against targets should be the primary function of the EWB Group, with the responsibility of delivering against them delegated to specific task groups.

The Performance Plans need to be submitted to GONW in April and thus it was noted that the latest date for their discussion at EWB could be the March meeting. At this point EWB would need to sign off the individual plans and make recommendations to the Partnership Board.

The Lead Officers and Organisations for each of the targets was discussed and broadly agreed by those present, however it was noted that there was no representation for 3 of the organisations in question. The group noted that EWB should be an important forum for discussing the possibilities for greater joined up working in order to ensure the delivery of the targets in question and thus attendance at the meetings would be beneficial.

The Lead Officer noted that meetings would be arranged with each of the specified officers and reports would come back to the group at the February meeting.

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