

South West RDA
Performance Report
Quarter 2
July-Sept 2003

Quarter 2 Performance Report 2003

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1 Introduction

1 Introduction

Our work is driven by the Regional Economic Strategy (RES). The quarterly performance report is structured around the ten themes of the Agency's Corporate Plan 2003-6, which, in turn, are shaped by, and delivered against, the strategic drivers and objectives of the RES. Our intervention to strengthen the region's economic performance is also based on consideration of the needs and opportunities associated with the region's economically-important sectors and spatial priority areas.

The Agency's Performance Management Framework (PMF) enables the measurement of success in achieving the challenging task of improving the long-term economic performance of the region. It provides feedback and information to support on-going policy evaluation, assessment and review. The PMF also provides the Agency's Board, staff and partners with the basis for making decisions about future policy or individual initiatives. It enables the Agency to demonstrate that resources are being spent on the right things and in the right way.

This quarterly performance report meets the Agency's requirements to monitor and regularly report performance to Government (via GO-SW) as well as to the South West Regional Assembly and other stakeholders.

It is presented as a commentary by the Agency's Chief Executive on the Agency's role as a catalyst for improving the region's economy. It covers notable successes in the second quarter, cross-boundary working relationships, and the Agency's responses to changes in economic conditions.

A fuller picture of the Agency's activities and achievements during the quarter, all reported against Corporate Plan Themes, is contained in section 6 and shows in more detail our contribution to the Regional Economic Strategy.

If you have any comments about the overall report, please do not hesitate to contact us.

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2 Chief Executive's Commentary (Quarter 2 – 2003/4)

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2.1 Introduction

1. The South West RDA is now more than six months into the delivery of its 2003-6 Corporate Plan. With the additional flexibility afforded to us by the 'single pot,' we have been able to plan our activities and interventions in a way which, over the next few years, will contribute more directly to raising business productivity and improving regional communications and partnership, as well as increasing the economic inclusion of disadvantaged communities across the region.
2. Although it is still early days – we are only 6 months into a 3-year plan – we are already seeing an important shift in the kind of interventions and investments we are making in the future of the region's economy. We are investing more resources in new activities which will support business growth, skills and learning, innovation, the rural economy, regional projects, the environment driver and the image of the region. This is in line with the six areas for increased emphasis that were identified in the Corporate Plan. We are also working hard to make sure that the development of more traditional regeneration projects is shaped and influenced by their potential impact on business productivity and regional coherence.
3. We have made good progress in many areas of our work during the second quarter of 2003/4. The selection of activities I have highlighted below – and the comprehensive activity update in section 6 – clearly shows the broad range of work which we are involved in, and how we are concentrating our resources on activities which will bring

long-term economic benefit to the South West. This selection of activities also shows the different ways in which we intervene to promote economic growth and prosperity – although we can invest directly in support of many specific projects which contribute to the goals of the Regional Economic Strategy, our primary role is to act as a catalyst for the regional economy, to make things happen that wouldn't otherwise happen, to make things happen more quickly than they might otherwise happen, and to make things happen in a more integrated, joined-up, holistic way. We aim to exert strong economic leadership for the region.

2.2 Strategic Objective 1 – to raise business productivity

Business is at the heart of wealth creation. Therefore it is vital to ensure that the region works together to help companies become more productive and more profitable. Our focus is on developing businesses and manufacturing within the region, strengthening the most important sectors and building trading links. Our work helps to create an environment in which businesses can thrive. The activities below show the progress we are making towards this Strategic Objective:

Sectors

4. Focussing on a limited number of economically-important sectors is central to the Regional Economic Strategy and forms a key element of our corporate strategy. We are working with business-led groups in food and drink, tourism, ICT, marine, advanced engineering, creative industries, biotechnology and environmental technologies.
5. Key sector co-ordinator and sector manager appointments were made during the quarter for the marine, ICT and environmental technologies sectors. These appointments pave the way for the development and review of sector strategies, and the bringing forward of specific proposals for projects which will boost the productivity, growth and competitiveness of companies, particularly manufacturing companies, in these sectors.
6. Manufacturing is a priority for the Agency, but is not a specific sector. We support manufacturing activities through the business-led groups mentioned previously.
7. In the [advanced engineering/aerospace sector](#), I am particularly pleased that following my discussions with Boeing in St Louis and a major aerospace/defence company in California during my trip to the US in June, both companies have undertaken high level visits to the South West. Meetings with senior technology executives from the latter company are likely to lead to new investment and cooperation with the region's universities. In conjunction with WEAF and the Defence Department, we arranged a trip for Boeing to the South West which we expect to open up new opportunities for advanced engineering and aerospace companies in the region to supply Boeing, which already spends about £1.8b with UK suppliers. (Over 160 representatives from the region's SMEs attended a seminar we arranged with Boeing and Boeing expects to visit 40 of the companies). We have also been holding discussions with three other aerospace companies from Asia, Europe and America which are interested in investing in the region.

8. Recent research carried out by the Agency has shown that the South West's [marine sector](#) is almost twice as big as previously thought. There are 2,700 companies in the region and they employ 32,000 staff. Plymouth has 270 companies involved in the marine sector. There is also strong scientific base with the University of Plymouth, Plymouth Marine Laboratory, Marine Biological Association and the Sir Alister Hardy Foundation for Oceanic Science, all of which are located within the city. As a result, we are now working with key partners on a business case for co-locating the various marine science institutes as a Plymouth Marine Science Cluster. The region's other marine sector clusters are in Penzance/Newlyn, Falmouth/Penryn, South Hams, Torbay, Poole, Bristol and Portland.

9. **Regional Tourism** – The Agency is investing in developing the strategic capacity of [South West Tourism \(SWT\)](#), and driving organisational restructuring in order to use the tourist board as the sector development organisation for the region, as well as maintaining its commercial role as a membership organisation.

10. We have provided funding for two new strategy posts within SWT; a Head of Strategy and Development and a Strategy and Development Executive. The two new posts are crucial for the development of the 10 Year Plan which will translate the Regional Tourism Strategy (Towards 2020) into an action programme.

11. The Plan is being produced and implemented in partnership with stakeholders across the region and will influence the development of tourism at a local, sub-regional and regional level. South West Tourism are continuing with their consultation process including numerous meetings with industry groups, Sustainability South West, SRPs, RDA Sector Managers, Tourism Officers and the Cross RDA Working Group.

12. In celebrating the success and roll-out of the [Tourism Skills Network South West](#), a two-day tourism project conference, organised by the North West Tourism Skills Network and Sector Skills Council, is to be held in Bristol on 24/25 February 2004. Both Richard Caborn and Ivan Lewis have indicated they will attend. The conference will provide an opportunity to recognise the importance and success of the tourism skills project currently being delivered across the South West region.

13. Creative Industries – in August the Agency approved its investments in the Arnolfini and Watershed re-development projects (£400k and £500K respectively) in Bristol's Harbourside. Creative Industries is one of three key emerging sectors in the South West that we have identified for support. Both Arnolfini and Watershed's projects were identified by the Arts Council as regional flagship projects designed to re-develop existing successful arts projects to make them more financially sustainable, help strengthen the sector around Harbourside and make Bristol an even more appealing destination for both businesses and tourists and so generate additional wealth for the city. The projects were also identified as a priority by the Bristol Cultural Development Partnership. Both projects have stated that without the Agency's support, £1.8m of funding from the Council would not have been forthcoming.

14. Section 1 of the quarterly activity update provides more information on the range of interventions we have made during the quarter in support of the region's eight economically important sectors.

15. Food & Drink - South West Food & Drink (www.southwestfoodanddrink.com) is the website for the new umbrella organisation that is helping to promote and develop the food industry in the region. It brings together existing groups such as Taste of the West and South West Local Food Partnership, and the new industry sector groups. Resources already available to the

industry include downloadable logos and images for marketing purposes, case studies of successful businesses, and guides to meat production.

16. Work with Business Links – The RDA has continued to lead discussions across a network of the region's Business Links to identify a series of themed projects which will be piloted sub-regionally with the aim of wider regional application once proven. A series of projects are under consideration:

- Coaching for impact in SME's – BL Somerset and BL West – matching quality business coaches with SME Managers
- Investment Readiness – BL West and BL Berkshire & Wiltshire – improving SME approaches to various sources of finance
- Development of an Innovation Audit Tool – BL Wessex – reviewing how innovative a business is by products, processes and culture and making recommendations
- Marine Sector Development – BL Devon and Cornwall and Marine SW – Marine Centres of Excellence and improving services to the sector
- To develop the Skills of New and Novice Exporters – BL Gloucestershire and TPUK – expansion of the existing "Passport to Export" business development programme, increasing marketing activities to raise awareness, looking at barriers to export within significant sectors and studying potential to develop collaboration between SW businesses and international partners.

17. South West Manufacturing Advisory Service (SWMAS) – As a major funder and partner in SWMAS, we are delighted that it is continuing to exceed most of its targets. In order to build on this success, we have worked during the quarter on a further £1m programme of activity to move SWMAS from a largely reactive approach to one that encourages growth, both in business and jobs. The new support package for manufacturing businesses within the region will enable them to develop new markets and customers through embedding a culture of innovation, better product portfolio management and design. [Section 1.26](#) of the activity update provides further information on the input of SWMAS.

18. HE collaboration – The Agency has been working closely with the region's HEIs to produce an HEI agreement and action plan which will lead to greater collaboration amongst the region's universities and with the RDA. The HEIs signed up to an agreed action plan at HERDA-SW's November Board meeting. The action plan focuses on areas where there has not previously been a strong regional collaborative approach. It is particularly encouraging to note that the HEIs are now keen to promote a stronger South West approach. The RDA has helped to broker this important agreement, particularly as there has not been a history of strong pan-South West HEI collaboration.

19. PLATO – The PLATO initiative was officially launched by Business Link Wessex on 30 September 2003. To date, 21 executives have been recruited from large companies and trained as Group Leaders to facilitate the development of knowledge, skills and business operations for SMEs. 60 SMEs have joined the first programme and are organised into eight groups around the sub region. Further SMEs can be added up until January 2004 and more details can be found on www.platowessex.co.uk. The Agency is a major financial sponsor of this initiative, having also brokered the partnership and led the development of the project. [Section 1.26](#) of the activity update presents more detail about this particular project.

20. National Skills Strategy – At the end of September, the Government issued the Regional Skills Partnership consultation specification and the Agency, in conjunction with Regional Employment Forum (REF), the Jobcentre Plus, Government Office South West, HERDA-SW, LLSC, SBS/Business Link and Skills for Business Network convened to draft the consultation paper. A set of principles and assumptions were derived from experience of the development of the SW FRESA and REF and RSP specification. Five structure templates have been developed for consultation with partners and stakeholders. More progress will be reported in Quarter 3 report. [Section 2](#) of the detailed activity report highlights the important progress we have made in developing skills and learning during the quarter across the region.

21. Investment – The Agency has supported four new company investments in the 2nd quarter 2003/4 – which are expected to create 147 new jobs and safeguard a further 63 jobs. Two of these investments came from the United States (Market Reach, a US service business with 20 new jobs into Devon, and Lattice Semiconductors, a US ICT business in Wiltshire safeguarding 33 jobs and creating 17 new), one from India (Tata Sons Ltd. – an Indian ICT company bringing 10 new jobs to West of England and safeguarding 30) and one from a UK-owned company. A further ten new re-investments in the region provided an additional 356 new jobs and 440 safeguarded.

22. Regional Selective Assistance – The Agency has offered nearly £5m of Regional Selective Assistance to 8 companies during the first 6 months of the year. Offers over £500k include £1.6m to BAE Systems (Operations) Ltd (Plymouth) to assist in the establishment of a world centre of excellence in silicon gyro production and £900k to D S Smith (UK) Ltd (Launceston) to assist in the expansion of high quality packaging production. Both these offers have been instrumental in safeguarding over 500 jobs within the assisted areas. An offer of £750k has been made to Lasco Europe Ltd (Plymouth) to assist in the creation of a new soya and fruit juice production plant initially employing 128 new staff and an offer of £565k has been made to Tecker Ltd (Falmouth) to assist in the establishment of a new production and administration base for the development of

advanced process engineering systems within the water supply industry. This will create 49 new jobs as the company develops.

23. Funded by the Agency, the A3 Workforce Development Programme was officially completed at the end of March. The A3 initiative now continues with funding from ESF and local partners. The published figures confirm the tremendous success of the project. Over the past two years, the project has assisted more than 600 SMEs in the Bournemouth, Dorset and Poole sub region and 98% of the businesses said the programme had achieved or exceeded their expectations. In total, more than 2,500 individuals have benefited from over 3,000 separate learning opportunities, 18% of which were equivalent to five days or more of training. More details can be found in [section 2.2](#) of the attached activity update.

2.3 Strategic Objective 2 – to increase economic inclusion

Many of our communities continue to suffer relative economic disadvantage. The South West needs to support inclusive, local partnerships – in urban and rural areas – to focus on the critical issues for their local community. This will help them both to engage with, and benefit from, a thriving economy.

24. Market and Coastal Towns – The Market and Coastal Towns

Initiative is an important example of the strategic role we play. In an effort to focus on building long-term solutions to the economic challenges of the region's market and coastal towns, the Agency has invested significant time and effort in this region-wide initiative. The capacity of local communities to take responsibility for the future of these towns is critical. In addition to developing community capacity, and providing resources to draw up community strategies, we are also committed to bringing regional and national agencies together to broker the funding packages needed to achieve the communities' goals for their towns.

25. Many of the 50+ towns participating in MCTi have reached important milestones during the quarter. For example:

- Okehampton MCTi – one of the towns taken into the initiative as part of the RDA's response to the Foot and Mouth outbreak in 2001 – has been awarded over £80k to undertake the capacity-building and consultation leading to the production of their community plan;
- Tamar Community Futures published their strategic action plan in July, and began the 'Brokering Table' process in September;
- Shepton Mallet secured the £85k which will enable them to begin their capacity building and local consultation processes;
- Sturminster Newton has commissioned further work and research prior to the final publication of its strategic plan;
- Melksham MCTi has made significant progress towards the publication of its strategic plan, which will focus on workforce skills and business skills in the town;
- the Devizes MCTi strategic plan was completed and circulated to households in the town during the quarter, and the partnership is expected to begin the brokering process soon;
- following on from the publication of 'A Better Bridport – Roping Everyone Together,' the Bridport Community Initiative was set up as a development trust during the quarter. The success of MCTi in Bridport was recently recognised by its designation as a 'Beacon Town' by the Countryside Agency; and
- all seven participating towns in Gloucestershire have made progress towards completing their community strategic plans.

Market Town Fora have been established in Gloucestershire and Wiltshire to provide additional support to towns in these areas which are developing community plans. We also made important progress, reflecting the momentum building up behind this flagship initiative, in plans to establish a new independent organisation to provide MCTi services that will help communities build their capacity, develop community strategies, and drive the regeneration of their towns. [See section 6](#) of the activity update for more detailed information on all of the schemes.

26. Rural Renaissance – Similarly, we have seen the momentum of the Rural Renaissance Initiative increase during the quarter. The first bid for funding under the Rural Renaissance Initiative has now been approved. £1.9m has been awarded to the Wiltshire & Swindon Rural Regeneration Partnership to fund a 3-year programme to provide a co-ordinated and holistic approach to rural regeneration taking into account economic, social and environmental aspects. The Dorset Rural Renaissance Partnership was invited to submit the detailed delivery plan for the first year of their programme, which we approved during quarter 1. Important progress has also been made in Gloucestershire, and we are expecting a full application from the Gloucestershire First Partnership soon. [Section 6.22](#) of the activity update also contains more details on Rural Renaissance.

27. Sustainable Communities Plan – The Sustainable Communities Plan was launched by the Deputy Prime Minister in February 2003. Key aspects of the plan include the following:

- Housing Delivery – we are facilitating new housing on sites within our ownership where we are promoting sustainable mixed use development, eg. Dursley, Millbay, Gloucester Docks. Support for housing on sites outside of our ownership will be indirect through support for the remediation of derelict land. We will consider using the “housing gap funding” instrument to support projects that meet a number of regeneration objectives where appropriate. We are also considering supporting a small number of pilot projects, particularly in rural areas, that demonstrate new mechanisms for delivering affordable housing, new sustainable construction techniques or materials.
- The RDA is represented on the Regional Housing Board at Steering and Working Group level. This will allow the RDA to influence future housing priorities, ensuring these fully reflect the RES priorities. We are championing the issue of affordability in both rural and urban areas.
- The Agency is also supporting a new regional Board to promote Construction Excellence.

- 28.** Urban Visions – We are also helping many of the region’s towns to establish exciting visions for their future, and we have reached some important milestones over the last quarter in terms of building the foundations for economic growth, inclusion and regeneration in these urban areas. Some examples are set out below and [sections 6.1 to 6.18](#) of the activity update contains further information on many of our interventions to improve the economic performance of deprived urban communities.
- 29.** In [Weston-super-Mare](#), the demolition and clearance of the 80-hectare former RAF Locking site – owned jointly by ourselves and English Partnerships – is underway and will complete in the New Year. A limited number of existing buildings will be retained on the site, including the church, which could have a future community use. Sustainable construction techniques are being used in this very large demolition contract, including recycling materials and crushing and stockpiling material for the future development. There has been wide consultation and engagement with the neighbouring residential communities about the demolition works.
- 30.** We appointed a master-planning team, lead by Gillespies the architects, to prepare the detailed stage of the Weston Development Framework, the town’s strategic regeneration and infrastructure plan within which key sites like RAF Locking will be promoted. The aim is to find solutions to the infrastructure and town planning issues which

are currently limiting the town’s economic development including motorway access, rail services and flood defence.

- 31.** We regard future economic success at Weston as a critical ingredient in the sustainable development of the sub-region. In the town centre and along the sea front area, we are currently supporting several social and economic regeneration schemes. We are also supporting the feasibility work for the town’s Civic Pride strategy, which will result in a comprehensive approach to public realm and environmental improvements on the seafront, linking new developments such as the Tropicana redevelopment and schemes for the derelict Knightstone Island and Birnbeck Pier, which are being lead by private developers and community trusts.
- 32.** A strong momentum grew during the quarter behind the shaping of an exciting new vision for the redevelopment of [Taunton](#), which we regard as one of the most important drivers of future economic growth at the heart of the region. We helped to launch a new website to help local people and businesses keep up-to-date with progress on Taunton’s regeneration study and the shaping of the vision.

- 33.** We have also commissioned planning, urban design and environmental consultants Terence O'Rourke to produce a comprehensive masterplan for the future regeneration of the town. As one of the 11 Principal Urban Areas identified in regional planning guidance, Taunton will see significant new development over the next 25 years. However, the extent and nature of this future growth, and the most suitable locations first need to be determined so we are keen for all those with an interest in Taunton's future to understand more about the developing plans and register their views.
- 34.** The creation of a strong economy, more jobs, improved leisure, retail, cultural opportunities, a high quality physical environment and improved transport links are key areas to be covered in the study. Once a vision is in place, we expect to make important investment, with others, in the future economic growth of the town and its surrounding areas.
- 35.** In [Dursley](#), Gloucestershire, we reached agreement on a formal joint venture with the selected private sector development partner, St Modwen Properties, on 14 July. The former Lister-Petter factory site, which we purchased in 2001, is being promoted as a major mixed-use regeneration scheme, including potentially in excess of 500 new homes and commercial/employment space to accommodate over 1,250 new jobs.

- 36.** A key feature of the joint venture arrangement is to ensure that a high quality scheme is delivered with a major emphasis on the sustainable development characteristics of new housing – we and our partners are committed to incorporating innovative approvals to public realm design and renewable energy elements.
- 37.** Under the terms of the joint venture we will work with St Modwen to finalise the master-plan for the redevelopment of the 90 acre site. St Modwen will take lead responsibility for implementing land reclamation and enabling infrastructure as well as delivering commercial/employment elements of the new development proposed. Residential plots will be openly marketed against carefully controlled development briefs which will set the standards for density, design and sustainable construction aspects.
- 38.** In [Trowbridge](#), we made important progress on the town's master-planning work. As in Taunton, Weston and Dursley, a public exhibition was held, which enabled more than 1,500 local people to register their comments on the proposals over the three-day period. It is always very encouraging to see this level of local enthusiasm for the proposed change, as community involvement is instrumental to its success. We expect to complete the master-planning in the autumn, with work then beginning on preparing the Trowbridge Vision for adoption as supplementary planning guidance following the adoption of the revised local plan in Spring 2004.

39. [Living Coasts, Torquay](#) – The Living Coasts visitor attraction in Torquay opened its doors on 14 July. The £7m coastal conservation exhibit, which is expected to attract 300,000 visitors per annum, features the world’s first outdoor auk exhibit as well as 400 seabirds, 80 species of plant and a variety of mammals. The Agency contributed £2.9m towards the project, which is a key element in the regeneration of the waterfront area in Torquay. It has already created 58 jobs. The project was opened by the Princess Royal on 9 September.

40. [Temple Quay and Bristol Arena](#) – The Deputy Prime Minister, John Prescott, visited Temple Quay as part of a visit to Bristol in August. We were able to give him a presentation explaining the impact and achievements of Phase 1 of the Temple Quay development, and brief him on plans for the second Phase of development. We also took the opportunity to describe how we are now working with local partners to create a new 10,000 seat Bristol Arena on an adjacent site to Temple Meads Station which we purchased earlier in the year. We are confident that the Arena – which features as a headline Regional Project in our Corporate Plan – will bring sporting, business, cultural and entertainment benefit beyond Bristol itself, and will have an important impact in other parts of the South West region.

41. [Gloucester Docks](#) – The refurbishment of the listed Albert Warehouse to provide 28 residential apartments was completed on 7 July, with all apartments having now been sold. As part of the master-planning process for the Docks, we have also completed a detailed public realm improvement strategy, the implementation of which we will now lead.

42. [Royal William Yard](#) – Since acquiring the Yard in 1999, the RDA has spent a substantial amount of money on repairs and renovation works, including nearly £7 million on external repairs to Clarence and Brewhouse which are now being developed by Urban Splash. More than 1,600 people queued to view the show flat and bid for the first phase of the flats, which were released by Urban Splash on 12 July. All 80 flats in the Clarence and Brewhouse buildings were sold, off plans, on the day, leaving a long waiting list for the remaining 50 flats.

43. In addition to transforming the Clarence and Brewhouse buildings into 130 one and two bed-roomed apartments, the mixed-use scheme will also include an elegant waterfront restaurant, a café / bar and an arts / exhibition centre on the ground floor of the Brewhouse building, bringing growth and confidence to part of one of the region’s most important urban centres.

44. Urban Splash has established itself as a pioneer of regeneration and an advocate of modern design, and has received 100 awards to date for business success, architecture and its contribution to regeneration. Its award-winning projects include The Collegiate, Liverpool, a similar conversion of a Grade II Listed former school into 96 apartments. Urban Splash is developing further schemes at Castlefield, Manchester and an exciting scheme at Altrincham designed by Foster and Partners, as well as schemes at Birmingham and Bradford but is looking to expand the south west arm of the business.

45. **Urban Regeneration Companies** – The RDA worked with the County Council, Local Authorities, local business, community groups and the local MP to secure the establishment of the Camborne-Pool-Redruth Urban Regeneration Company – known as CPR Regeneration – in November 2002. The appointment of Tim Williams as Chief Executive to the Camborne Pool Redruth URC has been followed by further appointments, including David Slatter who joined the Company as Planning & Development Manager on the 28th July. The URC has secured funding commitments from Kerrier DC, Cornwall CC, Objective 1 and the Agency for £750k pa for 3 years with a commitment from EP still under negotiation. CPR Regeneration is now firmly established and has addressed many of the setting up procedures and challenges which it faces. It is now actively engaged in progressing the delivery of key projects in the area.

46. The [Swindon URC](#), the New Swindon Company (NSC) is primarily opportunity-driven rather than deprivation-led and so differs fundamentally in character from the circumstances that stimulated most other URC applications. The initiative builds upon a foundation of relative prosperity, but a shared and unchallenged understanding of the town-centre's shortcomings. The engagement of motivated partners from both the public and private sectors is, through the New Swindon Company, will address these shortcomings. Swindon Borough Council and English Partnerships have joined the RDA as joint and equal revenue funding bodies, and the private sector led NSC Board includes the University of Bath, The National Trust, Zurich and Network Rail. Despite the relative prosperity of the town, it should be noted that three of Swindon's wards figure in the top 20% of the most nationally deprived wards and the NSC designated area centres on one of these – Central ward. Through the NSC, the RDA and partners will aim deliver a sustainable town centre that is commensurate with the status of the Swindon hinterlands and which will offer a practical, affordable and attractive area in which people can work, live and invest.

47. In July, the NSC completed a phase of wide consultation that has informed the development framework being prepared by consultants ARUP. Roger Tym and Partners have been appointed to complete a rigorous economic study of Swindon and produce a delivery plan for implementation of the Development Framework which is due for publication in January 2004. The final framework is to be adopted as Supplementary Planning guidance alongside the Local Plan.
48. We reported in our Quarter 1 report that a formal bid submission was lodged jointly with ODPM and DTI in early June for the establishment of an Urban Regeneration Company for **Gloucester**. I hope to be able to report on the establishment of a Gloucester URC in Quarter 3.

2.4 Strategic Objective 3 – to improve regional communications and partnership

Perception is critical to business and investment decisions. The South West needs to compete with other successful economies around the world to attract funding, people and companies to the region. Modern societies and economies also increasingly rely on sophisticated and efficient communication networks. Establishing and improving communication networks and partnership working will help reduce peripheralities, encourage businesses to locate and invest in the region and strengthen our national and international links.

49. Regional ICT Infrastructure and Broadband – We are engaged in and driving forward an impressive range of schemes, initiatives and policy developments that are strengthening the region's ICT infrastructure and extending the coverage, usage and take-up of broadband technology by businesses and households.

50. In line with the [Regional ICT Strategy](#), the RDA has been working with county partnerships for ICT development across the region, led by Cornwall's ActNow project, and followed by Broadband4Devon and Wiltshire and Swindon Smartplace. The strategy is proving particularly effective in terms of drawing many key stakeholders, sponsors, suppliers and SMEs together. As a result, the pace of development is impressive – already, ActNow C is being prepared, with a target of achieving 100% broadband availability across Cornwall and the Isles of Scilly.

51. The web-site – www.connectingsw.net is also being expanded and revised to keep pace with these developments, and to provide a single point of reference for the new county-level ICT development partnerships across the region. The RDA spent much of the quarter leading the development of a strategic ICT Framework that will encourage the exchange of best practice, the avoidance of duplication, improved resource planning, and significant value-added.

52. We also agreed during the quarter to jointly commission a study into ICT benchmarking, which will provide us with an analysis of the type and extent of use of ICT and broadband across the region, as well as the perception held by stakeholders, SMEs and the public in general.

53. At a local level, after our support for the development and launch of the Corsham and Hartham Media Parks earlier in the year, I am particularly encouraged by the success of the [Buckfastleigh Community Network](#) in Devon. The project, which is funded by the RDA, is now proceeding to make broadband available to the rest of the town on a commercial basis. The project uses a South West Grid for Learning (SWGfL) broadband connection to the local primary school for onward wireless connections to the health centre, town hall and library with further links by radio to other users. There is also a community access centre, "Wave", where broadband training is given to local people, 80% of whom return for further sessions. Wave delivers programmes exploring broadband use for Business, Education, Community and Health. Business Link also uses WAVE to deliver one-to-one business support and seminars. We hope that over time, our support and investment in the Buckfastleigh Community Network will provide a model and experience which can be replicated in other parts of the region. More detail can be found at www.broadband-buckfastleigh.org. The website explains the facilities available at locations in the area, including the main public access centre (WAVE), local institutions, business centres and rural pubs. It also describes the next phase, of public wireless hotspots (WAVEpoints).

54. Finally, we have been developing plans during the quarter to extend the highly successful [RABBIT](#) (Remote Access Broadband Inclusion Trial) project, which has already helped over 650 businesses gain broadband connectivity in the South West alone. [Sections 7.4 to 7.15](#) of the activity update contain further details on our projects and activities to strengthen the regions ICT infrastructure.

55. **Statutory Consultee status for Major Planning Applications** – A new Statutory Instrument became effective from 5 September 2003, confirming the RDA's role as statutory consultee for development which:

- involves or is likely to affect the provision of an existing or proposed strategic infrastructure project of which notification has been given to the local planning authority and which is likely to have a significant impact upon a policy in the Regional Economic Strategy; or
- is within an area of which notification has been given to the local planning authority for the purpose of this provision and is likely to affect the implementation of a strategic regional investment or employment policy in the Regional Economic Strategy.

56. This process will commence once we have notified each local planning authority of the types/locations of development we want to be consulted on and when we have confirmed that we are ready to respond to formal consultation. We are aiming for an implementation date of 2 January 2004, and will use the remainder of the year to:

- recruit staff to key planning posts to enable us to provide a value added service to regional and local strategic planning, urban 'visioning' and major planning applications;
- work with key partners (including GOSW, Regional Assembly, local planning authorities and developers) to clarify our role in the planning process and clarify planning application consultations, using agreed SW regional criteria as a basis;
- set up robust internal procedures and training; and
- develop a planning consultation tracking system, to help manage workloads and monitor 'value added'.

57. RDA Research and Development – The RDA has an extensive corporate research programme. The intelligence generated through this research programme is essential in enabling the RDA and its partners to develop evidence-based policy to support the objectives set out in the Regional Economic Strategy and the Corporate Plan. Research initiated by the RDA will often act as a catalyst which encourages other organisations to examine their own policies and

practice. The Livestock Market research, for example, has been received with much interest in the region and there is evidence that some partners are rethinking in the light of its findings. Our research programme is shared with the Regional Observatory to ensure an effective approach to intelligence across the region.

58. The following research projects have been completed during the second quarter:

- **Regional Livestock Markets research** – This work analysis current and potential demand and supply for livestock markets in the South West. More information can be found in [section 6.20](#) of the attached activity update.
- **Review of Business Support in the South West** – This work updates the 2000 review, and provides a comprehensive review – including extensive user surveys – of how business support is delivered in the region.
- **Update on the potential impact of CAP reform** – A short report to inform RDA policy development on the future of CAP and the possible implications for the South West.
- **NVQ Progression Routes Study** – Review of relevant research and plans for NVQ delivery in the South West, and development of options for improving delivery in the future.

2.5 RDA Lead Roles – DEFRA & DCMS

59. In addition to our interventions in the region to deliver economic growth, productivity and inclusion, we also have an important role in leading England's RDA's work in relation to two Government Departments – the Department of the Environment, Food and Rural Affairs (DEFRA), and the Department of Culture, Media and Sport (DCMS).

60. Our **DEFRA lead role** was dominated during the quarter by the Haskins Review of rural policy and delivery. We had regular meetings with ministers and senior DEFRA officials during the period. Anticipating the change which may result from the review, we have established a cross-RDA task-and-finish group under our chairmanship and direction, which will consult on and plan for any transfer of designated responsibilities that would take effect over the next 3 years. The review was published in November; I expect to be able to outline the implications and opportunities which this will have for us in our next quarterly report.

61. Although it was also agreed by RDA Chairs during the quarter that the East of England Development Agency (EEDA) will take over the DEFRA lead role in January 2004, it is acknowledged by all parties that we shall maintain a central role in the work on the Haskins recommendations and their implications.

62. We also did the preparatory work for two high-profile events with government during the quarter:

- a joint DEFRA-RDAs Information Event planned for 8 October, which is intended to strengthen the relationship between DEFRA and the RDAs by enhancing mutual understanding. Over 100 delegates are due to attend the event from DEFRA, other government departments and RDAs; and
- a rural broadband seminar planned for 1 October, which will provide an opportunity for RDA rural and ICT leads to share their knowledge and experience with DTi's recently created Rural Broadband Unit.

63. Similarly, as part of our [DCMS lead role](#), we arranged a joint [RDA/DCMS](#) event in September, attended by all RDAs, which was an opportunity to discuss with DCMS the London Olympic Bid and opportunities for regional benefits, and tourism. The South West RDA will be acting as the conduit for channelling RDA input through DCMS in the development of the Olympic Bid, and identifying opportunities and implications arising from the bid for the English regions. Linked to this, we welcomed the decision by Sport England to confirm its funding of the Weymouth and Portland Sailing Academy. The Sport England contribution of £3m, which matches our £3m and a further £400k from other funding partners, will culminate in a facility that will become one of the finest of its kind in the world. The completed academy has been identified by the British Olympic Committee as potentially a key component of London's bid to host the Olympics in 2012.

64. We led RDA input into [England Brand Development](#) during the quarter, working with VisitBritain to co-ordinate meetings throughout September between VisitBritain's England Brand Manager and RDA/RTB/Destination Marketing Organisations Marketing Managers. The purpose of the meetings was to learn about individual regional branding activity, listen to perspectives on the regional brand and the pan-England proposition and find out what the regions expect a set of England brand values to deliver.

65. Likewise, we coordinated RDA feedback on the draft [England Domestic Marketing Strategy](#) during the quarter, and submitted this to VisitBritain for consideration. Monthly Steering Group meetings will now be held from October to consider the broader England domestic marketing remit including the implementation of Enjoy England campaigns and EnglandNet marketing. SWRDA will continue to represent all RDAs strategically at these meetings. All of the tourism lead role activities during the quarter are presented in [sections 10.19 to 10.21](#) of the activity updates.

2.6 Communications & Organisational Development

66. We have been continuing to consult on, develop and implement a wide-ranging set of projects to significantly improve communication and organisational development within the Agency.

67. We know, from recent evidence, that while we are performing well as an Agency in many areas, our key stakeholders and partners do not always **perceive** our performance in the same way. This project, which is paving the way for the introduction of a continuous improvement process for the Agency, has been designed to improve the way this organisation operates, the way we all work together, and the way in which we deal with others. Staff from across the Agency have been involved in developing this work.

68. Within the framework of this project, we have been developing a number of early pieces of work all designed to help improve our communications and support for staff within the Agency. These include:

- The introduction of a new Team Briefing system, from January 2004
- A new Staff Magazine, also from January 2004
- Development of a series of Key Messages about the RDA and what we do, to be used by all staff and to support all our communication to stakeholders. Also, publication by January 2004 of a new stakeholder guide to our work, our priorities and how to engage with us

- A new Agency-wide pay progression policy, currently being finalised
- New guidance and protocols to streamline and improve use of e-mail and other e-communication channels

69. Further project work to be undertaken includes the implementation of Personal Development Plans for all staff, and improved management information systems for the Agency. We are currently looking closely at how we might extend the scope of our work to help deliver continuous improvement for the Agency, based upon an explicit series of corporate standards and values.

70. Work is now fully underway on the **Programme Management System**. Particular emphasis has been given to Business Intelligence where the team has defined a number of reports to be generated from both the programme management and client management systems.

71. The Data Quality mailing for updating the contacts details on the Client Management System is progressing well and nearly 5,000 data items recording interests in line with the Corporate Plan themes have been processed. Work will shortly begin on the follow-up mailing to those people yet to reply.

72. An **extranet** for the Regional Development Agency's Sub-Regional Partnerships has gone live at www.southwestpartners.info.
73. A consultant has submitted a report on **Intranet** content management strategy for the Agency, which will help the Knowledge & Information Team identify the priorities for intranet development over the next two years. In addition, the intranet site (ERIC), has now moved to a new server. This will ensure greater technical stability for the intranet and ensure better integration with the rest of the Agency's network.
74. **Encouraging Diversity: Internal** – During the 2nd quarter, the Agency continued work on two key elements of its internal diversity work. Firstly, a consultant has been appointed to work with the Agency's Diversity Group to update the Race Equality Scheme. This is necessary in light of the changes following the new Corporate Plan. The second key area has been initial work to develop an integrated diversity strategy for the Agency. It is intended that this will steer Agency action in relation to all elements of equality.
75. **Encouraging Diversity: External** – The Agency has been supporting the consultation on the establishment of Equalities South West. If taken forward, this organisation will ensure that Equalities bodies in the region are appropriately represented at a regional level. A decision on the development of equalities South West will be taken in December 2003.

2.7 Review of Economic Conditions, July – September 2003

76. Overview – Led by the United States, the world economy showed signs of recovery during the quarter, with growth prospects fuelled by accommodative monetary and fiscal policies. The main risk, however, is that remaining imbalances in international trade, household debts and savings and business balance sheets are made worse by political uncertainties or shocks to wealth, incomes and employment, and/or interest rates.

77. The UK economy had a positive first three quarters of 2003, with household and government consumption offsetting investment and net trade figures. The South West region largely followed national trends, with a similar dichotomy between consumer resilience and corporate uncertainty. Low interest rates have kept households' spending buoyant, helping to mitigate the effects of some high profile layoffs in the region.

78. World Economy – The world economy is recovering: monetary and fiscal policies are generally supportive; equity markets are firmer; growth and investment surveys are indicating a pick up in US, Japan and parts of Euro-zone (EZ), although world trade and investment are still subdued. There are significant imbalances, however, with a record US current account deficit, US and UK households carrying high debt and low savings ratios, and EZ & Japanese businesses and banks supporting over-stretched balance sheets. In most countries, it has been a "job-loss" recovery to date: for many traded goods sectors, shifts to low cost centres remain significant.

79. The war on terrorism, particularly the situation in Iraq, continues to cast a shadow on oil prices and world trade. Apart from the Bank of England "taking back" the 0.25% cut made in the summer, there have been no changes in key interest rates in the last quarter but the mood of expectations has shifted. Financial markets are now discounting interest rate increases by the main central banks before the middle of 2004. The consensus of economic and market forecasters expects a global recovery through 2004, but it may be moderate and short-lived. Inflation is expected to remain low.

80. UK Economy – UK growth was fairly buoyant in the first three quarters of 2003 (averaging a real GDP increase of 1.9% year-on-year). High government spending was a key ingredient in that performance. Inflation remains becalmed: the HICP measure under 1.5% and the RPI measures under 3% in September.

81. In the third quarter, signs of renewed consumer/housing buoyancy were evident (see table below). This was perhaps reflected, in the South West, in a good summer for tourism, one of our key economic sectors. With employment trends flat, consumer confidence is still quite high, even though household debt levels are vulnerable to negative changes in wealth, income and employment, and higher interest rates. Retail sales volumes remain buoyant and industrial production has been a little stronger too, though still negative in year-on-year terms.

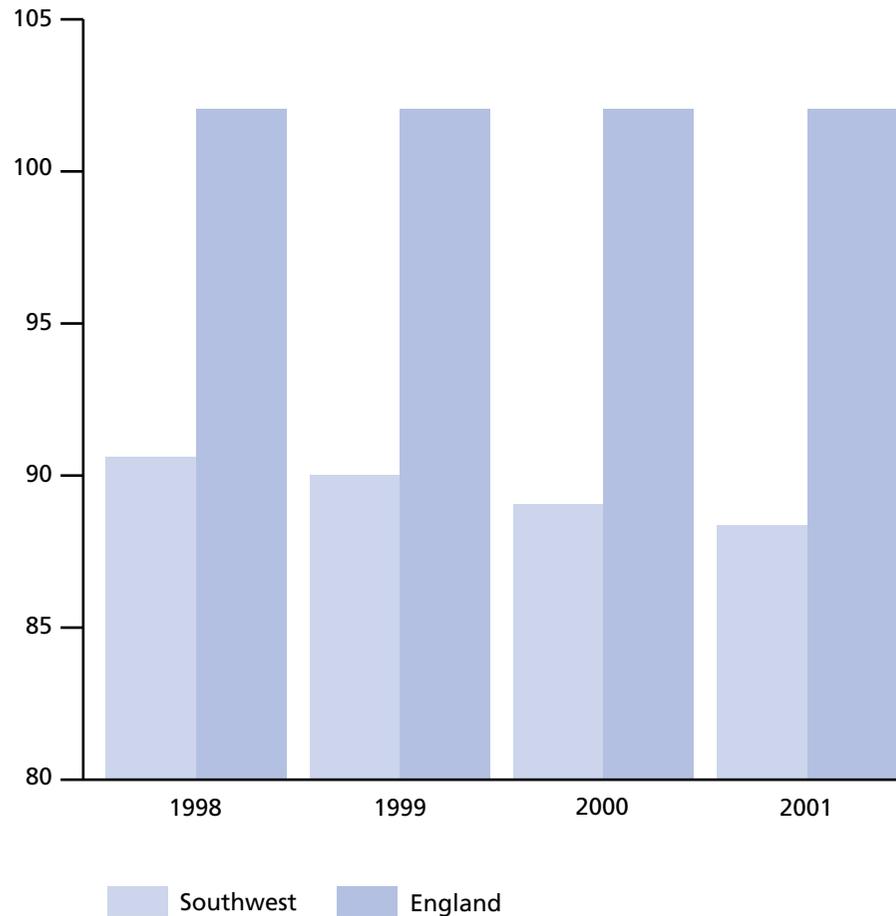
UK Economy	Q3	Q2	Q1
Industrial production (% change, year-on-year)	-0.3	-0.7	-0.9
Retail sales volume (% change, year-on-year)	+3.5	+3.2	+5.2
Unemployment rate (%)	5.0	5.0	5.1
Retail Prices (% change, year-on-year)	+2.9	+2.9	+2.9
International trade (balance, £ billion)	-9.2	-8.3	-8.2

82. Surveys of investment intentions show a moderate improvement but jobs are still being shed, especially in manufacturing. This remains a priority for us, and we gave consideration during the quarter to increasing our investment in the region's Manufacturing Advisory Service – see paragraph 15 above. Export demand has picked up but engineering orders on hand remain lower than a year ago. Business's financial performance is improving, although still well down on previous peaks. Such figures suggest productivity gains and exchange rate movements may be beginning to have a positive impact.

83. SW Economy – The Government's Office of National Statistics has released new and revised regional and sub-regional data on total output or gross value added for 1998-2001. The figures reflect the region's structural characteristics and productivity weaknesses.

- In 2001, the South West had 8.4% of the UK population but generated only 7.5% (£63.6 billion) of UK GVA.
- Average UK GVA per head in 2001 was £14,500 – the South West equivalent was £12,900, 89% of the UK average. The region ranked seventh of the nine English regions and eighth of the twelve UK areas. The region's relative position deteriorated 1998-2001 (see chart). There was a wide divergence across the region, from about £8,000 in Cornwall to over £15,000 in Gloucestershire
- The region's low ranking on GVA per head partly reflects the high proportion of the retired population in the region. Relative measures of productivity per job or per hour worked, however, are also relatively low. Indeed, according to the latest chain-linked data, the South West was the lowest ranking of the nine English regions on the latter measure in 2001.
- In 2001, the region derived 61% of its GVA from employee compensation, compared with a UK average of 65%; the gap again partly reflecting differences in demographic age distribution.
- In 2000, the SW generated 19% of its GVA from manufacturing and 28% from all production sectors. Agriculture constituted 2%, leaving about 70% for services. For the UK as a whole, the equivalent figures were 19%, 27%, 1% and 72% respectively.

GVA per head indices



84. SW Labour Market – In contrast, the region’s labour statistics are comparatively favourable. The South West has a high employment level and a low unemployment rate compared with other regions. In the period July-September 2003, the economically active and unemployment rates for the region compared favourably with UK averages. Only the South East and East regions had higher activity rates. No other region had a lower unemployment rate (see table below).

85. Employment in the region – In 2003, the regional economy seems to have followed national trends with fairly resilient consumers and housing markets contrasting sharply with further job losses and trade competitiveness problems for businesses. There have been further job losses in a range of manufacturing sectors – food and drink, footwear, electrical goods and shipbuilding, for example; Appledore Ship Builders, Cow and Gate in Somerset, UK Safety Group (shoe maker) and Crediton Poultry. “Churning” of employment looks set to continue, with the region facing layoffs yet ranking high in surveys of job creation intentions. For example, a Manpower Employment Outlook Survey showed the South West as the second highest region in terms of the balance of expected job creation for the fourth quarter of 2003, with job creation prospects now better than for any fourth quarter of the last five years.

Regional Labour Markets (July-September 2003)	Unemployment Rate (%)	Economically Active (%)
South West	3.2	81.4
South East	3.9	82.4
London	7.1	76.3
East	3.9	81.6
West Midlands	6.0	78.1
East Midlands	4.5	79.2
Yorkshire & Humberside	4.8	78.2
North West	4.8	77.4
North East	6.7	73.2

86. Business Confidence in the South West – The ICA's business confidence monitor showed 45% of SW respondents being more confident about business prospects, compared with a UK average of 42%. Measures of turnover and profits suggested 73% and 67% of businesses respectively expect increases over the forthcoming period; again a better than the UK average reading. Capital expenditure is expected to increase modestly. Confidence for new business start-ups, however, remains weak. Business confidence is highest in the region in financial services and lowest in construction and engineering. Experian's September overview forecasts SW regional GVA growth of 2.0% in 2003 and 2.7% in 2004, slightly above the expected UK average.

87. Future developments – EU enlargement and related policy changes will affect the South West. The extent of the impact depends on how direct investment, labour mobility and public spending trends change, as well as how regional businesses respond to the new market opportunities. Businesses in the South West, like businesses in other EU regions, will have the opportunity to invest in the new Member States – likewise, we might look to attract more well-educated and skilled labour to the South West. Many interventions being planned and delivered by the RDA – such as the [Regional Venture Capital Fund](#), or our investment in the productivity, skills, ability to innovate, and investment support of our [most important sectors](#) – will help to open up these important opportunities.

88. The weaker pound will also help the region to participate in the global recovery through 2004. Nevertheless, the South West needs to address underlying productivity and competitiveness weaknesses if it is to benefit fully and relatively in the longer term. The Regional Economic Strategy sets out a programme of priorities and activities to address this.

2.8 Review of Annual Milestones

89. Jobs created/safeguarded – interventions at key projects such as the [Plymouth International Business Park](#) and [Beacon Marine Aviary](#) has resulted in 1,210 jobs being created or safeguarded during Quarter 2. Cumulative figures show us at about 37% of our annual target, and this is in line with our quarterly forecasts. We remain on target to achieve our forecast of 6000 jobs.

90. Business start-ups – activities in Gloucestershire at the Innovation centre and at various projects in Dorset and Cornwall have seen the creation of 26 new businesses. We have achieved about 43% of our forecast target, and are in line to achieve our annual forecast.

91. Brownfield land – continued reclamation at [Plymouth International Business Park](#) and in [Dursley](#) has seen us reach just over 50% of our target during Q2. Continued work at major sites over the next six months should ensure that the annual target of 145 hectares will be met.

92. Learning opportunities – Ongoing work with projects such as [A3 workforce development](#) and sector projects has seen a 64% achievement against the annual forecast during the quarter. The level of opportunities being created by our current activities means we are likely to exceed our annual target.

93. Private sector finance – our target for private sector finance in the deprived wards is on target for the year and Q2 figures show 55% of the target has been achieved.

94. Tourism – During the quarter, we have recorded over £20m of additional visitor spend as a direct result of our Marketing campaign. In addition to this, we have also recorded over £6m of additional visitor spend as a result of our intervention at some of the region's tourist attractions. This brings our total so far to just over £31m - £3m more than our target for the year.

Geoffrey Wilkinson
Chief Executive, South West RDA

**3 South West RDA
Core Milestones
2003/4 (Tier 3)**

3 South West RDA Core Milestones 2003/4 (Tier 3)

RDA's are required to monitor and report progress against the five core Tier 3 indicators on a quarterly basis. Outputs are reported below as 'gross attributable' – i.e. those outputs which are directly attributable to the Agency's financial intervention in support of a range of projects and activities across the region.

Indicator	Q1 2003/4	Q2 2003/4	Q3 2003/4	Q4 2003/4	Cumulative 2003/4	Target 2003/4
1. Jobs Created / Safeguarded	1,055	1,210			2,265	6,000
1a.FDI Job opportunities	1,267	210			1,477	1,500
2. Business Start-ups	60	26			86	200
3. Learning Opportunities	1,355	2,487			3,842	6,000
4. Brownfield Land	49	25			74	145 hectares
5. Private Sector finance benefiting deprived wards	£20,000,000	£2,000,000			£22,000,000	£40m

**4 South West RDA
Supplementary
Milestones 2003/4 (Tier 3)**

4 South West RDA Supplementary Milestones 2003/4 (Tier 3)

The Agency has identified 4 supplementary milestones which reflect specific areas of our activity during the course of the year. These indicators are intended to present a wider measurement of progress than the narrow focus on the core indicators.

Indicator	Q1 2003/4	Q2 2003/4	Q3 2003/4	Q4 2003/4	Cumulative 2003/4	Target 2003/4
1. Private Sector finance attracted	£25,085,273	£7,784,114			£32,869,387	£115m
2. Number of housing units	33	1			34	50
3. Additional Tourism Spend	£5,000,000	£26,200,000			£31.2m	£28m
4. Workspace created / refurbished m ²	12,073	11,926			23,999	50,000 m ²

5 Service First Indicators

5 South West RDA Service First Indicators 2003/4

As part of the modernising government agenda, we record and report against the following internal efficiency measures:

Indicator	Target	Q1	Q2	Q3	Q4	Total
Response times for Acknowledging correspondence	100% within 3 days	100%	100%			100%
Response times to correspondence received	85% within 10 days	91%	96%			93.5%
Grant processing	3 months	100%	93%			96.5%
Telephone calls answered within	15 seconds or less	5.85 seconds (100%)	5.1 seconds (100%)			100%
Invoice payment	30 days	88%	88.8%			88.4%

6 South West RDA Quarterly Activity Update July – September 2003

- 6.1 Support Business Growth
- 6.2 Skills and Learning
- 6.3 Sites and Premises
- 6.4 Innovation
- 6.5 Participation
- 6.6 Regeneration
- 6.7 Regional Infrastructure
- 6.8 Investment Promotion
- 6.9 Regional Projects
- 6.10 Policy and Partnership
- 6.11 Communications and
Organisational Development

6.1 Support Business Growth

Business is at the heart of wealth creation. Therefore it is vital to ensure that the region works together to help companies become more productive and profitable. Our role is to encourage the conditions that will allow business to flourish.

Ref	Activity	Achievements
1.1	Support the development of key sectors – Advanced Engineering (including Aerospace)	<p>The Agency's Devon Area Team and its Advanced Engineering Sector team have been working with BAE Systems in Plymouth for some months. Whilst the company announced the loss of up to 280 jobs in October the remaining 300+ employee's job security should be significantly enhanced as the business exploits the world-class gyro technology developed on site.</p> <p>The Agency has been involved in discussions with 4 other aerospace companies interested in having facilities in the region. One of these is Asian, one European, and one American. These range from businesses which might create as few as 4 jobs to very much more significant investments.</p> <p>The RDA met with the DTI Aerospace and Defence unit during the quarter to ensure that Sector team is fully aware of the nature and extent of the services available to us.</p> <p>In July two Japanese companies visited Bristol University as part of the I-UK Automotive Mission and DR is following up in Japan.</p> <p>Duty tours were hosted for David Slater, BCG Los Angeles and Jonathan Wood, BCG Chicago in August and for David Feldman, British Embassy Washington in September which gave the opportunity to brief them on the aerospace and defence activity in the region.</p> <p>National Automotive Supply Chain Programme</p> <p>This is a £750,000 project over 5 years co-ordinated by Business Link Berks & Wilts. The objective is to engage tier 1 automotive manufacturers as hosts and their first tier suppliers and work through a quality, cost and delivery improvement programme. Goodridge, Exeter has been accepted as the first host company and is scheduled to start in January.</p> <p>Graham Harrison, tel 01392 229557, graham.harrison@southwestrda.org.uk</p>
1.2	<ul style="list-style-type: none"> Regional catalyst Cross boundary working 	<p>Negotiations have continued since the Agency's Chief Executive visited the US in June 03. This has resulted in an undertaking by the company to send 5 executives to the region for 3 days in November to explain the opportunities to supply Boeing's defence and civil aircraft projects. The company spends around £1.8 billion with UK suppliers and this marks a significant opportunity for regional businesses to understand exactly how they can engage with the world's largest aerospace group. This visit by Boeing will give the Agency the opportunity to learn the nature and scale of Boeing's needs. There will also be an opportunity for selected companies to showcase their products and expertise. The RDA is leading a new initiative to create opportunities for advanced engineering businesses in the region to supply Boeing. The Agency made initial contact with Boeing to establish if opportunities exist which might benefit the SW region.</p> <p>Graham Harrison, 01392 229557, graham.harrison@southwestrda.org.uk</p>
1.3	Support the development of key sectors – Food and Drink	<p>A new food and drink leaflet launched during the quarter aims to promote Somerset's food and drink industry. Somerset County Council supported by the Agency have joint funded the publication that celebrates the county's links between history and food.</p> <p>The aim of the leaflet and the campaign is to highlight the abundance of Somerset's food producers and also to encourage local people to seek out the quality products available in the county.</p> <p>The leaflet launch came at the start of a summer campaign being led by the County Council to make people more aware of local food and drink.</p> <p>Gordon Woodend, 01392 229644, gordon.woodend@southwestrda.org.uk</p>
1.4	Support the development of key sectors – ICT <ul style="list-style-type: none"> Regional catalyst role Cross boundary working Responding to changing economic conditions 	<p>The 'Embracing Technologies of the Future -Today!' Event was held at the Hewlett Packard Labs in Bristol on the 25th of September 2003, with attendees from across the region. The Agency has played a key role by sponsoring Intellect, the trade association for the information technology, telecommunications and electronics industries to develop, market and manage the event which attracted over 150 delegates. The objective of the one-day Intellect conference was to give insight into the opportunities that new technologies present to organisations, and to demonstrate they can stimulate innovation and productivity in the ICT sector. The event helped raise awareness of strong regional ICT industry with several speakers highlighting the South West's expertise in the sector.</p> <p>Abigail Weston, 0117 933 0289, abigail.weston@southwestrda.org.uk</p>

Ref	Activity	Achievements
1.5		An ICT sector co-ordinator was appointed by the RDA during the quarter. This is an important milestone for us. The ICT sector team will be working hard to identify the issues within the sector and a strategy to deal with them. The team developed a programme of meetings with key stakeholders in ICT sector during the quarter. Dafydd Williams, 0117 933 0275, dafydd.williams@southwestrda.org.uk
1.6	• Cross boundary working	The RDA ICT team bid for and won a visit from the 7th Chinese mission. The group visited the University of Bristol in September. The focus of the mission was the Digital Television sector. The Chinese delegates chose to visit Bristol as they were keen to see the pioneering work which is based in the city. The event also offered the regions' companies a chance to showcase their latest technologies. Dafydd Williams, 0117 933 0275, dafydd.williams@southwestrda.org.uk
1.7	Support the development of key sectors – Marine	A Marine sector Team Manager was appointed during the quarter. This has allowed the team to begin working with Marine South West to develop sound plans worthy of attracting significant RDA support. Tim Fleetwood, 0117 933 0235, tim.fleetwood@southwestrda.org.uk
1.8		During the Quarter we commissioned consultants (GHK Consulting (GHK) and British Maritime Technology Ltd (BMT)) to examine Plymouth's existing marine science sector and suggest ways of establishing a marine science and technology cluster in and around the city. The RDA is undertaking this study in partnership Plymouth Marine Laboratory (PML), the Marine Biological Association, and the Sir Alister Hardy Foundation for Ocean Science and Plymouth City Council. Other research recently carried out by the RDA has shown that the South West's marine sector is almost twice as big as previously thought. Plymouth has 270 companies involved in the marine sector. There is also strong scientific base with the University of Plymouth, Plymouth Marine Laboratory, Marine Biological Association and the Sir Alister Hardy Foundation for Oceanic Science all of which are located in the city. Nick Harrington, 01752 234830, nick.harrington@southwestrda.org.uk Cross Reference – The RDA continues to work on other corporate research projects, see section 10.10 for details
1.9	• Regional catalyst role	Plymouth Marine Science Cluster – The Agency has a key role as facilitator of Plymouth Marine Science partnership, which is now preparing its detailed business case for co-location of the various marine science institutes in Plymouth with a surrounding marine science and technology park. The opportunities to attract new business activity and inward investment are being researched and the partners expect to be in a position to proceed by the end of March next year. Nick Harrington, 01752 234830, nick.harrington@southwestrda.org.uk
1.10	Support the development of key sectors – Tourism	We are investing in strategic capacity building within South West Tourism (SWT) and driving organisational restructuring in order to use the tourist board as the sector development organisation for the region as well as maintaining its commercial role as a membership organisation. We have provided funding for 2 new strategy posts within SWT; a Head of Strategy and Development and a Strategy and Development Executive. The 2 new posts are crucial for the development of the 10 Year Plan which will translate the Regional Tourism Strategy (Towards 2020) into an action programme. The Plan is being produced and implemented in partnership with stakeholders across the region and will influence the development of tourism at a local, sub-regional and regional level. South West Tourism are continuing with their consultation process including numerous meetings with industry groups, Sustainability South West, SRPs, Tourism Officers and the Cross RDA Working Group. Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk Cross Reference – We have also been developing a tourism skills network conference, see section 2.7 We also have a lead role on behalf of all RDA's to develop national tourism policy with DCMS and VisitBritain – see section 10.19 – 10.21

Ref	Activity	Achievements
1.11	Support the development of key sectors – Biotechnology	During Q1, the US team hosted Biotechnology awareness events in San Francisco and San Diego for executives of local biotechnology firms. The event increased the profile of Bristol University and SW Biotech sector in the US. Based on the relationships developed through work in this sector we will be hosting a visit to the region by one of the leading American firms, interested in exploring collaboration opportunities with the region's universities and spin out companies. Naomi Lovinger, 00 1 847 328 3644, naomi.lovinger@southwestrda.org.uk Cross Reference – The South West RDA is working to improve the way South West is perceived by investors, business and potential workers – see section 8.1
1.12		To enhance the profile of the sector overseas the team was pleased to welcome Alistair Newton Head of US section UK Trade & Investment and Janet Coyle (based in San Francisco). They were both given an overview of the strengths of the sector and where the opportunities lie. Discussions also took place on the of SetSquared entrepreneurs programme. Martin Lashwood, 0117 933 0267, martin.lashwood@southwestrda.org.uk Cross Reference – The South West RDA is working to improve the way South West is perceived by investors, business and potential workers – see section 8.1
1.13		The 4-day Thermophile Conference held at the University of Exeter and sponsored by the South West RDA with a grant of £3,000 was held during the quarter. The Sector Manager (Biotech / Food & Drink) gave a talk on the aims of the Agency in this sector and the role of BioApproaches. Jim Murray of Hunter-Fleming gave example of HF business model and possibilities of copying this model for other areas of Biotech. The event provided a high level of visibility to the RDA and its activities. It also raised the awareness of the IP inherent in the region and the profile of the Agency. Martin Lashwood, 0117 933 0267, martin.lashwood@southwestrda.org.uk
1.14	Support the development of key sectors – Environmental Technologies	An Environmental Technologies Sector Manager, Tim Fleetwood, is now in place and major work has begun in focusing on developing a sound plan with Envirotech which will be worthy of attracting RDA support. This is now proceeding and includes considerable RDA resource devoted to relationship building. Work is also continuing with Enviroskills to develop Phase 3 of their bid, building on the successful conclusion of their Phase 2 bid. Tim Fleetwood, 0117 933 0235, tim.fleetwood@southwestrda.org.uk
1.15	Support the development of key sectors – Creative Industries	The Agency's Creative Industries sector team has continued to focus on a business development programme for the sector. Once completed and approved it will secure funding for the sector activity through to 2006. To aid this, a research study has been set up being run by the Wessex media group and part funded by the Agency. When complete this will identify the sub-sectors which form creative industries in the region. An innovative new project is also being developed by the RDA and Channel 4. To be known as '4 South West' this initiative will link Channel 4 with two of the regions leading companies, Touch Productions and TwoFour Productions. The RDA has agreed support which will be match-funded by Channel 4. The aim is to provide funding platforms to allow small companies' access to international broadcasters for commissioning new work. The project is currently resolving intellectual property issues. Dafydd Williams, 0117 933 0275, dafydd.williams@southwestrda.org.uk Cross Reference – The South West RDA also supports projects with finance and advice to increase business growth throughout the region – see section 1.23 The South West RDA undertakes and supports a range of activities to encourage innovation – see section 4
1.16	Encourage increased exports/international trade by South West companies • Regional catalyst role • Cross boundary working	A joint South West RDA – Trade Partners UK (TPUK) - Business Link (BL) proposal is being considered as part of a suite of business support projects submitted in conjunction with SW Business Link. The project will include the appointment of five priority sector trade advisors, the development of a regional marketing strategy, and the commissioning and follow up of research into potential bilateral links. Over the next 2 years we expect that these activities will generate important benefits in terms of job creation and increased productivity. Tim Fleetwood, 0117 933 0235, tim.fleetwood@southwestrda.org.uk

Ref	Activity	Achievements
1.17	<p>Attract and retain domestic and foreign direct investment into the region</p> <ul style="list-style-type: none"> • Regional catalyst role • Cross boundary working • Responding to changing economic conditions 	<p>We supported four new company investments in the 2nd quarter – projecting 147 new jobs and safeguarding 63. Two of these investments came from the United States, one from India and one from a UK owned company. We also identified a further ten new re-investments in the region, providing an additional 356 new jobs and 440 safeguarded. Our teams in North America and Japan have undertaken a series of initiatives to showcase SW R&D / academic expertise in Asia and America – including work with Bristol University on Biotech and ICT, with Plymouth University on ICT and Exeter University on Biotech. This has resulted in significant interaction with a number of target priority sector new investment companies. The Chairman and CEO visit to North America in June has continued to have impact with visits to the region by two significant US aerospace companies and Asia telecommunications company and a US software company all arising out of the visit during the second quarter.</p> <p>Tim Bagshaw, 01752 234808, tim.bagshaw@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports projects in the priority key sector of Biotechnology – see section 1.12</p> <p>The South West RDA is working to improve the way the South West is perceived by investors, businesses and potential workers – see section 8.1</p>
1.18		<p>The South West RDA Asia Pacific office has been very active in Sector Development activities in conjunction with the Agency's work in Inward Investment during the quarter. Our continued relationship with the Asia Pacific Technology Network has resulted in discussions to hold the next Japan UK Hitech Forum in Bristol in 2004.</p> <p>Peter Aighton, 0117 933 0264, peter.aighton@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is working to improve the way the South West is perceived by investors, businesses and potential workers – see section 8.1</p>
1.19	<ul style="list-style-type: none"> • Regional catalyst role • Cross boundary working • Responding to changing economic conditions 	<p>The ICT sector team and Asia team hosted a day long visit by a group of Chinese Digital television companies and academic interests in September. The overall trend in terms of level of enquiry continues to be cautiously optimistic – despite several further high profile/high job loss closures. The slow increase in enquiry level is therefore matched by extensive agency activity with leading companies around the region in attempts to offset threats to facilities. Some of the key benefits coming out of this work include: Job creation/job retention – advocacy of key regional sector strengths/abilities at a national and international level. Much of our work acts as a catalyst to stimulate company interface activity in the UK. Much of the work that we do overseas is in collaboration with other agencies in other regions or at a national level. Changing economic conditions and makeup of the world economy directly causes and influences the job creation/job retention activity.</p> <p>Tim Bagshaw, 01752 234808, tim.bagshaw@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is working to improve the way the South West is perceived by investors, businesses and potential workers – see section 8.1</p>
1.20	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working • Responding to changing economic conditions 	<p>Investor Readiness Programme – The Agency sponsors this important programme which as one of the initiatives in our Finance for Business Strategy. There are links to the South East England Development Agency through collaboration on delivery and best practise that addresses the access to finance for growth businesses issues.</p> <p>Steve Richards, 0117 933 0274, steve.richards@southwestrda.org.uk</p>
1.21	<ul style="list-style-type: none"> • Cross boundary working 	<p>The South West RDA played host to a visit from the Head of Invest UK based in the US. The trip gave the Agency the opportunity to demonstrate the strengths in Environmental Technologies in the region and also provided a greater awareness of the sector in the region for investment enquiries from the US. The Head of Investor Development for Invest UK also visited the region in the quarter. This was an opportunity to show the achievements and strengths of the Agency and of the region. This visit involved a Marine Focused day in Plymouth, an Environmental day in Bristol and a visit of selected overseas companies operating in the South West.</p> <p>Helen Hooper, 01752 234818, helen.hooper@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is working to improve the way the South West is perceived by investors, businesses and potential workers – see section 8.1</p> <p>The development of Environmental Technologies is a key sector for the South West RDA – see section 1.14</p> <p>The South West RDA supports and encourages the development of the South West Marine sector – see section 1.18</p>
1.22	<ul style="list-style-type: none"> • Support business growth through access to appropriate finance and advice • Regional catalyst role • Responding to changing economic conditions 	<p>The final draft for the SW RDA Enterprise Strategy will be completed by November 2003. The Agency has been working with key stakeholders on its strategy for encouraging Enterprise and Entrepreneurial activity. This includes the formation of new businesses. Over the last 12 months, working groups have developed the five themes of the Strategy, which are: – Developing a Culture of Enterprise in the South West; Creating a Positive Business Support Environment; Support for High Growth Businesses; Supporting Entrepreneurs in the Social Economy; Enterprise for all.</p> <p>The strategy will inform our own interventions and support in this area. It aims to encourage cultural and behavioural change which will make the region more enterprising and allow people to see running their own business as a viable career option.</p> <p>Steve Richards, 0117 933 0274, steve.richards@southwestrda.org.uk</p>

Ref	Activity	Achievements
1.23	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working 	<p>The RDA has decided to invest nearly £1m in the formation of the South West Angels & Investors Network – (SWAIN). The Agency has led the formation of this 3 year project that will drive a more effective deal-flow between investors and growth companies in the informal risk capital market. It will also provide investment opportunities to the Regional Venture Capital Fund, which will be one of the natural exit routes for Angel Investments. Key stakeholders will be the Business Link network, although SWAIN will be completely independent so that it can work easily with both public and private partners/investors.</p> <p>Steve Richards, 0117 933 0274, steve.richards@southwestrda.org.uk</p>
1.24	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working • Responding to changing economic conditions 	<p>Business Support Review 2002 – The research and final report for the review was completed by DTZ Pidea and published in October 2003. The Agency has jointly sponsored the research with the Small Business Service [SBS] and the findings will be used in conjunction with the forthcoming Enterprise Strategy to inform policy and our intervention in Business Support. The project is linked to the national SBS Comprehensive Start-up strategy and Enterprise Britain policy document.</p> <p>Steve Richards, 0117 933 0274, steve.richards@southwestrda.org.uk</p>
1.25	<ul style="list-style-type: none"> • Regional catalyst • esponding to changing economic conditions 	<p>The South West Manufacturing Advisory Service (SW-MAS). The RDA took the lead in setting up SW-MAS recognising the importance of supporting manufacturing in the region. SW-MAS are on track to meet all its targets and will comfortably exceed most of them. The partners that are supporting this project include DTi, SW Business Link & HERDA.</p> <p>It is also building a portfolio of case studies that will underline the contribution it is making to supporting manufacturers in the region. SW-MAS provide focused support to manufacturing businesses in the South West – helping them drive productivity and competitiveness. The Agency's future role in the project will be to monitor and evaluate performance, develop next steps (Phase 2) and work with SWMAS on future strategy and delivery.</p> <p>Greg Taylor, 01392 229539, greg.taylor@southwestrda.org.uk</p>
1.26		<p>The PLATO initiative, which develops the management skills of owner/managers of growing SMEs in Dorset through links with large companies, was officially launched on 30 September 2003. 21 executives have been recruited and trained as Group Leaders to facilitate skills and business support for 60 SMEs in tranche 1 of the programme. The RDA is contributing nearly 30% of the costs of this programme. The Agency has also influenced its structure and delivery through 8 groups around the sub region and been instrumental in bringing in strategic business players. The RDA will also consider the possible extension of this programme to other parts of the South West.</p> <p>The initiative will increase the management skills that improve business performance of 200 SMEs.</p> <p>Rob Peters, 01202 649282, rob.peters@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is actively working to improve the skills and learning within the work place – see section 2.1</p>
1.27	<ul style="list-style-type: none"> • Responding to changing economic conditions 	<p>The Regional Venture Capital Fund (RVCF) made its second investment in August 2003. £250,000 was given to Frome based company Delicious Moments, who make luxury desserts. Sponsored by the Agency the RVCF helps SME's gain equity finance at a funding level that was previously difficult to access. There are 4 more investments currently in the pipeline. The venture looks at equity funding around the £50 – £250,000 gap.</p> <p>Steve Richards, 0117 933 0274, steve.richards@southwestrda.org.uk</p>
1.28		<p>Beacon Company Network – Business Link for Devon & Cornwall (BLDC) and the SW RDA have launched a new business initiative to stimulate sustainable business growth and encourage networking between companies in Devon and Cornwall during the quarter. The Beacon Company Network is based on the format of a similar scheme that has been working effectively for businesses elsewhere in the country over the past three years. Essentially, it will provide a forum to provoke and sustain ambitious businesses seeking to achieve their potential by learning from the successes of their peers.</p> <p>The objective is to create a network of 'Beacon Companies' that can demonstrate inspiring and successful business practices that other companies can explore and emulate.</p> <p>Bill Price, 01392 229556, bill.price@southwestrda.org.uk</p>

6.2 Skills and Learning

A thriving economy relies on a highly skilled and flexible workforce. Our role is to support and facilitate the development of a strategic approach to the delivery of skills and learning in the region.

Ref	Activity	Achievements
2.1	<p>Improve skills and learning in the workplace</p> <ul style="list-style-type: none"> • Regional catalyst role 	<p>During this quarter SW FRESA sub-groups have focused on a review of the FRESA Action Plan and the development of detailed activity plans for each of the 46 activities. It was agreed at the September Regional Employment Forum that the full Action Plan including activity plans should be published on the FRESA pages of the Agency's website during November and that a paper version of the over-arching Action Plan is published at the same time. This revised FRESA Action Plan will be subject to an annual review.</p> <p>Liz Georgeson, 01392 229561, liz.georgeson@southwestrda.org.uk</p>
2.2	<ul style="list-style-type: none"> • Regional catalyst role 	<p>The A3 Workforce Development Programme is now completed. Our three year contribution ended in March. The published figures confirm the tremendous success of the project. The initiative now continues with funding from local partners.</p> <p>Over the past two years the project has assisted more than 600 SMEs in the Bournemouth, Dorset and Poole Areas grow their productivity and competitiveness through the training and development of their workforce. A survey at the end of the project shows that 98% of the businesses said the programme had achieved or exceeded their expectations. Most encouragingly they said they were able to identify an average financial benefit of around £32,000 that directly resulted from their participation in the programme. In total, 2,555 individuals benefited from separate 3,378 learning opportunities, of which 618 were 30 hours or more of training.</p> <p>Christine Brienne, 01202 649282, christine.brienne@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is working to raise individual aspirations and skills for work – see section 5.1</p> <p>The Agency is also working to ensure there is equality of access to work, training and business advice – see section 5.3</p>
2.3	<p>Deliver a coherent skills development framework focused on the needs of industry</p>	<p>Constructive Somerset is a pioneering initiative encouraging local people to work in Somerset's construction industry was launched on the 5th September. Led by the South West RDA and the CITB, the project aims to ensure that the construction industry provides opportunities for local people to secure jobs and training and to encourage more women and ethnic minorities to begin careers in the industry.</p> <p>This project is a partnership, led by The Construction Industry Training Board (CITB) with the South West RDA, Somerset County Council, the Learning and Skills Council (LSC), Somerset College of Arts and Technology (SCAT), Bridgwater College, Job Centre Plus and employer representatives will work together to have a positive impact on the local economy and to address the skills shortage in the construction industry.</p> <p>Gordon Woodend, 01392 229644, gordon.woodend@southwestrda.org.uk</p>
2.4		<p>The first meeting of the Constructive South and East Devon operational team took place during the quarter. The project will identify mechanisms and opportunities available for locally based constructions schemes to offer and facilitate the training and employment of local people. The main benefit of this project will be to increase the pool of local skilled labour in this field. There will be benefits to individuals and employers. The Agency's main role is on the Steering Group and the Operational team. The initial meeting was focused on the forward planning of the Constructive South and East Devon project.</p> <p>Leezette Richardson, 01752 234815, lee.richardson@southwestrda.org.uk</p>

Ref	Activity	Achievements
2.5	<ul style="list-style-type: none"> • Regional catalyst role • Cross boundary working 	<p>The Centre for Recording Achievement has been awarded a contract from the South West RDA to deliver a Feasibility and Scoping Study for a South West Centre for Personal Development Planning. The Agency is funding the study which will identify if such a centre is realistic, whilst also investigating what functions such a centre could perform and whether this would assist in the development of a healthy labour market within the region. In the past the Centre for Recording Achievement has worked with the NWDA by developing a NW Recognising Achievement Network. The final report is due in February 2004.</p> <p>Emily Bird, 01392 229565, emily.bird@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA facilitates other research and feasibility work – see sections 10.10 & 10.11</p>
2.6	<ul style="list-style-type: none"> • Regional catalyst role 	<p>The Skills and Learning Intelligence Module (SLIM) held their fourth Learning Theme, “Adult Information Advice and Guidance”, during June and July. A total of 50 people attended the regional workshop held at Dillington House on the 15th of July.</p> <p>The theme was picked following priorities emerging from the SW FRESA that included; The lack of coherent information, advice and guidance about learning, training and employment is a barrier to individual's engagement in these activities.</p> <p>Initial recommendations were made available ahead of the full report for the SW FRESA Sub-group tackling this issue, FSO2 or 'Inspiring Individuals'. These recommendations will be translated into an activity plan to develop a coherent approach to Adult Information, Advice and Guidance in the Region. A full report is available from the SLIM Website (www.swslim.org.uk).</p> <p>Emily Bird, 01392 229565, emily.bird@southwestrda.org.uk</p> <p>Cross Reference – Also see...</p> <ul style="list-style-type: none"> • South West Regional Observatory – 10.12 • Business Economy Module – 10.15
2.7	<ul style="list-style-type: none"> • Regional catalyst role • Cross boundary working 	<p>Work on the organisation of a joint tourism project conference to be held @Bristol on 24/25 February 2004 started during the quarter. The partners in this joint event are – Tourism Skills Network South West (TSNSW), North West Tourism Skills Network and Sector Skills Council (SSC). So far, the Parliamentary Under-Secretary of State for Skills and Vocational Education has agreed to speak on the implementation of the Skills White Paper and it's relevance to the tourism sector and Richard Caborn MP, Minister for Sport and Tourism has agreed to speak on the importance of tourism to the economy. In addition to this, DCMS have requested invitations too as they are keen to learn more about the project.</p> <p>The Agency acted as the catalyst in the development of the TSNSW project through the Skills Development Fund in 2001. We are still the major individual funder having approved further funding from 2003-2006, but funds also come from the Learning and Skills Council and the Private Sector. The project is in the final stages of developing a Memorandum of Understanding with the Sector Skills Council that will see joint working notably TSNSW as the SSC's SW regional arm and the chair of TSNSW is taking a seat on the Sector Skills Council England Board. We are represented on the project's Executive Group. The benefits of this project include the excellent publicity the TSNSW project will generate and it is hoped that it will be recognised as one of the best such programmes in the country for the development of skills in the Tourism sector.</p> <p>Adrian Bailey, 01392 229593, adrian.bailey@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11</p>

6.3 Sites and Premises

All businesses need the right workplaces in the right locations to succeed. Our role is to provide the right combination of sites and premises that will support business growth.

Ref	Activity	Achievements
3.1	Develop incubators and science parks to support the exploitation of regional research	Bristol Science Park – Work is ongoing to evaluate the public /private partnership arrangements to open up a 30-40ha site for science park use in collaboration with the universities of Bristol, Bath and UWE. ian.thompson@southwestrda.org.uk
3.2		During the quarter the South West RDA in partnership with Rokeagle submitted a planning application to develop a multi-million pound hotel at Plymouth International . Subject to receiving planning permission, the proposed high quality hotel will comprise 150 en-suite rooms, conference facilities and a restaurant. A first class hotel will appeal to both the medical and research and development based companies the Agency is trying to attract as well as other commercial businesses. The Agency and Rokeagle are jointly developing 18 acres of land on the Business Village and Amenities zone which, as well as a quality hotel, will also comprise 130,000 sq ft of offices and a 250-place crèche. Plymouth International is now 40% allocated and the Agency is in active discussions with a number of medical related companies interested in the remainder of the site. Steve O'Higgins, 01752 234814, steve.o'higgins@southwestrda.org.uk
3.3		Tetricus Ltd, Porton Down Science Park, Salisbury – This is a refurbishment of former MoD offices, to provide business incubation units. The refurbishment programme has resulted in the creation of 11 office units, containment level II compliant laboratories (two fully furnished), four general purpose laboratories and a small lecture room. A revamped second generation website and a brochure are now available to enable Tetricus to market itself more effectively. Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk
3.4	Ensure regionally significant sites are brought forward • Regional catalyst role	Plymouth International Business Park . Plymouth-based SM GROUP (Europe) Ltd moved into new premises on this development during the quarter. The company specialises in the supply and support of hi-tech navigational equipment for marine and land based systems. Plymouth International is 33 hectare business park that was developed by the Agency as a key inward investment site for medicine, research & development, technology and innovation. The Agency is currently in active discussions with a number of developers interested in the remainder of the site. Stephen O'Higgins, 01752 234814, stephen.o'higgins@southwestrda.org.uk
3.5		South Devon College Relocation . Over the last quarter the Agency has assisted South Devon College of Further Education and the Learning and Skills Council in acquiring an option to purchase the Vantage Point building in Paignton currently owned by Nortel, for the college's relocation from their existing campus site in Torquay. The option period will allow the College to secure a planning consent, and when approved, will allow the College to relocate to the new site. The project has an estimated value of £23m and will allow the College to expand their curriculum, enabling more students to gain access to higher education. The Agency has contributed £250,000 towards the cost of the option, which has been secured against the existing College campus site in Torquay. Sue Brownlow, 01752 234832, sue.brownlow@southwestrda.org.uk

Ref	Activity	Achievements
3.6	Ensure there is a range of workspace to support the needs of developing companies	North Dorset Business Park, Sturminster Newton – The development of the 0.4 hectare park that will create 9 speculative work units totalling 904 sq m is progressing well and is due for completion in December 2003. Agents have been appointed and actively marketing the park, there is already a first tenancy agreement in place. The business park will not only create physical workspace but also assist to provide growth potential to local business and create greater employment opportunities in the Area. The South West RDA are providing the workspace as direct development and not acting under any joint venture with external partners. Grant Drummond, 01202 649282, grant.drummond@southwestrda.org.uk
3.7		Detailed Planning approval has been granted for infrastructure works at Exeter Road, Okehampton . This will allow the SW RDA to identify funding for the development of viable employment space for the private sector. Craig Hedges, 01752 234821, craig.hedges@southwestrda.org.uk
3.8	• Regional catalyst role	Work began in September on the demolition of vacant, dilapidated buildings on the 18 acre Trevol Business Park , in Cornwall. This is a direct development project being carried out by the Agency which will result in the construction of the 22,500 sq.ft of high quality employment space. This project will transform a run down, dilapidated industrial estate into a high quality business park. The employment space will offer accommodation for both local businesses and inward investors; Job creation will be approx 70 and this will obviously increase as further phases of development take place. A masterplan/design brief has been completed and demolition is the first step towards the redevelopment of the site. Robert McGuffie, 01872 243776, robert.mcguffie@southwestrda.org.uk
3.9	• Regional catalyst role • Responding to changing economic conditions	Caddsdow Industrial Estate Extension – The project will provide a new range of sustainable industrial units of varying sizes to accommodate business start up and grow on units. It will also be the first Rural Incubation centre in the region. The conversion of a farm house and outbuildings will accommodate the local business support providers and the Incubation centre. The South West RDA's Regional Incubation Strategy has lead to the development of this centre. Total cost is approx £4m with the Agency's investment amounting to approximately £1m. The project will provide training and conference suite to serve the new units and local companies with 2.5ha of serviced land which will enable these local companies to develop their own industrial units. John Barkham, 01752 234843, john.barkham@southwestrda.org.uk
3.10	• Regional catalyst • Cross boundary working	Devon Sites and Premises Workspace Strategy – In September 2003, Consultants were formally engaged to prepare a sub-regional Sites and Premises Workspace Strategy for Devon. The Strategy will set the strategic framework for the sub-region for the provision of employment land and workspace and follows on from the recently published Sites and Premises guidance. The Agency has engaged the Devon Economic Partnership and individual district Economic Development Officers to enable a Devon-wide strategy to be produced. The Agency has taken the lead in organising and managing the process but the strategy will be 'owned' by all our partners. Craig Hedges, 01752 234821, craig.hedges@southwestrda.org.uk
3.11	• Regional catalyst role	During the quarter the Agency produced a Site & Premises funding/ technical information brochure . The brochure will help to support the Agency's Central and Area Teams and also our partner organisations to respond to sites and premises related funding or technical enquiries across the region. This brochure replaces previous information that was either out of date or not available. Steve Price, 01392 229546, steve.price@southwestrda.org.uk

Ref	Activity	Achievements
3.12		<p>Arts Institute, Bournemouth – the Enterprise Pavilion working in partnership with AIB a developer has now been selected through tender process to procure the site. This is due to start on site between October – November 2003. The Joint Venture and Funding Agreement is due to be signed before appointing contractor. The Estimated completion for occupation of the Pavilion is July 2004. The Enterprise Pavilion will provide business space for emerging businesses within the Agency's key sectors. There is also the aim that the Pavilion will help graduate retention within region.</p> <p>Grant Drummond, 01202 649282, grant.drummond@southwestrda.org.uk</p>
3.13		<p>During the quarter the Agency supported Takao Europe Manufacturing in the expansion of their existing factory. Takao is a Japanese company which manufactures and supplies parts to Honda and Toyota and is building a significant extension to its factory to meet product demand. Takao built their first UK plant in the Gloucestershire Business Park in 1997. The new 2,580 sq m (27,770 sq ft) extension to the existing factory will bring the company's total investment to £50 million and greatly increase capacity for the 375 people who are currently employed at the Gloucester base.</p> <p>Ian Knight, 0117 933 0230, ian.knight@southwestrda.org.uk</p>
3.14		<p>During the Quarter the South West RDA has drawn up plans to build a 'hotel' for rare bats after discovering Lesser Horseshoe bats living on a development site in Cinderford, Forest of Dean. The Agency has just purchased the 2.7 hectare former Northern United Colliery site and is working with a bat consultant and English Nature on the purpose-built bat hotel to ensure it safeguards the future of the species on site. The project will serve as a good example of how wildlife conservation bodies can work together with developers in safeguarding protected species. Once the Hotel is built it is hoped the hotel will be fitted with CCTV and used by bat enthusiasts and for education and learning.</p> <p>Katherine West, 0117 933 0207, katherine.west@southwestrda.org.uk</p>
3.15		<p>St Columb Major – Work started during the quarter on site clearance to make way for building work on the second phase of a major industrial development at St Columb Major. The development is being carried out by the SW RDA, and is expected to create around 100 jobs. The first phase of development at the St Columb Major Business Park saw a 50,000 sq ft factory unit taken over by global books, music and video retailer Borders (UK) Ltd in early 2002, now employing around 100 people.</p> <p>The second phase of work on the Agency's development will see South West based company Midas Construction building two semi-detached 20,000 sq ft units that will be marketed to companies looking for new premises in Cornwall. The work is expected to be finished by April of next year. The two phases of work at St Columb Major involved a total investment of more than £5.8 million by the RDA, with £1.7 million in investment from Objective One through the European Regional Development Fund.</p> <p>Robert McGuffie, 01872 243776, robert.mcguffie@southwestrda.org.uk</p>

6.4 Innovation

Businesses have to work harder and smarter to stay competitive in the global economy. Our role is to help businesses increase their competitiveness by encouraging new and innovative approaches to all their activities. This can mean facilitating the spread of existing best practice as well as exploiting the economic potential of new technologies.

Ref	Activity	Achievements
4.1	Undertake key activities to encourage innovation in business	The ' Innovation Audit Tool' (IAT) , led by Business Link Wessex, is one several pilot projects being by the RDA and the region's Business Links. The project involves the research and development of an innovation audit tool that focuses on product, process and culture. Testing the IAT with a group of SMEs (25+) in the sub-region, the aim is to encourage, stimulate and support innovation within these companies, and assess the transferability of the pilot scheme to the rest of the region. The benefits are likely to be in the medium to long term. IAT will act as a catalyst for companies to maximise their business performance and develop a culture of innovation, and to be presented with opportunities for the development of their workforce. Christine Brienne, 01202 649282, christine.brienne@southwestrda.org.uk
4.2		Inspire South West Programme is an EU/South West RDA funded programme of projects designed to test out new approaches to promoting innovative behaviour within regional businesses and organisations. Funding for the first three projects in the programme has been agreed. They include two focusing on the West of England area – Business Innovation for Growth (BIG) West, and Green Innovation Business Challenge in Schools. BIG seeks to develop linkages between business support and HEI's in the West of England, by developing new and innovative services for SME's, namely a fast track method of assessing the market potential of new and innovative business ideas, and a process for generating new business to business collaboration. Green Innovation Business Challenge in Schools is a project aimed at inspiring young people to be innovative and apply this in a business setting to find ways to make a local business more innovative, more cost conscious, better managed and more "environmentally friendly" by thinking about its environmental impact. Inspire SW is jointly funded by the agency and EU funding. Lorelei Hunt, 0117 933 0260, lorelei.hunt@southwestrda.org.uk
4.3	Increase the rate of knowledge transfer between further and higher education, public sector research establishment and business	The RDA provided funding of approximately £130k to refurbish the business incubation facilities at the Oakfield Innovation Centre, Swindon . The modernisation work is now complete and the appointment of three key managers is under way. A low key but comprehensive approach to local marketing has been adopted using partners and professional service providers to raise understanding of the extra support on offer in the centre; to inform people about the way universities are working in the area of incubation and knowledge transfer; and to raise the profile of the centre as a whole. In addition, SETsquare, a new initiative by four major universities to help early-stage entrepreneurs convert their plans into start-up companies is co-located at the University of Bath in Swindon's Oakfield campus. The first incubator client is now resident. Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk

Ref	Activity	Achievements
4.4		In September 2003 the South West RDA Board approved a funding package totalling approx £6.5m to develop innovation support services at Exeter University. The proposal, which still requires DTI approval, is to build phase two of the Innovation Centre at Exeter University and to provide innovation support services to tenants of the Innovation Centre and other high potential companies in the wider Exeter. This will deliver the Regional Innovation Strategy in the Exeter area and should come in stream in phases between now and 2005/06. Sue Brownlow, 01752 234832, sue.brownlow@southwestrda.org.uk
4.5		Gloucestershire Innovation Centre – The South West RDA has approved additional revenue support to strengthen the operation of the GIC, linked to improved partnership working with Business Links, Gloucestershire University and Local Authority partners to improve the offer of incubation facilities within the County. The Agency is keen to ensure that additional skills and specialisms are brought onto the GIC Board to strengthen the commitment to provide incubation facilities within the County that meet the demand of users. Longer term aspirations to develop an integrated network of incubation facilities within the County will form part of the 'Sites and Premises' Strategy to be prepared by Gloucestershire First. Following the news that a major tenant is moving on from the Innovation Centre considerable efforts are now being made to attract new start up companies with the creation of flexible micro spaces available with flexible lease terms. Ian Knight, 0117 933 0230, ian.knight@southwestra.org.uk
4.6		The Enterprise Pavilion is being constructed on the campus of the Arts Institute at Bournemouth to provide incubator and training facilities for emerging graduates and fledgling businesses that require access to high end digital media equipment and support. The facility is funded by the RDA in partnership with the AIB on a 75 / 25 % basis. The Joint Venture / Funding Agreement has now been signed by both parties and work is now underway with the construction and is due for completion in June / July 2004. Presently, the region suffers badly in retaining graduates from its various institutions and it is hoped that this facility will not only encourage graduates to remain within the region but to expand their businesses and continue to use the facilities made available by the Enterprise Pavilion to help further develop their businesses and help create a "media cluster". Grant Drummond, 01202 649282, grant.drummond@southwestrda.org.uk

6.5 Participation

The people who live in the South West make a crucial contribution to the regional economy – it is important that everyone can participate in, and benefit from, economic growth. Our role is to facilitate this participation.

Ref	Activity	Achievements
5.1	<p>Raise individual's aspirations and skills for work</p> <ul style="list-style-type: none"> • Regional catalyst role • Responding to changing economic conditions 	<p>The first Skills for Life Workplace focus group was held in July 2003 by the SW Skills for Life Unit. The group brings together key individuals and organisations to engage in the development and delivery of Workplace Basic Skills. The lack of basic skills impacts on productivity levels within the economy and the group aim to bring coherence across the Region, share good practice, and assist in the delivery of part of the Basic Skills activity plan developed through the SW FRESA.</p> <p>The South West RDA funds the SW Skills for Life Unit with match funding from GOSW, UFI and the regions Local LSCs.</p> <p>Emily Bird, 01392 229565, emily.bird@southwestrda.org.uk</p>
5.2	<p>Ensure there is equality of access to work, training and business advice</p>	<p>Bristol Scrapstore – The RDA approved a £100k grant for a Creative Play Centre for the region during the quarter. The Creative Play Centre is a £1.2 million project to provide Bristol with the first one-stop-shop for childcare and play resources. This will offer more resources and support to community groups, playgroups and parents than ever before and ultimately a more robust future for children in the region. As well as providing new premises for Bristol Scrapstore, which has outgrown its current home, the new centre will also be the new home for the Play and Early Years Training Unit, Bristol Holiday Plan schemes and The Bristol Association for Neighbourhood Day-Care. The unique facility will also provide low cost workshop space suitable for all types of arts, crafts and messy play.</p> <p>Paul Blagbrough, 0117 927 6466, paul.blagbrough@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is also continuing to ensure that there is a range of workspace to support the needs of developing companies within the region – see section 3.6</p>
5.3		<p>The North Prospect Garage project is nearly complete, ready for the first intake of students. The project will transform a derelict building into a community garage which will offer training in foundation level car mechanics for up to 50 local people between the ages of 14 and 25 each year. The North Prospect Garage project has received £86,000 from the Agency, £93,000 from the Learning and Skills Council local initiative fund, £107,000 Neighbourhood Renewal Fund, and £10,000 from the Local Network Fund. Projects like the North Prospect Garage will help to address problems such as high unemployment, crime and lack of basic skills amongst young people from within the community. Social enterprise schemes such as this play a vital part in boosting Plymouth's economy.</p> <p>Les Roper, 01752 234809, les.roper@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA continues to ensure that there is a range of workspace to support the needs of developing companies within the region – see section 3.6</p> <p>The Agency is also supporting projects that improve the skills and learning in the work place – see section 2.1</p> <p>The South West RDA is supporting and encouraging projects that improve the economic performance of deprived urban communities within the region – see section 6.1</p>

Ref	Activity	Achievements
5.4		<p>Buckfastleigh Community Network – The South West RDA funded project is now proceeding to make broadband available to the rest of Buckfastleigh on a commercial basis. Remote Access using Wireless Hotspots have been provided to the outlying communities of Holne and Scoriton. The project uses a South West Grid for Learning (SWGfL) broadband connection to the local primary school for onward wireless connections to the health centre, town hall and library with further links by radio to other users. There is also a community access centre, "Wave", where broadband training is given to local people, 80% of whom return for further sessions. Wave delivers programmes exploring broadband use for Business, Education, Community and Health. Business Link also uses WAVE to deliver one-to-one business support and seminars.</p> <p>The Duke of Kent visited the Buckfastleigh project on Monday 20th October, with extensive local media coverage. The visit gave the Duke of Kent insight into how the Buckfastleigh project can be copied by other communities across the region, UK and Europe while enhancing the projects profile and reputation. The Buckfastleigh project team have given frequent presentations, advice and demonstrations of their facilities to other RDAs across the UK and DTI, Defra, Radio communications Agency and other bodies. The project's website www.broadband-buckfastleigh.net which is telling the ongoing story of the project went live in August 2003.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports the improved coverage and usage of broadband communication – see section 7.4</p>

6.6 Regeneration

Many communities in the South West experience relative economic disadvantage. We need to help communities address the barriers to inclusion and economic growth. Our role is to assist communities in rural and urban areas to improve their economic performance by building partnerships, setting goals and brokering solutions to long-standing problems, and by providing funds for regeneration.

Ref	Activity	Achievements
6.1	Improve the economic performance of deprived urban communities.	Devonport's housing scheme in Cornwall Street and Cannon Street, Plymouth, secured funding from several organisations during the quarter. The 99 new homes will be funded by the RDA, Devon & Cornwall Housing Association, Plymouth City Council, Midas Homes and the Housing Corporation. The houses will be a mixture of owner occupied, rented and shared ownership. The Agency is funding nearly £3 million towards the scheme which will provide high quality homes in Devonport. This project will set new standards of quality and design and will mark an important step in Devonport's regeneration. Nick Harrington, 01752 234830, nick.harrington@southwestrda.org.uk
6.2	• Responding to changing economic conditions	Plymouth City Growth Strategy – The final report and recommendations for continuing with this project were presented by GHK Consultants to the Plymouth City Growth Strategy Group on 31 July, and were positively received. The RDA, with the Small Business Service, are the contract holders and we are also a member of the Plymouth City Growth Strategy Advisory Group. The Small Business Service, who ultimately fund the project, are in agreement with the Strategy Group that the work should be continued by GHK, with the assistance of a project manager, appointed on a fixed term basis, to conclude the strategy by March 2004. Sue Brownlow, 01752 234832, sue.brownlow@southwestrda.org.uk
6.3		During the quarter the regeneration of Weston-super-Mare through the Weston Vision , an initiative jointly promoted by the SW RDA, national regeneration agency, English Partnerships and North Somerset Council, has taken a step forward with the appointment of urban design consultancy Gillespies. The Vision will set the agenda for Weston's development over the next 20 years and beyond considering possible uses for the former RAF Locking and other large brownfield sites, as well as looking at ways of improving employment opportunities, transport infrastructure, public open spaces and leisure and town centre facilities. Ian Thompson, 0117 933 0243, ian.thompson@southeastrda.org.uk
6.4		New Gateway for Exeter – During the quarter an award-winning architectural practice has been appointed to develop concept designs to create a new landmark at one of the gateways to Exeter. Sutherland Hussey Architects has been appointed by Exeter City Council to develop the landmark at the junction of Honiton Road and Moor Lane, on the east side of the City. The project is being jointly funded by the RDA and Exeter City Council. Highway improvement works around the area are being funded principally by Devon County Council. Steve O'Higgins, 01752 234814, steve.ohiggins@southwestrda.org.uk

Ref	Activity	Achievements
6.5	<ul style="list-style-type: none"> • Regional catalyst • Responding to changing economic conditions 	<p>The RDA is investing nearly £1.5m in a six year regeneration scheme in Boscombe (Bournemouth) led by the Boscombe Working Community Partnership. Boscombe is one of the most deprived areas in the South West - Boscombe West is the fifth most deprived ward in the region – with severe problems around long-term unemployment, high crime rates, drugs, prostitution and poor health and housing. The scheme seeks to tackle these issues through funding projects under five themes – Employment, Enterprise, Environment, Community and Support.</p> <p>Bruce Douglas, 01202 649282, bruce.douglas@southwestrda.org.uk</p>
6.6		<p>Bournemouth Triangle – We are working with Bournemouth Borough Council and a private sector developer on a proposal for a project to develop a new, high quality public space at Bournemouth Triangle. The proposal is a key element of the Town Centre Masterplan and provides a focus for the development of a new "Urban Village" area in the western part of the town centre.</p> <p>The benefits of the project are that it will provide an important development to regenerate a run down area of the town centre and extend the visitor "offer", and it will also provide a good example for partnership working between the public and private sector to provide a quality public realm. The project will take forward the delivery of the Town Centre Plan.</p> <p>Bruce Douglas, 01202 649282, bruce.douglas@southwestrda.org.uk</p>
6.7		<p>The New Swindon Company (NSC) is charged with urban regeneration of the town centre area. Having played a critical role in establishing the NSC, the RDA is continuing to influence and shape the development of its work programme. The NSC completed a phase of wide consultation in July that has informed the development framework being prepared by consultants ARUP. Roger Tym and Partners have been appointed to complete an economic study of Swindon and produce a delivery plan for implementation of the Development Framework. The NSC will then begin a programme designed to bring about developments that regenerate the town centre. The framework currently has identified four zones – heritage quarter; station gateway; retail core; and commercial and cultural quarter. It is proposed that the key theme will lead in each zone although mixed use developments will be sought where possible. Detailed planning of each zone is now being undertaken.</p> <p>Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk</p>
6.8	<ul style="list-style-type: none"> • Regional catalyst • Responding to changing economic conditions 	<p>A network meeting of SRB scheme managers, organised by the RDA, from across the region took place during the quarter at The Rollercoaster, Sydenham Young People's Centre, in Bridgwater. The meeting brought together regeneration practitioners including scheme managers, community facilitators and the Agency's Community Regeneration Team, the community service manager from Sedgemoor District Council, a senior youth worker from Somerset County Council and the development manager from Creating: Excellence (the South West Regeneration Centre). Discussions focused on what happens to SRB schemes/projects once SRB funding has come to an end. Practitioners discussed how projects can continue post-SRB, how projects become self-financing, if further money can be found through grants, and what would happen to the partnership and staff?</p> <p>Nigel Williams, 0117 933 0224, Nigel.williams@southwestrda.org.uk</p>
6.9		<p>Wonford Regeneration Scheme – The Valley Regeneration Scheme (TVRS) in Wonford, Exeter officially opened in July. The TVRS is preparing to launch a number of exciting projects designed to improve the quality of life in the area and enhance education and business opportunities for local people. The projects to be launched include a Citizens Advice Bureau (CAB) outreach project, a full time community police officer, a family life plan project offering support to any parent from the area looking to return to work, and a community chest fund offering grants to community groups wanting to provide an activity or equipment to benefit Wonford residents. In the Summer of 2001, the partnership was awarded £40,000 to work up their plans for the proposed £5 million scheme. The Agency was impressed by the Partnership's proposals and subsequently awarded them a further £1.54 million to complete the scheme.</p> <p>Les Roper, 01752 234809, les.roper@southwestrda.org.uk</p>

Ref	Activity	Achievements
6.10		<p>During the quarter HRH the Princess Royal officially opened Living Coasts in Torquay. Located on the edge of TorBay, the unique £7 million coastal conservation exhibit, which is expected to attract close to 300,000 visitors a year, features the world's first outdoor auk exhibit as well as 400 seabirds, 80 species of plant and a variety of mammals. Housed beneath a vast 1.4 acre net roof, the breathtaking attraction provides over 1.8 million cubic feet of free flight space for its feathered friends. The RDA has contributed £2.9 million towards the project, which has also received funding from European Objective 2.</p> <p>Steve O'Higgins, 01752 234814, steve.ohiggins@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11</p> <p>The Agency also develops projects that improve the perceptions of the region – see section 9.1</p>
6.11		<p>Taunton Regeneration – During the quarter representatives from the Princes Foundation and Commission for Architecture and the Built Environment (CABE) met with consultants Terence O'Rourke who have been tasked by the South West RDA, Somerset County Council and Taunton Deane Borough Council to produce a comprehensive masterplan for the future regeneration of the historic town.</p> <p>The creation of a strong economy, more jobs, improved leisure, retail, cultural opportunities, a high quality physical environment and improved transport links are key areas to be covered in Terence O'Rourke's study, which will include:</p> <ul style="list-style-type: none"> • A review of Taunton's physical regeneration needs in the town centre • A study of Taunton's potential areas for expansion looking at where people are going to be living and working in the next 50 yrs • An investigation into Taunton's integrated transport needs <p>A new website, http://www.taunton-vision.co.uk has also been launched to help local people and businesses keep up-to-date with what's happening on Taunton's regeneration study.</p> <p>Gordon Woodend, 01392 229644, gordon.woodend@southwestrda.org.uk</p>
6.12		<p>Plymouth International public art – The South West RDA's planning application for an exciting range of public art at Plymouth International has been granted by Plymouth City Council. The work, which is estimated to start this Autumn, will involve building a 15 metre spire-like sculpture on the Brest Road roundabout, as well as installing up to 13 high quality signs and lighting including the main entrance sign at Tavistock Road. The work will ensure that Plymouth International contains an element of public art, and is consistent with the Agency focus on civic pride and public realm works.</p> <p>Steve O'Higgins, 01752 234814, steve.ohiggins@southwestrda.org.uk</p> <p>Cross Reference – Also see...Gateway for Exeter – 6.4</p>
6.13		<p>Royal William Yard – The RDA is just coming to the end of a major contract (approx £7m) for enveloping repairs to Clarence and Brewhouse in readiness for handover to developers Urban Splash, who will convert the buildings to 133 residential apartments, two restaurants and an arts/exhibition centre, commencing in January 2004. The Agency is also in the process of finalising the necessary financial approvals to commence further major enveloping works to Mills & Bakery (approx £8.5m), and Phase 1 Public Realm Works (approx £5.2m), both of which it is hoped will start in November.</p> <p>The Agency's work on a comprehensive Transport Strategy for RWY is ongoing, leading to a planning application for a new 600 space underground car park at the Yard, in December, supported by Environmental Impact and Transportation Assessments.</p> <p>Sue Brownlow, 01752 234832, sue.brownlow@southwestrda.org.uk</p>
6.14		<p>Hartcliffe campus, Bristol – The Agency is supporting Bristol City Council's preparations of a new masterplan for the life long learning campus which will include PFI funded schools, FE college, leisure facilities, housing and business space. It will complement the larger mixed use development on the adjacent Hengrove Park site by BCC and the Agency.</p> <p>Ian Thompson, 0117 933 0243, ian.thompson@southwestrda.org.uk</p>

Ref	Activity	Achievements
6.15		<p>Temple Quay – The Deputy Prime Minister, John Prescott visited Temple Quay in August during his tour of regeneration schemes in the city and received a presentation from the South West RDA Chief Executive and the West of England Area Team.</p> <p>Temple Quay 2 – The next major phase of the Temple Quarter is being lead by Castlemore Securities in partnership with the Agency. The infrastructure for the housing development by Barretts is now on site.</p> <p>Ian Thompson, 0117 933 0243, ian.thompson@southeastrda.org.uk</p> <p>Cross Reference – The South West RDA ensures that regionally specific sites are brought forward for development – see section 3.4</p> <p>The South West RDA is also continuing to ensure that there is a range of workspace to support the needs of developing companies within the region – see section 3.6</p> <p>The Agency also develops projects that improve the perceptions of the region – see section 9.1</p>
6.16		<p>Gloucester Docks – The Core Area. The Agency is leading the flagship regeneration of Gloucester Docks. The final version of a Masterplan for the core Docks area was published in October. Detailed planning consent was secured on 8th July for the refurbishment of Vinings and Double Reynolds warehouses to provide 70 residential flats together with bars/ restaurants at ground floor. Development is due to start in November.</p> <p>Gloucester Quays (Peel / British Waterways)</p> <p>The Agency has been engaged in detailed discussions with Peel/ British Waterways regarding the Gloucester Quays project. This is a £200 million project on a 60 acre brownfield site and would be developed over ten years, providing a new canal crossing connecting into the SW By-pass, over 1000 new homes, a new food store and designer factory outlet retail/leisure centre, a new campus for GLOSCAT, restored historic buildings and upgraded canal side environment.</p> <p>GLOSCAT relocation to Gloucester Docks - GLOSCAT has secured 'in principal' approval from the national LSC funding council to support the proposed development of a new campus facility adjoining Llanthony Priory/ Canal side as part of the Gloucester Quays project.</p> <p>Funding has been committed by the Shadow URC Board to assist with ongoing feasibility studies to ensure the incorporation of the adjoining Llanthony Priory (scheduled ancient monument site) site as part of the wider scheme.</p> <p>The Agency and English Partnerships are discussing the possible acquisition of the existing Brunswick Campus site as a potential major regeneration site within the context of the work of the URC.</p> <p>Ian Knight, 0117 933 0230, ian.knight@southwestrda.org.uk</p>
6.17		<p>Blackfriars Regeneration Area – The RDA has acquired three properties in the Blackfriars area as part of the wider land assembly required to progress the Blackfriars regeneration. The Agency supports proposals for the regeneration of the Blackfriars site to be identified as a priority project to be handled by the URC.</p> <p>A Blackfrairs Project Board has been established and a preliminary analysis carried out to identify the next steps.</p> <p>Ian Knight, 0117 933 0230, ian.knight@southwestrda.org.uk</p>
6.18		<p>Dursley Sustainable Urban Community – The Agency is leading on the development of a new sustainable urban community at Dursley in Gloucestershire. It completed a formal joint venture agreement with development company, St Modwen Plc on 14 July 2003. Under the terms of the joint venture the parties will work together to finalise a masterplan for the site and to progress redevelopment. All residential plots will be released for sale against tightly defined development briefs which will control design and quality issues as well as incorporating renewable energy features. A revised Masterplan prepared by St Modwen formed the subject of a public consultation event on 26/27 September. Feedback from the local community is currently being analysed before any changes to the Masterplan are promoted.</p> <p>Ian Knight, 0117 933 0230, ian.knight@southwestrda.org.uk</p>

Ref	Activity	Achievements
6.19	Address the changing needs of rural economies	<p>Market & Coastal Towns Initiative (MCTi) – Following the independent evaluation of MCTi and the publication of a Business Plan, a region-wide consultation period was launched. The business plan was further refined, and included provision for the Agency to establish an independent organisation to provide MCTi services that will help communities to build their capacity, to develop Community Strategic Plans and to become equal partners in the regeneration of their area. An agreement in principle has been made to finance the new delivery body with 3 years core funding and one year's activity costs. Through this process communities acquire a clear understanding about the issues affecting their area and create a long term Vision and Strategic Plans for tackling the issues. This community led approach ensures full participation by communities and builds the capacity of all local partners to work together on the well thought through, strategic projects that emerge from the planning process. This process requires communities to understand how they can lead or influence change for a more balanced and vibrant future.</p> <p>Cherida Fletcher, 01392 229549, cherida.fletcher@southwestrda.org.uk</p>
6.20	• Regional catalyst role	<p>We jointly commissioned a report on the region's livestock markets with the Cornwall Objective 1 Programme and the report was published in October. The report has concluded that the need for livestock markets is in decline and that many will continue to close down. Many livestock markets have already closed due to a variety of reasons, including the aftermath of the foot and mouth outbreak, fewer animals being kept by farmers, and more animals being traded directly to supermarkets via processors. Three-quarters of all meat is now bought through supermarkets. The report indicates that there will be further consolidation within the industry with some markets closing and others expanding and this will be determined by market forces, there is little need for intervention from the public sector. However, the report does suggest that there is still a need for a core set of livestock markets within the region to maintain transparency in pricing for the industry and to minimise distances travelled by livestock. The report gives us and our partners a clear guide to current trends within the livestock industry.</p> <p>Diana Mopoloki, 01392 229641, diana.mopoloki@southwestrda.org.uk Cross Reference – The South West RDA is supporting and encouraging projects that improve the understanding of the region's social and economic conditions – see section 10.8</p>
6.21	• Regional catalyst role	<p>Under the joint chairmanship of Tim Render (GOSW) and Jeremy Pipe (South West RDA Deputy Chairman), the Strategy for Sustainable Farming and Food Regional implementation plan was completed and put out for consultation across the region during the quarter. The strategy will lead to the development of a range of projects to benefit the rural economy of the SW.</p> <p>Diana Mopoloki, 01392 229641, diana.mopoloki@southwestrda.org.uk</p>
6.22		<p>Rural Renaissance – The RDA launched a Rural Renaissance Initiative in 2003. Good progress is being made with Rural Renaissance projects in Gloucestershire and the Partnership is working well. Members of Gloucestershire First's Rural Economic Advisory Group and the Rural Economic Management Group have had the opportunity to attend RDA appraisal training session. This training was well received and is key for the partnerships' understanding of the RDA's appraisal process. This is an important capacity building exercise for local partners. Gloucestershire First and its partners have already developed a Rural Economic Strategy. The key aim of the strategy is: 'To provide clear strategic objectives and priorities for the development of the Gloucestershire rural economy during the period 2003-2010 and to suggest how these can be achieved.'</p> <p>Louise Treseder, 0117 933 0229, louise.treseder@southwestrda.org.uk</p>
6.23		<p>The Dorset Rural Renaissance Partnership was invited to submit their detailed Delivery Plan for Year 1, following endorsement of the detailed proposal by the Agency during Q1. The Agency is now in the process of preparing the formal offer letter and funding agreement to support the Year 1 delivery of Rural Renaissance in Dorset between October 2003 and September 2004. The approval of the Delivery Plan will now result in the delivery of rural economic regeneration across the rural areas of the sub-region.</p> <p>Pam Bacon, 01202 649282, pam.bacon@southwestrda.org.uk</p>

Ref	Activity	Achievements
6.24		The Gloucestershire Market Towns Forum (GMTF) are currently developing a Forward Strategy. All 7 towns – Lydney, Coleford, Cinderford, Newent, Cam/Dursley, Stroud and Tewkesbury – are making good progress towards completing the Community Strategic Plan (CSP). The GMTF are working closely with Lydney to identify a way forward and draw down additional resource in light of Regional Management Group (RMG) decision to support pilot towns until the plans are complete. The following link provide further back ground information. http://www.southwestrda.org.uk/what-we-do/regeneration/market-towns/index.shtml Louise Treseder, 0117 933 0229, louise.treseder@southwestrda.org.uk
6.25	<ul style="list-style-type: none"> • Regional catalyst • Responding to changing economic conditions 	The Okehampton MCTI has been successful in their bid for £81,000 to undertake the capacity building and consultations leading to production of their Strategic Action Plan. Okehampton was one of the towns taken in to the MCTI process as part of the RDA's response to the 2001 Foot and Mouth outbreak. Les Roper, 01752 234809, les.ropers@southwestrda.org.uk
6.26	<ul style="list-style-type: none"> • Regional catalyst • Responding to changing economic conditions 	Tamar Community Futures – the pilot MCTI scheme based on the Tamar Valley AONB published their Strategic Action Plan in July. They now enter into the Brokering Table process and have set their first meeting for 10 September. This will lead on to the completion of the capacity building stage of MCTI, which will result in the production of an action plan with prioritised projects. Les Roper, 01752 234809, les.ropers@southwestrda.org.uk
6.27	<ul style="list-style-type: none"> • Regional catalyst role 	Additional support was awarded to the Crediton Town Square Regeneration Project in July and August by the Agency and Mid Devon District Council as a result of unavoidable cost overruns. The project continues to the next stage of seeking planning permission and tendering for the first phase of construction work. A decision will be made on the future of the project when tender prices are known later this year. Craig Hedges, 01752 234821, craig.hedges@southwestrda.org.uk
6.28		Shepton Mallet – During the quarter the market town received £60,000 from the South West RDA-led Market and Coastal Town initiative (MCTI) along with a further £25,000 from Mendip District Council. The £85,000 cash boost will be used to help local people and businesses draw up a community plan to take forward a range of projects into Shepton Mallet and the surrounding area. A number of potential ideas have been identified including improving the condition of the town centre, developing opportunities for business and encouraging skills development. A local community group, Shepton 21, have been working hard for nearly two years to get the town onto the SW RDA led initiative and will now oversee work to draw up the community plan. Gordon Woodend, 01392 229644, gordon.woodend@southwestrda.org.uk
6.29		Sturminster Newton . The MCTI Community Partnership engaged the services of an independent consultant to help co-ordinate the existing research and data and undertake further consultation events with the community. The research was used to prepare and submit the first draft of the Community Strategic Plan, which was presented to the Management Group at the end of September. The plan will be subject to further discussion and consultation prior to its final publication. Pam Bacon, 01202 649282, pam.bacon@southwestrda.org.uk
6.30		MCTi / Wiltshire Market Towns Partnership – The aims of the RDA-led Market and Coastal Towns initiative are being advanced in the sub-region through the Wiltshire Market Towns Partnership, (WMTP). This body, working to the Wiltshire and Swindon Economic Partnership, has received funding of £150,000 that will be used to help future applicant towns develop a community plan. An additional £100,000 will be dispersed through the WTMP to four specific towns who had already applied for MCTi status. These are Wilton, Westbury, Trowbridge and Corsham. WMTP is now developing a Delivery Plan and systems to ensure effective operation in the future. Partnership Manager, Tim Martienssen, is now in post and the Health Check Co-ordinator, Andrew Jack is also now in post. Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk

Ref	Activity	Achievements
6.31		<p>Melksham MCTI – Work continues on projects and themes identified as part of the Community Strategic Planning process. Melksham First has put together a brief to prepare a learning plan for the community area. This will help to bring out the strategic aims for Melksham in the final publication of their Community Strategic Plan. The plan will pull together information relevant to workforce skills and business skills requirements in the area, together with the level of existing and future learning/training provision.</p> <p>Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk</p>
6.32		<p>Devizes – The Community Strategic Plan is now complete and has been distributed to households in the area. The Wiltshire & Swindon Area Team is working in partnership with Kennet District Council to carry out a comprehensive land development framework. The framework will take into consideration detailed planning already being undertaken on areas of the town, including Northgate, Wharfside. The Devizes Partnership will work with the emerging Wiltshire & Swindon Market Towns Partnership to begin the brokering process.</p> <p>Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk</p>
6.33	<ul style="list-style-type: none"> • Regional catalyst • Responding to changing economic conditions 	<p>In April, the Bridport Community Initiative (MCTI) (BCI) was established to take forward the market and coastal towns initiative in Bridport. Bridport's Community Strategic Plan "A Better Bridport – Roping Everyone Together" was launched in March 2001 and provides the strategic basis to the initiative. BCI has been set up as a development trust to provide a strong impetus to drive forward delivery of the strategy. The success of the initiative (and in particular the importance of work in the area in developing local food initiatives and promoting social enterprise) were recently recognised by the designation of Bridport as one of the Countryside Agency's pilot "Beacon Towns" (the only one in the South West).</p> <p>The BCI has given Empowerment to the community in developing and delivering its vision for future development of the town. Bridport was one of the pilot towns for the RDA'S Market and Coastal Towns Initiative.</p> <p>Bruce Voss, 01202 649282, bruce.voss@southwestrda.org.uk</p>
6.34		<p>Frome consultation – Led by the RDA and Mendip District Council, public consultation took place in July which resulted in a large number of local residents, businesses and organisations giving their views on the future of Frome's Saxonvale / Garsdale area. The event gave local people an opportunity to update themselves on the redevelopment and see the latest thinking behind possible land uses and sustainability for development of the area. Mendip District Council, together with the Agency, are now considering the feedback from the consultation which will provide a good basis on which to produce a strategic plan for the future development of the area focusing on the creation of new jobs, better shopping, affordable housing, improved transport and potential land uses.</p> <p>Esther Scott, 01392 229619, esther.scott@southwestrda.org.uk</p>
6.35		<p>Forest of Dean Coalfields Programme – South West RDA is working in partnership with national regeneration agency, English Partnerships to bring forward the regeneration of six former colliery sites within the Forest of Dean. Funding is available under the National Coalfield programme to assist with site assembly, reclamation and infrastructure provision. A strategy has been agreed between all key public sector partners, including FODDC and Forest Enterprise (the original freehold owner of the majority of the sites). A summary update covering Q2 activity is provided for each of the sites below:-</p> <p>Princess Royal – The first phase of eight high quality SME units costing £1.5m reached practical completion in mid July, providing 1,700sq metres of space. The available units are now being marketed for letting via agents BK and Kevin Toombs.</p> <p>Northern United and Cinderford Northern Arc – Originally only the Northern united site was included within the national coalfield programme, but the eligible area was increased in autumn 2002 to include the Cinderford Northern Arc area- overall over 38 Ha of land. The Agency gave evidence to the FOD Local Plan Review Inquiry in January 2003 in support of the development proposals at Cinderford Northern Arc and the inspectors report is due on the 3rd December 2003. The site will provide the opportunity to relocate industrial uses from other Coalfield sites as well as bringing forward plots to the market. There have been a number of enquiries from local businesses.</p> <p>Cross Reference – The South West RDA continues to ensure that there is a range of workspace to support the needs of developing companies within the region – see section 3.6</p>

Ref	Activity	Achievements
6.36		<p>Cannop – We are actively working to relocate existing occupiers and acquire a small freehold to allow the site to be released for reclamation and development. Site investigations started during the quarter to establish the nature and extent of reclamation that will be required to bring forward the site for redevelopment for leisure use. The opportunity for joint venture partners at the Cannop site was advertised in the property press and 10 expression of interest were received. A request for further information reduced the shortlist to 2 companies. Mayr Health Spa Ltd (an Austrian company) has now been selected as preferred development partner for the site. Mayr have identified a demand for their Spa facility and have selected Cannop as their preferred location for an £8 million investment. Planning and design issues are currently being progressed.</p> <p>Parkend- Proposals by the Agency to work-up a 100% affordable housing scheme on this site were rejected by FOD planners. We are currently reviewing the potential to develop SME units/ art exhibition space using a 'green oak' construction design. The Tourism Study commissioned by the Agency and FODDC identified a demand for art studios/exhibition space and further work has been commissioned to establish the actual demand and viability for such space in this location. If demand is confirmed a sketch scheme will be developed for consultation.</p> <p>Ian Knight, 0117 933 0230, ian.knight@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11</p>
6.37		<p>Demolition of derelict buildings at the Morlands site in Glastonbury progressed well during the quarter. The 31 acre former derelict tannery site is being cleared for redevelopment by the Agency which is working in partnership with Mendip District Council, businesses and the local community to transform it into a mixed-use sustainable development containing industrial and commercial space as well as social, community, recreational and tourism facilities. The remaining demolition work is expected to be completed by the end of the year.</p> <p>It was also announced during the quarter that two 19th century buildings on the former Morlands tannery site in Glastonbury are to be listed. The two buildings are the former Baily's Skin and Rug Factory and the Baily's Glove Factory.</p> <p>The Agency will restore and bring back into use a number of buildings, such as the former Bailey's tannery. The Agency will also be commissioning a study to assess the potential demand and future use of those buildings not currently earmarked for demolition.</p> <p>Gordon Woodend, 01392 229644, gordon.woodend@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA ensures that regionally specific sites are brought forward for development – see section 3.4</p> <p>The South West RDA is also continuing to ensure that there is a range of workspace to support the needs of developing companies within the region – see section 3.6</p>
6.38		<p>Trowbridge Visioning – The Chairman of the South West RDA attended a presentation outlining a new Vision for Trowbridge, at the West Wiltshire Show in Trowbridge on the 24 July 2003. We have commissioned urban designers and master planners Gillespies, West Wiltshire District Council, Wiltshire County Council and Trowbridge Town Council to produce an Urban Design Framework for Trowbridge.</p> <p>The consultant team, presented their proposals at the West Wiltshire show on the 24/25/26 July 2003. The plans are intended to generate further public ideas and responses in order for people to have a greater say in the future of the County Town. The proposals include major enhancements to the River Biss with new water features, cultural facilities, a new media centre featuring a cinema and a series of new town squares. The redevelopment of Trowbridge will make an important contribution to the future economic success of the town and surrounding communities. The RDA is acting as a catalyst by funding master planning and bringing key partners together. It will be guided by a series of new town areas such as 'Waterside', the 'Old Town' and the 'Station Gateway'. These will provide the framework within which a new mix of uses could develop, including housing, employment, retail and leisure.</p> <p>Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk</p>
6.39		<p>Falmouth's former TA site – A planning application for a 165-space car park on the site of Falmouth's former TA Centre has been submitted by the SW RDA. The Agency bought the 1.2 acre (0.48 hectare) site earlier this year as part of its commitment to investing in the regeneration of Falmouth's waterfront. The Agency is applying for a two-year permission to use the site as a car park – providing 165 spaces, including 20 for disabled people, and a drop-off point for the Falmouth Maritime Development.'</p> <p>The Agency has been making a considerable investment in the regeneration of Falmouth and has contributed £8 million towards the costs of the National Maritime Museum and £650,000 in the Ponsharden Maritime Project, which involves the new park and ride facility, the park and float scheme, workshops, slipway and boat storage.</p> <p>Miles Carden, 01872 243759, miles.carden@southwestrda.org.uk</p>

6.7 Regional Infrastructure

Modern economies increasingly rely on sophisticated and efficient communication networks. Our role is to influence the planning and decisions of the private sector, government and other organisations who invest in the region's networks.

Ref	Activity	Achievements
7.1	<p>Improve the region's transport network</p>	<p>Air Transport – The South West RDA and Regional Assembly submitted a response to Government's air transport strategy consultation during the quarter. This was the second response by ourselves and the RA after the government extended its consultation period from November 2002 to the end of June 2003. Based on stakeholder feedback from a report by AviaSolutions commissioned by the RDA, the Regional Assembly, Government Office and the Department for Transport, the response recommends that:</p> <ul style="list-style-type: none"> • The construction of an airport in the South Hams airport should not be supported • Exeter should be the main airport serving the far South West in the medium term • Growth at Newquay should be accommodated, to enable it to develop its local market role and complement Exeter • Plymouth is recognised as an important business airport but concerns at the possible environmental and financial impact of a runway extension to the south east have been expressed. <p>We expect to hear back from the government in the Autumn on how the region's recommendations will fit into its overall plan for air transport in the UK. Claire Gibson, 01392 229518, claire.gibson@southwestrda.org.uk</p>
7.2	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working 	<p>Roger Tym and Partners have been commissioned by the RDA to undertake an economic assessment of Bristol Port to provide a better understanding of its role and its contribution to the local and regional economy. The study is due to be completed by the end of the year.</p> <p>The findings of the Study will allow stakeholders to understand the future economic impact and significance of the Port and how best it could develop to support the regional economy.</p> <p>The Agency has commissioned the Study, and is working in Partnership with the Port and West of England Strategic Partnership, (WESP). Although located in the West of England sub region, the Study will explore the economic hinterland of the Port, which extends beyond local and regional boundaries. Dan Okey, 01392 229643, dan.okey@southwestrda.org.uk Cross Reference – The South West RDA is supporting and encouraging projects that improve the understanding of the region's social and economic conditions – see section 10.8</p>
7.3		<p>Exeter Airport Infrastructure – The South West RDA approved an investment in August, towards infrastructure improvements at Exeter Airport. The improvements comprised of a taxiway apron, access road, drainage and other services. The infrastructure improvements will enable investment by the private sector in a new aircraft maintenance hangar facility. Flybe will operate the hangar facility, which will safeguard 350 existing jobs and create a further 96 new jobs. Craig Hedges, 01752 234821, craig.hedges@southwestrda.org.uk</p>

Ref	Activity	Achievements
7.4	<p>Improve the coverage and usage of broadband communication</p> <ul style="list-style-type: none"> • Regional catalyst role 	<p>The ICT Strategy is contributing to the co-ordination by South West RDA of all county partnerships for ICT development across the region, led by Cornwall's Act Now Project, and followed by Broadband4Devon and the Wiltshire & Swindon SmartPlace project.</p> <p>Led by the RDA, the Strategy is gaining an increased media profile as it continues to be taken forward by regional partners across the region. Many items of the Action Plan are well advanced and the ICT Strategy Driver Group will review the plan in November. An ICT framework (see below) is being developed to support the six county partnerships and the intention is for the combined activities, partnership programmes and their aligned resources to be rolled up under a new campaign identity for next year. The formation of the Regional ICT Strategy has helped draw stakeholders together and its ongoing use and reference has polarised plans and development of ICT across the region.</p> <p>Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1 The Agency is also working to address the changing needs of rural economies – see section 6.19</p>
7.5		<p>ICT Framework – The South West RDA hosted a workshop on 20th June for sub-regional partners to discuss the concept of developing a central framework for county partnerships developing ICT and broadband use across the region. The Agency is investigating the feasibility of such a framework that would bring regional cohesion to all of the six county partnerships. This would also create a common reference for exchanging best practice, realistic targets, avoiding duplication and improving resource planning.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p>
7.6		<p>Supported by the RDA and the Cornwall Objective 1 Programme, ActNow, Cornwall has won a National Champion award in the Regional Partnership category of the Broadband Britain Challenge, which seeks Britain's best examples of pioneering activities that can be achieved with broadband technology.</p> <p>The total number of broadband connections in Cornwall has risen to 8,370 under Actnow, of which 2,345 are SMEs; 19 exchanges have been enabled with 14%-20% of SMEs now connected to broadband. This has subsequently created 126 new jobs in the area and further research is being undertaken into the causal link of the job creation and the improvement in economic activity. A third stage of Actnow, called "Actnow C" is now under preparation with a target to achieve 100% broadband availability across Cornwall and the Isles of Scilly.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p>
7.7	<ul style="list-style-type: none"> • Regional catalyst 	<p>ICT Marketing Communications Plan – Rhythm consultancy are delivering services according to an approved marketing communications plan to engage all six county partnerships in a co-ordinated approach to bring forward sponsors, new partners, suppliers and SME's in a more effective regional approach to ICT. Linking partners in this way is an important strategic goal for the RDA. This activity broadly supports all regional ICT development across the region. The web site www.connectingsw.net is being enlarged and revised to serve the purpose of the marketing communications plan, under a new campaign identity to be launched this year.</p> <p>This will provide a coherent communication channel for the new county ICT development partnerships across the region, for which the Agency is developing a strategic ICT development framework.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p>

Ref	Activity	Achievements
7.8	<p>Improve the coverage and usage of broadband communication</p> <ul style="list-style-type: none"> • Regional catalyst 	<p>ICT Benchmarking – The Agency has agreed to jointly commission a study into ICT Benchmarking, a project which went out to tender in early October. This project is being undertaken with the support of our sub-regional partnerships, (SRP's). Full results of the study will be published by the end of the financial year. The London Development Agency has also shown a keen interest in this project. The research will provide the benchmark analysis of the type and extent of use of ICT and broadband across the region, as well as the perception held by stakeholders, SME's and the public. The resulting information will be used by suppliers, Sub Regional Partnerships, Local Authorities as well as the county partnerships developing the use of ICT across the region.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is supporting and encouraging projects that improve the understanding of the regions social and economic conditions – see section 10.8</p> <p>The South West RDA also supports and encourages the development of the ICT sector – see section 5.1</p>
7.9	<ul style="list-style-type: none"> • Regional catalyst 	<p>Special Purpose Vehicle – We have been asked by DTI's Regional Aggregation Body – The Broadband Taskforce (BTF) – to establish a Special Purpose Vehicle to aggregate public sector procurement in the South West. The BTF is disbanding the post of Regional Co-ordinator and replacing it with a new regime of "Sponsor" and "Coach". A consultant, Tim Watton, is supporting the Agency with this task. DTI require the SPV to be established for October 2003. The project will assist the public sector by gaining better value for money from procuring broadband. It will also bring public sector procurement of broadband across the region into a co-ordinated effort to achieve economies of scale.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p>
7.10		<p>Broadband Outreach in Unconnected Areas – Corsham and Hartham Media Parks, and Trowbridge have all successfully launched Outreach Centres. The new DTI Director of Broadband recently visited Corsham Media Park; the visit was the first to the region in his new position. The outreach for broadband access being extended into the community from these sites is being tendered after approval of the Steering Committee. The first of these LANs has now been commissioned into service with the other 2 following shortly thereafter. £300,000 matched funding has been secured to date. The project has over achieved against its objectives taking the planned 5 centre up to 8.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p> <p>The South West RDA encourages and supports projects that address the changing needs of rural economies – see section 6.19</p>
7.11	<ul style="list-style-type: none"> • Cross boundary working 	<p>The flagship RABBIT project has successfully issued 657 offers for remote area broadband connections in the South West. New tranches of funding are now being explored for 3 levels of grants to include limited group applications. The RABBIT project is a trial project involving over 100 suppliers and the analysis of the broadband take up by SMEs. Many SME's in the South West region now have the business benefits of broadband because of RABBIT, without which they would be economically excluded.</p> <p>The RABBIT project has been hugely successful. It was conceived and developed by South West RDA and introduced to all other RDA's and Development Agencies. We continue to provide banking services for the RABBIT project across all participating RDAs and DA's. We ran a workshop for all participating RDAs and DA's on 8th October in Bristol.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA encourages and supports projects that address the changing needs of rural economies – see section 6.19</p>

Ref	Activity	Achievements
7.12	<ul style="list-style-type: none"> • Cross boundary working 	<p>E-Mapping – A set of over 80 maps on www.ConnectingSW.net now show ADSL enabled exchanges and reach, fibre/cable provision, population and business density, and areas of deprivation. During the quarter the Agency commissioned and set up updates which were made available in September. These maps will be again be updated early in October to reflect recent developments.</p> <p>The maps provide up to date content on current ICT connectivity across the South West which will allow users and inward investors to establish the available options and to act accordingly, e.g. taking up broadband, in re-locating businesses, or extending broadband connectivity in the region. The information can also help inward investment by companies who can more easily inspect opportunities for locating their business where broadband communications already exist in the South West.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p>
7.13	<ul style="list-style-type: none"> • Cross boundary working 	<p>The RDA-led broadband show continues to promote the commercial benefits of broadband to tourism, advanced engineering and aerospace sectors across the region. The show highlights to small and medium sized companies how broadband content and applications have the ability to improve turnover, reduce costs and make business prosper. During the quarter we arranged for South East England Development Agency (SEEDA) and other partners, including Business Links, to use their interactive new media demonstrators. The project is over-achieving its brief by producing 18 demonstrators and to date it has attracted over 733 bookings for roadshow events. At the end of August, 12 of the demonstrators had been loaded onto the website http://www.broadbandshow.org/tour_case_studies.asp. The final 6 demonstrators will be available by October. SEEDA, UKOnline for Business and Business Link are arranging to use the demonstrators elsewhere in the UK.</p> <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p>
7.14	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working 	<p>Informative Action – This project is currently focusing on the following activities:</p> <ul style="list-style-type: none"> • www.ConnectingSW.net This website now offers a database of 151 projects, 82 case studies, 96 reports with an easy search and navigation facility. The site will be under going re-development over the coming months. The site will help users to find up to date information on regional developments that are taking place with ICT and broadband. This will assists co-ordination and planning amongst partners. • Broadband Review Day 24th June – This provided a valuable opportunity for broadband project managers to present their project objectives and lessons learned to interested parties that attended. • A Conference Program is being scheduled to include Wireless, Rural and e-Agenda themed events through to the end of March 2004. • The Wireless Conference held on 11th November at the Lakewood Conference Centre, near Bristol. <p>Fabian King, 01392 229592, fabian.king@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p>
7.15		<p>Broadband4Devon – The RDA is funding the Broadband4Devon project along with the Objective 2 programme. The three year project is funded by £5.5 million from the European Objective Two programme and a further £1.1 million from the South West RDA. Broadband4Devon is one of the largest private and public sector partnerships in the county aiming to assist companies to make best use of all broadband technologies via a range of subsidies, advice and support. It is estimated that more than 600 new jobs will be created and more than 1,000 jobs will be safeguarded.</p> <p>Leezette Richardson, 01752 234815, lee.richardson@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the ICT sector – see section 5.1</p> <p>The South West RDA encourages and supports projects that address the changing needs of rural economies – see section 6.19</p>

6.8 Investment Promotion

Perception is critical to business and investment decisions. We need to market the region in order to attract business and investment. Our role is to promote the strengths of the region to a range of audiences.

Ref	Activity	Achievements
8.1	<p>Improve the way the South West is perceived by investors, businesses and potential workers</p>	<p>The visit to the US by the South West RDA Chairman and Chief Executive in June, allowed the US office to establish a greater international profile for the aerospace expertise of the region. As a result of the visit during this quarter we arranged for an introductory visit to the region by a senior technology executive of one of America's largest aerospace and defence contractors. This is expected to lead to opportunities for cooperation with the region's Universities and potential for significant endowments linked to planned investment in the region.</p> <p>This has helped create new links and contacts and provides the opportunity for future possible investment into the South West.</p> <p>Naomi Lovinger, 00 1 847 328 3644, naomi.lovinger@southwestrda.org.uk</p>
8.2	<ul style="list-style-type: none"> • Cross boundary working • Regional catalyst role 	<p>The South West RDA hosted the National Investor Development Forum on the 8 September. The three-monthly meeting is for all the UK's RDA's and for this meeting Investor Development Officers were invited to attend. The Agency organised a dinner for the group at Rick Stein's Seafood Restaurant in Padstow, which Rick Stein also attended.</p> <p>Food and Drink is one of the Agency's priority sectors and we are looking at the sector in depth to see where there may be any gaps in training, skills, supply chain, etc. During the meeting Rick Stein gave his view on the food and drink industry as a whole and how he perceives this particular sector developing in the future. The following day, the Forum was held at the Eden Project with a chance for the attendees to look around the attraction. These two days enabled the South West, and Cornwall, in particular, to showcase two success stories from the South West whilst also promoting the area to representatives from across the UK for future visits.</p> <p>Denise Blackmore, 0117 933 0268, denise.blackmore@southwestrda.org.uk</p>
8.3	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working 	<p>Culture South West (CSW) is the Regional cultural consortium for South West region. Established in 1999, it is one of eight nationally. CSW has a Board of twelve and an Executive team of three – based at the RDA's offices in Sterling House, Exeter. CSW is funded by DCMS – with additional financial support from South West RDA. CSW is increasingly seen as 'first stop shop' for cultural sector matters, by both us and Regional Assembly. CSW is working on convening an advisory group that will operate as a sub-group for South West RDA board and other regional partners. We are also working with CSW on a system and protocols to ensure access to coherent, high quality advice on the cultural sector bids we receive. CSW will also be producing a Rough Guide to SWRDA for the Cultural Sector as one initiative to facilitate better understanding and communication and this will be part funded by Agency. All the above will be enshrined in a formal Memorandum of Agreement to be agreed and operational by January 2004.</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>
8.4		<p>Culture and Tourism in the South West – During the quarter we commissioned From Rhyme to Reason: Culture and the South West regional economy (twelve month exhibition at Sterling House) in part to highlight the links between tourism, cultural assets and activities and the economic development of the region. We were also a funding partner in It's a Culture Thing – a PR and marketing campaign (27 July – 3 August 2003) – which ran in conjunction with Culture 24/7 a documentary series on ITV1 West and ITV1 Westcountry. 70,000 brochures (distributed by direct mail to selected postcode areas), 10,000 flyers and 10,000 postcards and a frequently visited website www.culturething.com detailed how people could find out more about cultural activity across the region. It's a Culture Thing was an example of South West England branding in practice.</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11</p> <p>The South West RDA is supporting and encouraging projects that improve the understanding of the regions social and economic conditions – see section 10.8</p>

Ref	Activity	Achievements
8.5		<p>CSW and Sport England is exploring the possibility of establishing a Chair in Cultural Tourism at one of the region's HEIs.</p> <p>Joining the Dots is an audit and analysis of existing quantitative and qualitative research data on the cultural sector in the South West of England and was recently completed by Colin Mercer, Professor of Cultural Policy at Nottingham Trent University. The nature of the South West region means that tourism is a strategic sub-sector which communicates directly with a number of other contiguous sub-sectors – notably Visual Arts, Performance, Heritage and Sport'. The report recommendations include region-wide research (with South West Tourism, English Heritage and South West Museums, Libraries and Archives Council) into (i) the relationship between tourism and the region's cultural assets and (ii) the necessary conditions for sustainable cultural tourism.</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is supporting and encouraging projects that improve the understanding of the regions social and economic conditions – see section 10.8</p>
8.6		<p>The RDA is working with Culture South West and Sport England to identify the impact which sports development has on the regional economy. SW Regional Sports Board is consulting The South West RDA on its draft Regional Sports Strategy. The Regional Director of Sport England SW sits on Culture South West Board (which is establishing stronger links with The South West RDA). Eric Thomas (RDA Board) sits on the Regional Sports Board. Two icon sporting projects in the SW involve SWRDA & Sport England. They are Weymouth Sailing Academy (SE contributing £3m of lottery funding and strongly supportive of the project) and Bristol Arena (SWRDA sees SE as a special stakeholder with a long term interest, although not necessarily a funder).</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is supporting and encouraging projects that improve the understanding of the regions social and economic conditions – see section 10.8</p>
8.7		<p>The RDA has been instrumental in the HMS Scylla project which will create an artificial diving reef in Whitsand bay off the coast of Plymouth. The project is based on a number of other successful artificial diving reefs including ones in Canada and New Zealand. These examples have proved to be very successful at generating tourism. RDA commissioned a feasibility study, the findings of which suggested Scylla would have a positive economic impact on Plymouth and the surrounding area. The National Marine Aquarium purchased HMS Scylla during October and the next steps will be to finalise the plans for the vessels tow to Plymouth and the necessary work prior to its placement on the seabed in April next year.</p> <p>Sue Brownlow, 01752 234832, sue.brownlow@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11</p>

6.9 Regional Projects

Eden has shown that large-scale projects can benefit the whole region – we want to replicate this effect elsewhere in the South West. Our role is to work with partners to develop suitable projects.

Ref	Activity	Achievements
9.1	Develop projects that improve the perceptions of the region.	<p>Bristol Arena – During the quarter the remaining railway equipment from the former diesel depot was removed on this site which is earmarked for a 10,000 seat indoor arena to serve Bristol and the South West.</p> <p>The former Bristol Temple Meads diesel depot was bought by the South West RDA in March 2003 in partnership with Bristol City Council to develop the multi purpose venue for music, sports and events. The next steps will be to undertake the remediation works, masterplan the site, obtain planning permission and find a private sector development partner to construct and operate the arena.</p> <p>Carol Wilson, 01752 234845, carol.wilson@southwestrda.org.uk</p> <p>Cross Reference – The RDA is also involved in other projects in Bristol such as Temple Quay – see section 6.15.</p>
9.2		<p>'Vive la Différence – Celebrating the Regions' – The new Royal Institute of British Architects (RIBA) President delivered his first public speech from Bristol during the quarter. The Event that was sponsored by the South West RDA to highlight the importance of regional character and the contribution that architecture can make in establishing a regional identity and economic success.</p> <p>Dominic Murphy, 0117 9330242, dominic.murphy@southwestrda.org.uk</p>
9.3		<p>The National Maritime Museum Cornwall has been short listed for the British Construction Industry Awards. This follows previous success in being nominated as the regional entry for the Prime Ministers Better Public Buildings Award.</p> <p>The awards will ensure the region receives a high profile in the national agenda for quality buildings and architecture.</p> <p>Jim Price, 01392 229516, jim.price@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11.</p>
9.4		<p>Bristol's regenerated harbourside is undergoing a £15 million 'cultural renaissance' that will firmly establish it as one of Europe's leading quarters for the arts and creative industries. Investment by Arts Council England, Bristol City Council and SW RDA to secure the long-term future of Arnolfini and Watershed, two of the UK's most exciting and successful arts centres.</p> <p>During the quarter the South West RDA and Bristol city council announced new funding totalling £2 million for the two centres. The new resources follow earlier announcements of funding totalling £10 million from Arts Council England and Bristol City Council.</p> <p>Between them the two facilities provide a cutting-edge programme of visual arts exhibitions, cinema, performance, dance, literature, music, animation, festivals, outreach and education work – and support to Bristol's thriving creative industries sector. Complemented by the nearby Industrial Museum, SS Great Britain, the At-Bristol complex and a year-round programme of waterfront music and performance events, the two centres have helped position Bristol's revitalised docks as one of Europe's foremost cultural locations and visitor attractions.</p> <p>Ann O'Driscoll, 0117 933 0261, ann.odriscoll@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11. The Agency also supports the development of the Creative Industries Sectors – see section 1.15.</p>

Ref	Activity	Achievements
9.5	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working 	<p>Dorset & East Devon World Heritage Site – A second feasibility study has been undertaken by the Natural History Museum to develop an Interpretation & Facilities Strategy has been completed during the quarter. This will inform development activity and the World Heritage Site (WHS) Action Plan whilst improving decision making for investment opportunities and the most sustainable options.</p> <p>The South West RDA has part funded the research, and the Dorset Area Team has liaised through this process with the Devon Team. A hierarchy of potential sites and gateways to the coast have been identified.</p> <p>Kay Homer, 01202 649282, kay.homer@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA is supporting and encouraging projects that improve the understanding of the regions social and economic conditions – see section 10.8.</p>
9.6		<p>South West marketing campaign – The £3 million campaign backed by the South West Regional Development Agency, South West Tourism and the South West Regional Assembly has been acknowledged as a great success during the quarter.</p> <p>The campaign used posters, advertising on the London Underground, national newspaper and magazine advertising and television promotion to get the message across that the region is a great place to visit and to work in. It used a specially designed South West England brand identity and the pay off line 'It's in our nature' to emphasise the spirit and attitude of the South West people as well as the importance of the natural environment.</p> <p>The £1 million first phase was launched in April and has just come to an end and research shows that:</p> <ul style="list-style-type: none"> • More than 15 million people have seen the campaign • The campaign's contact centre had almost 9,000 inquiries • South West Tourism's website has had around 20,000 visits a week, an increase of 8,000 a week on the seasonal average • 65 per cent of people in the ITV West Country area have seen the South West brand <p>In addition 50 organisations in the region have registered to use the brand in their marketing activities through the website www.southwestbrand.info</p> <p>ITV's Wish You Were Here programme on June 22 featured the region and was watched by more than 6 million people, and the campaign's advertising was named Ad of the Week by the Daily Telegraph.</p> <p>The Agency and our partners are now planning for the next phase of the campaign.</p> <p>Ian Watson, 01392 229544, ian.watson@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11. The Agency also encourages and supports investment promotion projects within the region – see section 8.</p>
9.7		<p>The Eden Project Phase 4 – Following a presentation by the Eden team to the South West RDA Board on 28 July, the Agency agreed to invest £2.89m in the Education Resource Centre, part of the Phase 4 proposals. This investment will enable the Education Resource Centre to proceed and lever £10m Millennium Commission Funding into the project. The Eden team have also received the support of a number of influential bodies, notably on 9 September the Cornwall Economic Forum (the Sub Regional Partnership), for Phase 4.</p> <p>The Education Resource Centre will be a place where the public can explore exhibitions, participate in workshops, talk shops and debate. The exhibitions will cater for all ages and abilities, provide multi-media facilities, host lecture and theatre performances and run a wide range of participative programmes and interactive workshops. Meanwhile the RDA is working with Government Office and other partners on the funding of other elements of Phase 4.</p> <p>Stephen Bohane, 01872 243767, stephen.bohane@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11.</p>

Ref	Activity	Achievements
9.8		<p>Creative Planet – The RDA is working with the National Museum for Science and Industry (NMSI) to carry out feasibility studies into the concept of establishing a world-class centre for sustainable development. Called Creative Planet, it will chart the progress of science and technology through the ages but will also be a guide to future development through a series of 'Knowledge Farms'. The feasibility reports were studied by the NMSI, the RDA, Swindon Borough Council, English Heritage, Environment Agency and other partners and we have indicated a willingness to continue working with the NMSI to develop the project to the next stage, namely a business plan and further masterplanning work. The RDA is part funding the feasibility work.</p> <p>Philip Watkins, 0117 933 0244, philip.watkins@southwestrda.org.uk</p>
9.9	Undertake strategic environmental projects.	<p>Devon Coast to Coast Cycle Route – Another large section of this route opened during the Quarter. The new section of the National Cycle Network – a 2km (1.5 mile) stretch between Lee Bridge and Willingcott – began life as part of the Barnstaple to Ilfracombe Railway which opened in 1874 and was closed as part of the national contraction of rail services in 1970.</p> <p>The South West RDA are contributing £2.4 million towards the £7 million 'Path to Prosperity' project, which will create a route from the border with West Somerset through the whole of the Objective 2 area to connect with Torbay.</p> <p>Carol Wilson, 01752 234845, carol.wilson@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11.</p>
9.10		<p>Battery Recycling – During the quarter the UK's first ever citywide Battery Recycling Campaign has topped its 10 tonne collection target. The RDA and government-backed scheme, launched in Bristol a year ago in preparation for forthcoming EU directive on batteries, has collected nearly 12 tonnes of household batteries during the pilot year – more than the weight of a double-decker bus.</p> <p>The initiative was devised and joint-funded by a consortium of project partners including the Department of Trade and Industry, the SW RDA, SITA Environmental Trust, Bristol City Council, SITA and Grayling PR, to trial battery recycling in response to the anticipated challenging collection and recycling targets for household batteries used in the UK.</p> <p>Carol Wilson, 01752 234845, carol.wilson@southwestrda.org.uk</p>
9.11		<p>Climate Change (Solutions) – the South West RDA has established a Partnership with the University of Bath and is funding them to develop a business plan leading to the development of a bid to attract Carbon Trust funding to the South West for establishing a Centre of Excellence for the study of solutions to Climate Change and alternatives to a carbon-based economy. The Business Plan has been submitted following wide consultation with the public and private sector and interested parties across the South West. A decision by the funding bodies is expected in late 2003.</p> <p>Claire Gibson, 01392 229518, claire.gibson@southwestrda.org.uk</p>
9.12		<p>Osprey Quay – The South West RDA welcomed the funding commitment of £3 million to Weymouth and Portland Sailing Academy at Osprey Quay in Portland by Sport England during the quarter. Sport England's contribution will be match-funded by the Agency, and £400,000 of other partnership contributions for a total cost of £6.4 million – together with an extra £1 million committed by the Agency for infrastructure works which will create a facility that will become one of the finest of its kind in the world.</p> <p>Not only will the Academy become a national centre for sailing in the United Kingdom, but it will form a key component of Britain's bid to host the Olympics in 2012.</p> <p>Kay Homer, 01202 649282, kay.homer@southwestrda.org.uk</p>

6.10 Policy and Partnership

We have already emphasised the importance of partnership working in this document. This importance is reflected in our final theme which addresses the need for all regional organisations to function efficiently and effectively so that we can deliver our joint aims and objectives. Our role is to promote partnership working, facilitate the development of new partnerships, and assist in the development and implementation of mechanisms which improve the working practices of regional organisations.

Ref	Activity	Achievements
10.1	Encourage an integrated, partnership approach to economic development.	<p>SWRDA as a Statutory Consultee for Major Planning Applications – All RDAs became statutory consultees for major planning applications (i.e those applications of regional/sub-regional economic significance) with effect from 5 September 2003.</p> <p>In recognition of the need for RDAs to put in place the necessary resources and mechanisms to deal this new duty, and in recognition of the need to notify Local Authorities of the type/ location of development of interest to RDAs, Office of the Deputy Prime Minister (ODPM) has given each RDA possession of the 'starting pistol'. It has been agreed that South West RDA will formally commence its statutory consultee role in early January 2004. It is anticipated that this will provide us with sufficient time to put in place new staff, provide planning training to key central and area team staff, advise Local Authorities and other key partners of our role and development a reference / process manual (for internal use) for those involved in planning work.</p> <p>Pat Steward, 01392 229631, pat.steward@southwestrda.org.uk</p>
10.2		<p>Input into Devon Structure Plan Review – Examination in Public. We have been working closely with Government Office and the Regional Assembly, as well as other partners to provide input to review of the Devon Structure Plan.</p> <p>The Plan will provide the planning framework for Devon until 2016. The key messages from South West RDA were the need to support the development of Major Strategic Employment Sites including science and technology parks; successful delivery of regeneration initiatives, particularly in the spatial priority areas of Torbay and Plymouth; development of an efficient communications network including identifying key infrastructure improvements and recognising the role of ICT and the development of renewable energy through the establishment of appropriate sub-regional targets.</p> <p>Pat Steward, 01392 229631, pat.steward@southwestrda.org.uk</p>
10.3		<p>Input into Cornwall Structure Plan Review – Examination in Public. We have been working closely with Government Office and the Regional Assembly, as well as other partners, provided input to review of the Cornwall Structure Plan – which will provide the planning framework for Devon until 2016. The key messages from South West RDA were the need to integrate the sub regional employment space strategy in the strategic planning framework; support the development of regional gateways, including both ports and airports; support the successful delivery of the Objective 1 programme; capture the maximum potential spin off from major economic development and regeneration projects.</p> <p>Pat Steward, 01392 229631, pat.steward@southwestrda.org.uk</p>

Ref	Activity	Achievements
10.4		Following its launch in June, the RDA has continued to promote the development of the Constructing Excellence initiative. This initiative will draw together the many agencies working to promote a more forward-thinking construction industry across the South West. To date any strategy has been fragmented and without real vision and this initiative seeks to draw together the work under one umbrella. Jim Price, 01392 229516, jim.price@southwestrda.org.uk
10.5		West of England Vision and Spatial Strategy – The South West RDA is supporting the proposals from the 4 unitary authorities and West of England Strategic Partnership to form a sub regional partnership to manage strategic work on spatial planning, transport and economic development. The Agency sponsored the West of England Vision conference promoted by Business West in October. Ian Thompson, 0117 933 0243, ian.thompson@southwestrda.org.uk
10.6	Improve understanding of the region's social, environmental and economic conditions.	Regional Entrepreneurship Monitor – The final report. The data provided from the Regional version of the highly respected Global Entrepreneurship Monitor will provide a focal point for policy development/intervention for both the Agency and its Stakeholders/Partners. The REM data will provide valuable objective, independent and external evidence to support the refinement of the forthcoming Enterprise strategy into a credible policy document that partners can engage with to drive effective intervention – creating new opportunities, wealth creation and a significant contribution to the region's economic growth. The report is nearing completion and is due in November 2003. Jacqueline Hill, 01392 229570, jacqueline.hill@southwestrda.org.uk
10.7	<ul style="list-style-type: none"> • Regional catalyst • Cross boundary working 	Local Intelligence Networks – During Quarter 2 the SW RDA has seen continued expansion and development of the functionality of the local intelligence networks and their capacity to collect data from regional partners. Part funded by the Agency to the sum of £70k, the Intelligence Networks provide continued input into the development of the South West Intelligence Database, working in partnership with the South West Regional Observatory. The main role of the Intelligence Network is to develop a research and intelligence base in the South West by collecting, co-ordinating and disseminating data at a sub-regional level and contributing to the overall capacity of the sub-region to generate knowledge and to inform decision-making. The RDA circulates regular summary reports on progress to all sub-regional Intelligence Networks in order to share best practice in development. Jacqueline Hill, 01392 229570, jacqueline.hill@southwestrda.org.uk Emma Paget, 01392 229521, emma.paget@southwestrda.org.uk
10.8		SW RDA Corporate Research Programme – The following research projects have been completed during the second quarter. a) Regional Livestock Markets research – This work analysis current and potential demand and supply for livestock markets in the South West. b) Review of Business Support in the South West – This work updates the 2000 review, and provides a comprehensive review - including extensive user surveys – of how business support is delivered in the region. c) Update on the potential impact of CAP reform - A short report to inform RDA policy development on the future of CAP and the possible implications for the South West. d) NVQ Progression Routes Study – Review of relevant research and plans for NVQ delivery in the South West, and development of options for improving delivery in the future. The intelligence generated through the corporate research programme is essential in enabling the South West RDA and its partners to develop evidence based policy to support the objectives set out in the Regional Economic Strategy and the Corporate plan. Research initiated by the RDA will often act as a catalyst which encourages other organisations to examine their own policies and practice. The Livestock's market research, for example, has been received with much interest in the region and there is evidence that partners are likely to change their activity in line with its findings. Jacqueline Hill, 01392 229570, jacqueline.hill@southwestrda.org.uk

Ref	Activity	Achievements
10.9		<p>The following reports and studies have been commissioned during the quarter:</p> <ul style="list-style-type: none"> a) Global Entrepreneurship Monitor b) State of the Key Sectors c) Review of the Sector approach d) Creative industries research e) Regional Analysis of the National Employers Skills Survey f) Research to inform the development of the regional Spatial Strategy g) Opportunities and Threats to the South West associated with the Global Marketplace. <p>Jacqueline Hill, 01392 229570, jacqueline.hill@southwestrda.org.uk</p>
10.10		<p>Regional Observatory – Core Unit – During Quarter 2, the Core unit has made progress in the following key areas:</p> <ul style="list-style-type: none"> • Development of the South West Intelligence Database, which will (when launched in January 2004) provide a common database for regional research, data and intelligence commissioned and collated by a wide range of organisations. • State of the South West 2004 – Work has been initiated on this report which will provide a comprehensive overview of the Economic, social and environmental state of the region. It will be published in January 2004. • The Core Unit has co-ordinated the region's response to a number of national consultations, including the Alsop review on Regional Data Needs and the Review of the Index of Multiple Deprivation. <p>The Regional Observatory was established by the RDA, Regional Assembly, GOSW and the Environment Agency to help improve the co-ordination of research, data and intelligence within the South West. The activities mentioned help to do this by providing the basis for a) improved co-ordination and b) improving understanding and consensus between different organisations on common issues and concerns. The Observatory has benefited the Agency and our partner organisations by their comprehensive and complete analyses of the recent consultation. This has saved the Agency and that of our partner's valuable time and resources.</p> <p>Jonathan Coe, 01392 229560, jonathan.coe@southwestrda.org.uk</p> <p>Cross Reference – Also see...</p> <ul style="list-style-type: none"> • Skills and Learning Intelligence Module (SLIM) – 2.6 • Business Economy Module – 10.15.
10.11	• Regional catalyst role	<p>The first meeting of the re-constituted Panel of Economists took place during the quarter. The RDA funds this Panel and invites membership and report submissions. The Panel of Economists provide tangible advice and intelligence to RDA policy leads on key issues related to economic development of the South West.</p> <p>Nigel Jump, 01392 229354, nigel.jump@southwestrda.org.uk</p>

Ref	Activity	Achievements
10.12		<p>Film Festivals Research – The Bristol Cultural Development partnership completed their research report during the quarter “Making a difference – an impact assessment of Animated Encounters, Brief Encounters and Wildscreen”. We commissioned this report to help assess the festivals economic, social and cultural impact assessment on the City.</p> <p>Ian Thompson, 0117 933 0243, ian.thompson@southwestrda.org.uk</p> <p>Cross Reference – The Agency also supports the development of the Creative Industries sectors – see section 1.15.</p>
10.13		<p>The Agency has been working with the Business Economy Module team at SWEC (for the Regional Observatory) on incorporating the government’s data revisions into the regional accounts and preparing them for final public launch in quarter 3.</p> <p>The Agency instigated the programme, which will allow us and our regional partners to be better informed about economic interrelationships and to assess the impact of our work on the regional economy.</p> <p>Nigel Jump, 01392 229354, nigel.jump@southwestrda.org.uk</p> <p>Cross Reference – Also see...</p> <ul style="list-style-type: none"> • Skills and Learning Intelligence Module (SLIM) – 2.6. • South West Regional Observatory – 10.12.
10.14		<p>Tourism Prospectus – The collective RDA response to DCMS’ draft Tourism Prospectus has been produced by South West RDA and submitted to DCMS for consideration. Overall the RDAs had concerns both with the way in which the consultation process had been undertaken to date, and with some of its content – this has been fed back to DCMS. RDA Chief Executives and their representatives discussed the prospectus at the 22 September DCMS/RDA event (see below).</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p> <p>Cross Reference – The South West RDA supports and encourages the development of the South West Tourism sector – see section 1.11.</p>
10.15		<p>RDA/DCMS Event – 22 September 2003</p> <p>This event, attended by all RDAs, was an opportunity to discuss with DCMS the London Olympic Bid and opportunities for regional benefits, and tourism. We will be acting as the conduit for disseminating further information on the Olympic Bid and will be clarifying with DCMS what, if any, action RDAs can usefully take to support the London bid and identify opportunities for the regions before the outcome of the bidding process is known in July 2005.</p> <p>Discussions around the tourism prospectus, the need for a DCMS/VisitBritain central strategic role for tourism and funding were all valuable, and have informed and influenced the contents of the DCMS tourism paper being discussed by Chairs with Richard Caborn during the Ministerial session on 14 October.</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>
10.16		<p>Images of Britain Exhibition</p> <p>Following the last RDA Chairs meeting and Juliet Williams’ meeting afterwards with Richard Caborn, it was agreed that each RDA should respond individually to Richard Caborn’s and Austin Mitchell’s request for £1000 per RDA to sponsor the MPs/Peers Images of Britain exhibition.</p> <p>Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>

Ref	Activity	Achievements
10.17		<p>Tourism Satellite Accounting – 4 September SWRDA worked with NWDA to coordinate a meeting at the NWDA offices on 4 September whereby RDA tourism contacts were updated by the NWDA on Tourism Satellite Accounts (TSA). Papers from the meeting have been produced and will shortly be available on the RDA Tourism Extranet. The NWDA continues to act as the lead RDA on TSA. Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>
10.18		<p>All-Party Parliamentary Group on Tourism, First Annual Dinner – 5 November SW RDA has worked with VisitBritain to organise RDA attendance at the All-Party Parliamentary Group on Tourism First Annual Dinner. RDAs attending this event include SWRDA, NWDA, SEEDA and EMDA. Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>
10.19		<p>VisitBritain Staff Briefing – 24 September Our Head of Strategic Marketing gave a presentation to over 60 staff at VisitBritain's Head Office on the role of the RDAs and their new role in tourism. The presentation will also be communicated by VisitBritain to their overseas staff. Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>
10.20		<p>England Domestic Marketing Strategy SW RDA have coordinated RDA feedback on the draft England Domestic Marketing Strategy and submitted to VisitBritain for consideration. The responses to the strategy were extremely varied and the Agency picked out key themes in the response. The final version has now been produced by VisitBritain and has been posted to the RDA Tourism Extranet. Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk Cross Reference – Also see... South West marketing campaign – 9.6.</p>
10.21		<p>England Brand Development SWRDA worked with VisitBritain to co-ordinate meetings throughout September between VisitBritain's England Brand Manager and RDA/RTB/DMO Marketing Managers. The purpose of the meetings was to learn about individual regional branding activity, listen to perspectives on the regional brand and the pan-England proposition and find out what the regions expect a set of England brand values to deliver. To date all regions have been visited with the exception of London and Yorkshire. Meetings for these two regions are currently being planned. Feedback on the England Brand is due on 21 November. Sue Piper, 01752 234819, sue.piper@southwestrda.org.uk</p>

6.11 Communications and Organisational Development

This section captures the Agency's internal activities which fall outside the Corporate Plan themes but represents the work of the central teams.

Ref	Activity	Achievements
11.1		<p>At 30 September the Agency recorded:</p> <ul style="list-style-type: none"> • 35 vacancies authorised and these are now at various stages of recruitment • 11 people appointed - either new starters (8) or existing staff moving to new roles • 16 interviews were held during the quarter • We expect to recruit 28 vacancies during Q3.
11.2		<p>Communications issues</p> <ul style="list-style-type: none"> • Work is now fully underway on the Programme Management System. Particular emphasis has been given to Business Intelligence where the team has defined a number of reports to be generated from both the programme management and client management systems. • The Data Quality mailing for updating the contacts details on the Client Management System is progressing well and nearly 5000 data items recording interests in line with the Corporate Plan themes have been processed. Work will shortly begin on the follow-up mailing to those people yet to reply. Two agency-backed websites have gone live: <ul style="list-style-type: none"> • South West Food & Drink (www.southwestfoodanddrink.com) is the website for the new umbrella organisation that will help to promote and develop the food industry in the region. It brings together existing groups such as Taste of the West and South West Local Food Partnership, and the new industry sector groups. Resources already available to the industry include downloadable logos and images for marketing purposes, case studies of successful businesses, and guides to meat production. • Buckfastleigh Broadband Project (www.broadband-buckfastleigh.org) is a Community Broadband Network Pilot aiming to bring high-speed Internet connections and associated benefits to Buckfastleigh, Devon, and villages near it. The website explains the facilities available at locations in the area, including the main public access centre (WAVE), local institutions, business centres and rural pubs. It also describes the next phase, of public wireless hotspots (WAVEpoints). • An extranet for the Regional Development Agency's Sub-Regional Partnerships has also gone live at www.southwestpartners.info • A consultant has submitted a report on Intranet content management strategy for the agency, which will help the Knowledge & Information Team identify the priorities for intranet development over the next two years. In addition, the intranet site (ERIC), has now moved to a new server. This will ensure greater technical stability for the intranet and ensure better integration with the rest of the Agency's network. <p>Abigail Loring, 01392 229599, abigail.loring@southwestra.org.uk</p>