



# Observatory PASCAL

*Place Management, Social Capital and Learning Regions*

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*PURE Regional Briefing Paper (RBP)*

*DEVON & CORNWALL, SW ENGLAND*

*Part 1*

1. *Clarify what is meant by the region in this project e.g. historical and cultural, long-term administrative and legal, or specially created for a particular development purpose. Comment on the advantages and difficulties of the nature and understanding of the region involved. [One general benefit from the PURE project should be to gain a better understanding of what kind of region is effective for what purposes.]*

**We feel that there are strong and positive reasons to select the counties of Devon and Cornwall, including the unitary authorities of Plymouth and Torbay, as our PURE PASCAL 'region'. The two counties identify themselves as the 'Peninsula' of the wider South West region and share a number of socio-economic and demographic features. The exception here is the city of Exeter which has a stronger economic hub than elsewhere in the Peninsula and benefits from being less peripheral. However, Exeter's inclusion within our selected region is important in terms of the University's collaborative work and impact within the geographical area under consideration. Our selected region enables us to retain a strong focus and concentrate our resources on a well defined area as well as building on well established partnerships and practical linkages.**

**In terms of local administration, within Devon County Council there are 8 local government districts (East Devon, Exeter, Mid Devon, North Devon, South Hams, Teignbridge, Torridge and West Devon) and 2 separately administered Unitary Authorities (City of Plymouth and Torbay Borough). Cornwall's County Council and 6 District Councils (Caradon, Carrick, Kerrier, Penwith, Restormel and North Cornwall) were replaced by the Cornwall Council Unitary Authority in April 2009.**

**Our region is covered by the Government Office of the South West (GOSW) and the South West Regional Development Agency (SWRDA). Both agencies work with regional partners and local people to develop a sustainable economy. SWRDA invests money to build business potential, productivity and growth with an overarching objective to support enterprise and an efficient low carbon economy.**

**Of relevance to this project, the Peninsula has a strong link to the knowledge economy, green skills and environmental/sustainability agendas as well as an emphasis on alternative forms of enterprise. This reflects a reduction in 'traditional' sources of employment as well as a desire to build on the area's unique assets and is supported by the University of Plymouth and the University of Exeter. Both institutions have solid tradition of research and academic excellence in these areas as well as a commitment to knowledge exchange and support for regional business and communities. For example, there is an Innovation centre at the University of Exeter (and as the pending Exeter Science Park) and similarly a strong relationship between the University of Plymouth and the Tamar Science Park**

**Indeed, in November 2009, Ed Miliband visited the University of Plymouth to acknowledge not only the environmental/sustainable good practice and world leading research but also to emphasise the need for future facing and sustainable opportunities to be fully exploited. Both universities are also key partners within the Combined Universities in Cornwall (CUC), serving the far South West.**



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2. *Set out briefly the key characteristics of the region in terms of geography, economy, demography, social structure, trends and changes, as these affect PURE and the development agenda.*

The selected region has number of socio-economic strengths and challenges and its development agenda needs to balance growth with the protection of the region's unique environment.

## **GEOGRAPHY**

Both Cornwall and Devon are defined by extensive coastline (at 697Km, the Cornish coastline is the longest of any English county) and have a strong marine/maritime tradition. This includes the presence of the Royal Navy, boat building companies, Marine Research at the University of Plymouth and in particular world renowned innovation and research in the form PRIMaRE (Peninsula Research Institute for Marine Renewable Energy) a joint University of Plymouth and University of Exeter initiative. Plymouth is also home to the National Marine Aquarium, one of the deepest aquariums in Europe. It plays a leading role in the city and the region and highly interactive exhibit showcasing various underwater technologies.

Predominantly rural counties, Devon and Cornwall also have substantial and unique environmental attractions including a large number of the national Heritage Coast sites, 21,610 hectares in Cornwall which is designated as 'Sites of Special Scientific Interest', Dartmoor and Exmoor National Parks and internationally renowned tourist attractions such as the Eden Project. There are also numerous cultural assets including community based festivals, heritage sites and one fifth of the nations Areas of Outstanding Natural beauty are in the region.

## **DEMOGRAPHY**

The 2007 mid-year population estimates for the Counties of Devon and Cornwall are 1,135,000 and 529,500 respectively. Cornwall has 224,000 households and despite being the second largest county in England it has the lowest population density, although the combined population of Cornish towns increased by 5.5% (2002-7). 30% of the population of Cornwall live in the 6 largest towns and 54% of the county's total population live in the 20 main towns. Towns in the county tend to be smaller than the rest of the South West region. All 20 of Cornwall's towns have a higher percentage of their population of retirement age (higher than national average).

Devon's population, on the other hand, has been growing faster than the national average (which highlights a need for more housing in the longer term). Like Cornwall, the county has a high and growing proportion of people above pension age which implies a longer term drop in economically active persons and a need for care/healthcare services.

Both the University of Plymouth and the University of Exeter have an impact on the diversity, culture and demographics of the region. For example, the University of Exeter has staff and students from more than 100 countries and there have been specific benefits from, for example, having the Institute of Arab and Islamic Studies on the campus

## **CULTURE**

The HEI sector has strong links with culture in the region. Examples of this include the Peninsula Art Programme (within the University of Plymouth's Faculty of Arts) which serves as the University's hub for national and international festivals, exhibitions and culture – this embraces films, talks, and the widest range of performing arts and is intended to open up both the arts and the University to the community and the region. The Programme has a diverse



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range of attractions ranging from the 2010 Peninsula Arts Contemporary Music festival to the Plymouth Polish Festival which will feature films and presentations as well as celebration of Chopin. Off campus there is also the Theatre Royal at the centre of the city.

The University of Exeter also has a thriving theatre based on campus which receives support from the University and other partners. The university's departments of Drama and English are amongst the leaders nationally.

In the wider context, the region has a strong rural and nautical heritage and there are numerous regattas, festivals and tourist attractions ranging from the Eden project and Minack Theatre in Cornwall.

The University of Plymouth is heavily involved with the 'Respect Festival' (a multi agency annual event to promote diversity and culture in Plymouth). Plymouth also hosts the Barbican Blaze festival, Jazz Festival and national Fireworks Festival annually. There is also an annual 'Exeter Summer Festival' (Comedy, Classical, Dance and Family) 'North Devon Festival', 'English Wine Week' and the Abbotsherswell Beer and Food Festival.

Cornwall also has much renowned culture: the Tate St Ives, Barbara Hepworth Museum, Newlyn Art Gallery and in Falmouth there are strong links between University College Falmouth and the local community and the Falmouth Art Gallery which is home to regular exhibitions. As well as art, there is the Du Maurier literature festival and the annual Cornwall Film Festival.

## **DEPRIVATION**

Many parts of the Peninsula suffer forms of disadvantage which is a key challenge for any development agenda. It should also be noted that there can be a difference in earnings (and some deprivation issues) in more rural areas.

### Cornwall

Cornwall is one of only 4 areas nationally which qualifies for EU poverty related grants and was classified as 'Objective One' region in 1999 (resulting in access to £350m EU funding) and Convergence status in 2007 (with a further £415m for the period 2007-2013).

Average earnings in Cornwall are low – in 2008, for men, the average full time gross weekly earnings were 21% below the national average (for women the corresponding figure is 13% below the national average). The median house price to earnings ratio (2007) is the second highest in the South West. The increased house prices of recent years have left South West home owners as one of the most indebted in the UK.

Particularly disadvantaged areas include Penzance, Falmouth and Bodmin as well as the Camborne/Pool/Redruth corridor which has its own Urban Regeneration Company, set up in November 2002 to help bring prosperity back to the area.

### Devon

In Devon, most of the disadvantaged wards are clustered in the North and West of the county (with some exceptions in Exeter). Devon also has a number of southern coastal towns (Teignmouth, Dawlish, Exmouth and Seaton plus Torbay) which are disadvantaged - there potential to look at this with the project under a theme of coastal towns requiring regeneration and the scope of green skills/jobs in these areas. These areas are typically more isolated from markets and dependent on low value added/seasonal sectors.

Plymouth has been recognised as an important economic hub within the west of the region. However, productivity measures indicate that it lags behind other urban centres and disposable income is low. Plymouth contains significant pockets of deprivation with the Government's Index of Multiple Deprivation (IMD) showing parts of wards within the city as being within the 10% most deprived within England. European Competitiveness Funds support enterprise in the deprived areas of Devon including the City of Plymouth.

## THE ECONOMY AND EMPLOYMENT

Overall, Devon's aggregated figure (Devon & Cornwall Economic Models 2008) shows a better performing economy than Cornwall although most of Devon's rural Districts and Torbay are comparable to Cornwall. Key aspects of the Peninsula's economic profile are summarised in the table below:

	Devon	Cornwall	Plymouth	Torbay	Regional Comparison
Number of businesses 2008 (The Stock of VAT Registered Enterprises) <sup>1</sup>	32,620	20,635	4,650	3,545	191,130
Business Density 2008 (start of year stock per 10,000 adults) <sup>1</sup>	523	469	225	318	449
Size of businesses (% of Small Businesses (<50 employees, 2008) <sup>2</sup>	98.7%	98.7%	97.8%	98.5%	98.4%
% of Micro Businesses <10 employees, 2008 <sup>2</sup>	90.6%	89.7%	86%	88.2%	89.5%
Percentage of Working Age Population who are Self Employed 2008/2009	13.9% (60,400)	14.9% (46,100)	6.9% (11,000)	12.6% (9,400)	11.2% (344,400)
Rates of self employment 2008 (% of Working Age Population who are Self Employed) <sup>3</sup>	12.8% (55,500)	16.3% (50,500)	6.6% (10,500)		11.2% (343,800)
% of the working population with no formal qualifications (2008) <sup>3</sup>	9.1% (39,300)	11.2% (34,700)	10.5% (16,500)	8.2% (6,100)	9% (275,700)
% of the working population with NVQ4 or higher level qualification (2008) <sup>3</sup>	27.7% (119,800)	25.5% (78,800)	22.1% (34,800)	22.2% (16,600)	28.3% (871,600)
Rate of Working Age Benefit Claimants (2009) <sup>4</sup>	12% (52,680)	15% (46,310)	17.7% (28,580)	20.6% (15,570)	13.2% (410,240)
Rate of Working Age JSA Claimants <sup>5</sup>	2.2% (9,560)	2.5% (7,780)	3.7% (5,990)	4.1% (3,060)	2.8% (86,910)
Gross Annual Pay (Median) (2009) <sup>6</sup>	£22,815	£21,522	£23,091	£19,468	£24,531

<sup>1</sup> BERR Enterprise Directorate Analytical Unit

<sup>2</sup> Office for National Statistics (number of VAT and/or PAYE based enterprises)

<sup>3</sup> Annual Population Survey, NOMIS

<sup>4</sup> Work and Pensions Longitudinal Study, NOMIS. The key benefits included in the working-age client group are: Bereavement Benefit, Carer's Allowance, Disability Living Allowance, Incapacity Benefit, Severe Disablement Allowance, Income Support, Jobseeker's Allowance and Widow's Benefit

<sup>5</sup> Work and Pensions Longitudinal Study, NOMIS

<sup>6</sup> Annual Survey of Hours and Earnings Resident Analysis, NOMIS

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It should be noted that Exeter skews the data to an extent: whilst it is included in the 'Devon' figure (as it is not a Unitary Authority), Exeter has significantly higher levels of business, 35.9%, (with turnover in excess of £250,000) compared to Devon (26.8%) and the national average (30.4%).

## Nuts 3 GVA and GVA per Head in 2007

	GVA (£bn)	GVA growth	GVA per head	GVA per head growth	Index UK = 100	Percentage point change since 1999
<b>South West</b>	94,421	5.5%	18,235	4.4%	91.4	-0.5
<b>Cornwall and Isles of Scilly</b>	6,742	6.1%	12,681	5.0%	63.6	5.4
<b>Devon</b>	17,217	5.2%	15,169	4.0%	76	-0.7
Plymouth	4,105	5.3%	16,377	4.2%	82.1	-2.2
Torbay	1,678	4.0%	12,506	3.2%	62.7	-10.6
Devon CC	11,433	5.3%	15,242	4.0%	76.4	1.8

Source: South West Observatory (2009). South West GVA Special Briefing, p10

### Businesses, SMEs and Employment

The data shows levels of businesses per head of population to be higher than the regional averages in both Devon and Cornwall, many of which are small and medium enterprises. The rate of self-employment is also higher than the regional average and substantially so in Cornwall which is indicative of its enterprise and entrepreneurial thinking. This is in contrast to the situation in Plymouth where the city has comparatively fewer businesses per head of population and far lower rates of self employment which is significant given its position within the region. Plymouth is a key economic hub in the Peninsula but it is behind other regional centres in terms of growth. It also has a higher rate of benefit claimants than regionally (closely followed by Cornwall).

Throughout Devon and Cornwall, including Plymouth, the percentage of the working population with no formal qualifications is higher than the regional average and most notably so in Cornwall. This is important given the lower levels of inward commuting than other parts of the region. The percentage of the working population with NVQ4 or higher level qualifications is also comparatively low and this is particularly the case in Plymouth.

The diversity of the employment base across the Peninsula is also worth consideration. Both counties have a large number of tourism dependent jobs. Indeed, Devon has the highest proportion in the South West. Cornwall's profile shows the Council as the largest single employer (with 22,500 staff). Plymouth likewise has an over-reliance on the public sector. However, whereas Cornwall has fared better in the recession than other parts of the region, primarily due to a lack of manufacturing and financial/business services, Plymouth has been identified as at risk of not recovering from the recession as well as other areas.

Social enterprise is also key within the region (approximately 12% of national social enterprises are in the region).

Economic performance is in many ways linked to the region's rurality, poor transport infrastructure and issues of accessibility. It is hoped that the Langage Energy park development will provide jobs, improved transport links and an economic boost: the development is intended

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to create high quality, low carbon buildings (and employment space on the East of the city) and the energy park is a significant part of the strategic Eastern Corridor which encompasses the new town at Sherford and the Plymstock Quarry housing development. There are also plans to create an amenity area with a hotel, restaurant and conference centre.

## Growth Points

SWRDA recognise seven overlapping 'functional zones' across the wider South West region four of which are either wholly or partially covered within our defined study area. The largest urban areas are found within the South Central Functional Zone which consists of three main centres: Exeter, Plymouth and Torbay and with the notable exception of Exeter which also forms part of the M5 Corridor Functional Zone and is seen as having the potential for further economic growth, the economy has not been dynamic in recent years. In more detail:

- Plymouth – underperforms economically and this impacts on the wider performance of this zone and the Western Peninsula. Continued public and private sector investment is seen to be required to help Plymouth make a more substantial contribution to the region's economy;
- Torbay – provides three major resort centres and is the focus for the tourist industry but continues to experience significant economic decline with a very narrow economic base.

Elsewhere, the North Peninsula Functional Zone covers large parts of rural Devon and is sparsely populated with few large settlements and no direct connections with other regions; and the Western Peninsula Functional Zone (covering Cornwall) is the most peripheral and with poor infrastructure links.

Within this context a number of 'growth points' have been identified including for Exeter and East Devon, Plymouth, Torbay and Truro. The RDA has recently approved a £12 million investment to kick start the recession-delayed development at Cranbrook, East of Exeter which will help pay for a package of infrastructure projects to allow the first homes to be built as well as releasing employment land to create thousands of jobs. This is part of a package of support from the public sector which aims to deliver one of the first and largest 'low carbon' developments in the UK and will make a major contribution to the RDA's ambitions for a low carbon economy in the south west.

## **RURALITY, TRANSPORT AND ACCESSIBILITY**

Transport is a key issue for Devon and Cornwall in terms of access to shops, amenities, leisure facilities, health care and, at certain times of the year, tourism as well as for education and employment opportunities. These can be considered as different facets of social inclusion and all are dependent on good transport links. Transport which is accessible, affordable and provides the necessary links at the times/locations is therefore essential, particularly for those without a car (children/young people), those with specific needs (e.g. those on low incomes, the unemployed) and those dependent upon public transport to access healthcare or services.

Both the University of Plymouth and the University of Exeter have sustainable travel plans including the shared campus in Cornwall. The Innovation Centre at the University of Exeter has achieved a Brean excellence rating in line with the ambition of the city for its new building. 2001 census data showed that in Cornwall, 20% of households had no car or van and in Devon 22.6% had no car or van (rates of car-lessness for both Exeter and Plymouth as urban areas are higher).

There have been numerous strategic approaches to addressing the key transport issues in Devon:

- Devon County Council Strategic Plan (2006-2011)
- Devon Rural Strategy (2003)
- Devon local Area Agreement (2005 – 2008)
- Devon Community Strategy (2004)
- Structure Plan (2001-2016)

In addition, the Regional Development Authority has identified transport as a key area for regional businesses in its Economic Strategy: Improved transport networks, (quicker journey times from parts of the region to major markets represent) and addressing the urban congestion problems are highlighted alongside increased reliability of the public transport infrastructure and productivity.

SWRDA note that to travel by train from Bristol to Penzance takes twice as long as it takes to travel from Bristol to London.

## ENVIRONMENTAL ISSUES

### Pollution and Congestion

Cornwall County Council data shows that traffic levels in the County have grown by 26%, the growth has been unevenly distributed over the County's road network having been strongest on trunk roads (up 35% over the last 10 years). High levels of tourism have a noticeable impact on the highway network, with strong seasonal variations in traffic volumes. In addition, the 2001 census showed that there are around 219,000 Trips to Work trips on an average weekday from a residence in Cornwall – the majority (65%) by car. 70% of the 19,000 people travelling out of Cornwall to work are heading for Plymouth. Research has shown that there are substantial daily trips into Plymouth for work which causes congestion, delays and pollution.

It should also be noted that a designated Low Carbon region, Cornwall and Devon are actively involved in innovative research to develop sustainable energy. The historical context is of less access to coal in the past and a need to be more energy efficient. Today this is a key issue for the Peninsula: economy, resource efficiency and sustainability are therefore key themes of our project.

Both the University of Plymouth and the University of Exeter have Sustainable Travel Plans, including the shared campus in Cornwall. The University of Exeter has achieved BREAM a 'Excellence' rating in line with the ambition of the city for its new buildings.

3. *Identify and draw together a reference list of the main data sources available on the socio-economic, environmental, etc. condition of the region, and recent trends.*

**Please see the Appendix at the end of this report.**

4. *Summarise any existing efforts to monitor and benchmark progress against purposes and targets. Please comment on any interest in and pressure for the measurement of quality and outcomes, including value for money auditing, that you are aware of in the region. [It is hoped that the project will assist an understanding of what kinds of indicators and quantitative measures of regional development and the contribution of HEIs to this work and are useful.]*

**We are unaware of any collective benchmarking across the Peninsula however individual institutions conduct their own, for example, the University of Plymouth commissioned a Socio-**



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Economic Impact study (2008) and is currently working towards business and innovation centre status which will involve a benchmarking exercise. This is an area which we would like the project to address in more detail.

Both the University of Plymouth and the University of Exeter are part of the national benchmarking activity through the 'Universities That Count' CR survey (which is based on BITC metrics and is a benchmarking and performance improvement scheme for HEIs covering 55 national institutions, over 160,000 employees and nearly one million students). In the recently published 2009 survey, the University of Plymouth's performance is again highlighted as a top environmental performer in a number of areas: 'Community Management', 'Climate Change', 'Water Consumption', 'Market Place Manager', 'Teaching Learning and Research' and the 'Equality, Diversity and Inclusion' impact area (one of the top 6 nationally). The University of Plymouth is also one of 5 'CR Index' Top Performers nationally. The University of Exeter scored a mark of 80.9% and was second overall.

5. *List the main existing forms of collaboration between HEIs and the region. You may need to consider the region as a single administrative entity, but also note and include more localized and specialized significant HEI partnerships with other stakeholders - public, private, and NGO or third sector.*

The University of Plymouth is the enterprise university and collaborates in many ways across Devon and Cornwall as part of its commitment to innovation, enterprise and knowledge transfer for the regional economy and local communities. In addition, both the University of Plymouth and the University of Exeter carry out substantial and innovative research. The University of Plymouth is in the Top 40 in the last official RAE. The 'RAE Power Table' highlights that the University of Plymouth is the third highest ranked of all University Alliance members, has the highest increase in rankings (2008 compared to 2001) of any university and is one of only 3 University Alliance members in the top 50. The University of Exeter is also a top ten research led University and has led or been part of many regional initiatives. Both universities have attracted funding to support local business through ECIF funds

Some good examples of HEI regional collaboration are as follows:

**Combined Universities in Cornwall (CUC):** a partnership of 6 universities and colleges that secured funding for the provision of university-level education in Cornwall, for the benefit of local people and businesses. Historically, young people left Cornwall to study (very few returned to live and work in Cornwall) which made it hard for local businesses to recruit skilled, creative young people. CUC addresses this and also provides access for part-time or work-based university-level courses for mature students in Cornwall to enhance their career prospects or pursue their subject interests. CUC also plays a key role in the transformation of Cornwall's economy by creating jobs, increasing the graduate workforce and providing expert support for local businesses and the creation of new businesses as a result of academic research. The University of Exeter is also involved with the SWRDA project to develop an Innovation Centre.

**PRIMaRE and the Marine Academy:** The region has been designated a Low Carbon Area and 'Peninsula Research Institute for Marine Renewable Energy' (PRIMaRE) is an example of the cutting edge research and knowledge and successful collaboration. The University of Exeter, University of Plymouth and SWRDA will be bringing together world-class researchers to provide unparalleled expertise and research capacity to address the wider considerations of all aspects of Marine Renewable Energy. £7.3m has been provided by SWRDA for this project. The research is directly linked to the Wave Hub Marine Energy Farm and will result in innovations and engaging with business.





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**Marine Institute:** The University of Plymouth provides offers world-class teaching and research in a wide spectrum of marine subjects and works closely with its partner institutions, Plymouth Marine Laboratory, the Marine Biological Association, the National Marine Aquarium, the Diving Diseases Research Centre, Flag Officer Sea Training (Hydrography, Meteorology and Oceanography) Group and the Sir Alister Hardy Foundation for Ocean Science.

The Marine Institute was formed to consolidate ongoing marine activities in the Faculty of Science and Technology and the Plymouth Business School into a coherent programme. A number of research groups and centres located in these faculties belong to the University's Marine Institute. The Institute's multidisciplinary Science and Technology Plan will help to offer innovative solutions to the difficult issues facing today's seas and coasts

**Met Office:** The Met Office relocated to Exeter in 2004. In addition to relocating its staff, there was a significant amount of IT infrastructure. The move has benefited the region and resulted in a prestigious and internationally renowned organisation developing strong links in Devon. The University of Exeter has worked closely with the Met Office which has resulted in mutual benefits. A good example of this collaboration is strategic partnership to address issues surrounding the science of climate change. The University hosted 'Climate *change impacts and adaptation: Dangerous rates of change*' which attracted leading global climate scientists to Exeter. This has helped highlight put the city and the region as a centre for world-class climate change research.

The University of Exeter is also investing £7m in climate change research over the next 3 years, the focus will be on climate prediction, adaptation and mitigation, in close liaison with the Met Office Hadley Centre.

**Peninsular Partnership for the Rural Environment (PPRE):** The University of Plymouth, University of Exeter, Duchy College Rural Business School and North Wyke Research have collaborated to create PPRE – a body that through cooperation aims to meet the needs of the rural environment. PPRE draws together the separate research, knowledge and skills to meet the needs of the environment and rural South West communities. Their remit includes socio-economic issues, (including transport and infrastructure), the ageing population, food production, energy generation, waste management, biodiversity and environmental sustainability. PPRE also provides one of the largest work based learning programmes for the land based sector and manages a substantial applied R&D portfolio for regional agriculture and the environment.

**The Peninsula College of Medicine and Dentistry (PCMD):** A unique, innovative example of transformational collaboration (The University of Plymouth, the University of Exeter, and the NHS South West) which has become a paradigm of excellence nationally and internationally. PCMD was set up in 2001 and combines distinct heritages and excellence of both universities. PCMD delivers high quality healthcare by integrating academic excellence with the essential practical skills and experience needed for the doctors and dentists of tomorrow. PCMD provides the NHS with students who will experience practical placements as part of their studies across the peninsula (offering them the chance to identify which area they wish to be based in) as well as providing access to healthcare for some of Devon and Cornwall's socially deprived areas such as Plymouth.

**University Plymouth Colleges (UPC):** is a successful partnership between the University of Plymouth and local colleges to increase access to a vast range of degree courses as well as the opportunity to progress on to other qualifications e.g. from a foundation degree at their local college, a student can, if they wish, move on to the final year of a full honours degree at the University of Plymouth. UPC started in 1989 to improve learning opportunities in the region's



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scattered rural environment. The initial partnership agreement with local colleges and, saw an intake of just 450 students; this grew to 3,000 students by 1996 and now there are more than 10,000 students UPC students. In addition, the University of Plymouth and The University of Exeter have been working with Exeter College to develop bespoke Foundation Degrees with Flybe for both Management and Leadership and Airside Operations.

**Working with Schools:** The University of Plymouth and the University of Exeter work with a range of schools to inspire, motivate and support school children and open their eyes to the potential of a university education. The University of Plymouth has included innovations such as focusing on children where no family member has attended FE or HE (and involving their parents directly) as well as summer schools and the 'Plymouth Undergraduate Shadowing Scheme' which offers students the opportunity to spend a day shadowing undergraduate students.

**Working with Local Businesses:** The University of Plymouth has developed practical support and taken a lead role in embedding entrepreneurship in the community and region. This has included support for 'Knowledge Transfer Partnerships' and the Tamar Science Park which hosts more than 60 businesses. The University also acts as an enabler for local businesses, for example giving access to University research, facilities and expertise and direct support in terms of Enterprise and Entrepreneurship skills. The university has funded and supported strategic developments, provided 'enterprise vouchers' to help businesses and individuals and provides business start up advice, access to opportunities, careers guidance and as part of "Formation Zone" a dedicated pre-incubation space for new creative businesses. Collaboration with local groups has been essential including Plymouth Employment and Skills Board, Plymouth Chamber of Commerce, Business Link, Job Centre Plus, Devon and Cornwall Business Council and Plymouth Manufacturers Group.

The University of Exeter has also set up a task force of students and graduates to work on key projects during the recession which will focus on support for businesses (e.g. marketing, research, cost reduction and process changes). The team will be employed by the University and seconded to clients on simplified contract basis to minimise cost and bureaucracy – there are 'Innovation Awards' to cover up to 30% of the cost of this.

The University of Exeter also has a £10m Innovation Centre which provides flexible units, purpose designed for high-tech businesses undertaking research and development. It has hosted the Devon International Trade Forum and Business Leaders Forum as various networks and ad hoc business events. Business tenants operate within the biosciences, environmental, IT and advanced manufacturing sectors. Tenants receive a support package including flexible lease terms, business advice and fast track access to the University's facilities, expertise, courses, advice and support to help business – student placements and projects, research collaboration, Knowledge Transfer Partnerships, professional development programmes. Like the University of Plymouth's Incubation Zone, the Innovation Centre at the University of Exeter provides a gateway for SMEs to access business advice and networking opportunities. Both initiatives provide access to Business Link on site.

There are plans for a £9m business Innovation Centre at the Tremough campus of the Combined Universities in Cornwall (CUC). Proposals put forward by the South West of England Regional Development Agency (RDA) will create workspace for 64 businesses for over 300 workers though a range of office sizes suitable for both small start-up and larger established companies.

Cornwall Council has recently received approval for an Interreg project which will foster cooperation of peripheral regions that will focus on decentralised multi-university campuses as a key route to transformation and boosting local capital and knowledge but collaborating with



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local and regional authorities and the private sector. It is intended that this approach will be more flexible and responsive to the local development needs and opportunities by providing clusters of competitive, high quality innovation based activities. Ultimately, it is intended that this will create jobs.

## The University of Plymouth and University of Exeter and Sustainability

The South West is a designated low carbon area. The University of Plymouth has been noted as one of the top performing Higher Education Institutions in terms of sustainability and environmental progress. Innovative thinking and practices have resulted in national acknowledgement: Silver Status from 'Universities that Count' (University of Plymouth is in their 'Top Performers' for its climate change work, learning and research work, market place management, water consumption, strategy work and community management work), highly commended in the 'Green Gown Awards', first class in the 2009 University Green League and certified ISO 14001. This is recognition for significant achievements in the last 5 years: a 30% drop in carbon emissions since 2004; 100% of University electricity is from renewable sources; water consumption has been cut by 50%; the University has a sustainable procurement policy and Fair Trade status.

The University of Plymouth is also home of the Centre for Sustainable Transport which advises the Transport Committee of the House of Commons and makes a substantial contribution to environmental and transport policy development.

The University of Exeter is also recognised by 'Universities that Count' as being in the top 5 performers for Strategy, Integration, Community Management and Employee Development. The University of Exeter is developing a Sustainability Institute which aims to link its strong research tradition with partnerships, collaboration and working with and supporting businesses.

6. *If there are any examples of good practice in HEI-regional engagement that you think of special interest, perhaps for inclusion later in a PURE Good Practice Manual, please make a note of them to call to the attention of the CDG.*

Both the University of Plymouth and the University of Exeter has been recognised as significant providers of Knowledge Transfer Partnerships (KTPs) and have additionally supported a range of innovative good practice including leading the bid for Enterprising Britain in the South West. The South West has 7% of all KTPs nationally – these have attracted £5-6M to help businesses innovate and helped more than 70 businesses. The University of Plymouth is ranked 7<sup>th</sup> nationally (based on the number of KTPs) and has 13 current KTPs with regional businesses and local authorities- this represents 20% of all South West region KTPs and the total value of grants attracted: £870,954.

Both The University of Plymouth and the University of Exeter have won funds through the national Economic Challenge Investment Fund (ECIF) to help businesses and individuals at risk due to the recession. The University of Plymouth has awarded more than £400k in education vouchers: by September 2009, £37,150 in vouchers had been awarded to individuals and a further £7,750 was awarded to businesses. For the same period, the University of Plymouth had further assisted 193 individuals and 340 new/existing enterprises.

## Part 2

### 1. What are:

#### 1.1 The main problems and challenges

##### Some of the biggest issues:

- The (physical) Peripherality from the main markets (perceived geographic/economic isolation from other parts of the UK)– distance and time, pollution issues.
- Comparatively poor ICT links to (economic) markets.
- Pockets of deprivation (pockets of higher unemployment), dependence on benefits to supplement incomes and poverty of aspiration.
- Relatively low quality housing standards.
- Ageing population.
- Talent retention for the peninsula (e.g. graduates).
- Low average earnings and income and part time/seasonal employment in some parts of Devon/Cornwall.
- Traffic congestion (affects businesses competitiveness).
- Lack of skills development in some areas - e.g. need for more knowledge creating industries (and employment) such as R&D.
- A reliance on ICT/innovation.
- High degree of dependency in some areas on public sector employment (e.g. Plymouth and Exeter)...contracting public sector and recession/ government spending cut.
- ...Possible risk of highly qualified people migrating away from the region if public sector
- Potential risk (due to public sector jobs) to jobs: implications for aspirations, employability and skills – part of wider ‘social exclusion’ which could potentially hit relatively low income households if unemployment continues to rise.
- Importance of STEM and growth in the priority sectors (e.g. New Industries, New Jobs’) and optimising links with the Regional Development Agency and Universities as part of Knowledge driven economy.
- Low growth of business base (e.g. Devon lost 2% local VAT registered businesses – especially smaller/new businesses) between 1994 and 2003.
- Need for coordinated leadership skills.

##### There are some positive opportunities:

- Strong tradition of self employment: potential for knowledge transfer and knowledge economy , creative industries, increasing support from University of Plymouth for new, small businesses as part of innovation and enterprise agenda – some differences regionally (e.g. Plymouth compared to West Devon).
- Devon is a leading regional location for knowledge based clusters (e.g. marine technologies) and has specialisms in biotechnology, environmental technologies and ICT.
- University of Plymouth and Exeter University committed to innovative research and projects (Marine Centre, PRIMaRE) and support for renewable energy and creative industries.
- Pro-active role of University of Plymouth and UPC in raising aspirations via initiatives with local schools to encourage participation in FE and HE.
- Increasing population – potential for business growth

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- **Strong role of University of Plymouth and Exeter University in terms of research, transfer of knowledge, practical and increasing links with local businesses and potential to attract and retain graduates to the area.**
- **CUC: further development of regional collaborations e.g. the development of Exeter Science Park and developments for the Tamar Science Park.**

## 1.2 *The main development aspirations that are shared by stakeholders in the region?*

*Please consider the full spectrum of civil, economic, social, cultural, and environmental factors, including issues of sustainability, where these apply.*

*In particular, what impact is the current global financial and economic crisis – and the global environmental crisis (global warming etc) - having on your thinking and long-term planning as a region and different stakeholders? What has really altered (or is changing) in your policy planning since one year ago?*

- **To influence local and regional government across borders on a range of issues and in partnerships.**
- **Identify where the real opportunities are given the recession and reduced spending.**
- **More joined up thinking in terms of strategy.**
- **Potential to meet rising third sector activity – possible role for HEIs and more community based initiatives and social enterprise.**
- **Potential to link Growth Points to North Devon and Cornwall: maximise links with HEIs (and their expertise) and complement Science Parks.**
- **Future developments at CUD including the Innovation Centre.**
- **Investments in Low carbon/Sustainable Futures at the University of Exeter and Sustainability at the University of Plymouth.**

## 2. *What are the main changes that are looked for in taking part in PURE:*

### 2.1 *For the region as a whole, and for particular communities and interests within it?*

- **Stronger partnership between HE and local areas, including the local authority – improved understanding of HEI impact in terms of measurable added value.**
- **Improved matching of skills to existing and emerging jobs/sectors.**
- **Increasing the number of graduates remaining within Devon & Cornwall outside the major cities.**
- **Changes/benefits which reduce the impact on the climate (e.g. shorter or reduced need to travel); supporting and promoting the right sectors within Devon and Cornwall – a different perspective on the economy: not just profitability but social, cultural and environmental impact and what this means for Devon and Cornwall.**
- **Helping the creation/maintenance of sustainable economic growth; increasing participation in HE (particularly disadvantaged groups).**
- **Confidence – learning from others, sharing good practice and having the confidence to lead and succeed.**
- **Improved support for social enterprise and the regional green economy.**
- **Improved structures to develop and grow a low carbon economy.**
- **A desire for the project to identify some real and tangible areas for ongoing development.**
- **More and closer working between the Regional Development Agency.**
- **Emphasising the links and cooperative working (between Devon and Cornwall).**

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2.2 *Within and on the part of higher education institutions i.e. sought by the HEIs themselves, and looked for by other stakeholders from HEIs?*

- **Leadership – a mutual, non political coordination and leading a vibrant economy for the region to increase success both in the regional Higher Education Institutions and the wider region itself.**
- **More recognition of the strong role universities have played in the region in terms of economic and knowledge development e.g. CUC in Cornwall.**
- **The Project group needs to decide how to get Devon and Cornwall to see its HEIs as part of the solution in terms of sustainable economic success via transfer of knowledge, skills and research – what practical opportunities exist, what is needed to optimise a knowledge based economy and what the implications of a changing economic and social climate.**
- **How Universities can be more successful: recognising the significant shifts in policy, markets and technology which are driving fundamental changes in higher education so that their products, delivery and organisation are maximise the opportunities for growth, focus, excellence, agility, impacts and viability.**

2.3 *In terms of how regional and local government are managed?*

- **Lack of collaboration with/between local authorities can make things more difficult for employers: where as employers work across boundaries and borders, local authorities may not. This can also have implications for wider opportunities to earn and to learn.**
- **Recognition of the broad economic development role that both the University of Plymouth and the University of Exeter play in the region.**

2.4 *In terms of the role and policies of central government?*

**It sets its own priorities for action and spending. We can, however, help local areas to understand the challenges (through data and analysis) and opportunities. There is a role for regional government to take a strategic overview of the region and its sub-regions to ensure policies join up and have maximum impact.**

3. *What key issues do you wish to discuss with the CDG when it visits your region?*

**Project Group members to confirm**



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## APPENDICES

- Regional Economic Profile: Recession Special, South West England (Issue 7,) April 2009
- Economic Profile: South West Places (Issue 8), October 2009
- Economics Review (Issue 18), November 2009
- Cornwall Council's Economy Monitoring, Monthly Update (October 2009)
- Devon County Council's State of The Devon Economy (September 2008)
- Statistics for Cornish Towns, by Eddie Smith, ONS South West Regional Analyst (September 2009)
- Tourism in the South West of England: Position Update, South West Tourism (May 2009)
- Devon Local Transport Plan 2006 - 2011, Devon County Council (March 2006)
- Devon County Council Climate Change Strategy  
<http://www.devon.gov.uk/index/environmentplanning/climatechange/climate-strategy.htm>
- Plymouth City Council Transport Plan 2006-2011  
<http://www.plymouth.gov.uk/homepage/transportandstreets/transportplanning/proltp.htm>
- 2008 Audit Commission BVPI Data  
<http://www.audit-commission.gov.uk/SiteCollectionDocuments/Downloads/200708bvpidataquartiles190309.xls>
- Cornwall County Council BVPP 2008  
[http://www.cornwall.gov.uk/m\\_pdf/b\\_n\\_Best\\_Value\\_Performance\\_Plan\\_2008\\_09\\_post\\_audit.pdf](http://www.cornwall.gov.uk/m_pdf/b_n_Best_Value_Performance_Plan_2008_09_post_audit.pdf)
- Social Exclusion Unit: Social Exclusion & Transport Report  
[http://www.carplus.org.uk/Resources/pdf/Making\\_the\\_Connections\\_Final\\_Report\\_on\\_Transport\\_and\\_Social\\_Exclusion.pdf](http://www.carplus.org.uk/Resources/pdf/Making_the_Connections_Final_Report_on_Transport_and_Social_Exclusion.pdf)
- Universities That Count 2009 Report  
[http://www.eauc.org.uk/file\\_uploads/utc\\_report\\_final\\_nov09.pdf](http://www.eauc.org.uk/file_uploads/utc_report_final_nov09.pdf)
- PCC Local Economic Strategy  
Exec Summary: [http://www.plymouth.gov.uk/executive\\_summary-4.pdf](http://www.plymouth.gov.uk/executive_summary-4.pdf)  
Developing a Prosperous Economy [http://www.plymouth.gov.uk/prosperous\\_economy.pdf](http://www.plymouth.gov.uk/prosperous_economy.pdf)  
Theme 1- Business: [http://www.plymouth.gov.uk/theme\\_1\\_-\\_business.pdf](http://www.plymouth.gov.uk/theme_1_-_business.pdf)  
Theme 2- Skills: [http://www.plymouth.gov.uk/theme\\_2\\_-\\_skills.pdf](http://www.plymouth.gov.uk/theme_2_-_skills.pdf)  
Theme 3 – Centres: [http://www.plymouth.gov.uk/theme\\_3\\_-\\_centres.pdf](http://www.plymouth.gov.uk/theme_3_-_centres.pdf)  
Theme 4 - Participation: [http://www.plymouth.gov.uk/theme\\_4\\_-\\_participation.pdf](http://www.plymouth.gov.uk/theme_4_-_participation.pdf)



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Theme 5 - Leadership: [http://www.plymouth.gov.uk/theme\\_5\\_-\\_leadership.pdf](http://www.plymouth.gov.uk/theme_5_-_leadership.pdf)

Appendix: <http://www.plymouth.gov.uk/appendices-2.pdf>

- SWRDA Economic Strategy

<http://download.southwestrda.org.uk/file.asp?File=/res/general/RES2006-2015.pdf>

- GOSW Regional transport strategy

<http://www.gos.gov.uk/497666/docs/164775/532026/RSS>

- University of Plymouth Enterprise Solutions website:

<http://www.plymouth.ac.uk/enterprisesolutions>

- Exeter city council quarterly economic trend reports

<http://www.exeter.gov.uk/index.aspx?articleid=994>

- The South West Regional Development Agency has published its October report with a comprehensive economic analysis of the SW; for more information, visit: <http://download.southwestrda.org.uk/file.asp?File=/other/quarterly-economic-reports/REP-8-Oct-09.pdf>
- The South West Observatory has also published its September 2009 Economics Monitor with key economic trends including GDP, employment and inflation; for more information, visit: <http://economy.swo.org.uk/publications/economics-monitor/>
- The Economic & Social Research Council has recently published a report on Britain in Recession; for more information, visit: <http://www.esrcsocietytoday.ac.uk/ESRCInfoCentre/PO/releases/2009/september/recessionbritain.aspx>
- Agents summary of business conditions- a monthly publication compiled by the Bank of England's agents providing information on the state of business conditions from companies across all sectors of the economy; for more information, visit: <http://www.bankofengland.co.uk/publications/agentssummary/agsum09sep.pdf>
- To monitor the recession closely, the Exeter Economy and Tourism unit publishes on a monthly basis an Exeter-focused Key Facts update. It provides data on unemployment, vacancies & employment, Citizens Advice Bureau data, Mortgage and Landlord Possession/ Company winding up & Bankruptcy petition as well as Land Registry Housing statistics.

For more information on this, visit:

<http://www.exeter.gov.uk/index.aspx?articleid=9019>

University of Exeter CR website and links

<http://www.exeter.ac.uk/about/vision/cr/>