

<p>Approved: Signed _____ Date _____</p>

**Minutes of the Multi Area Agreement Board meeting
 Held on 23 February 2009 (15h00) at Dorset Business**

Board Members:		
Gordon Page (Chairman)	Independent	GP
Ray Bulpit	Southwell Business Park	RB
Angus Campbell	Dorset County Council	AC
Richard Dimpleby	Independent	RD
Alan Griffiths	Christchurch Borough Council	AG
Peter Henness	Sunseeker	PH
Stephen MacLoughlin	Bournemouth Borough Council	SML
Ron Parker	Borough of Poole	RP
Nick Petford	Bournemouth University	NP
Attending:		
Matt Beaumont	Dorset Business	MB
Jim Bright	Borough of Poole	JB
Pam Donnellan	Bournemouth Borough Council	PD
Don Gobbett	Dorset County Council	DG
Louise Harper (Minute Taker)	Dorset Business	LH
David Jenkins	Dorset County Council	DJ
Peter Wheelhouse	Borough of Poole	PW
Tony Williams	Bournemouth Borough Council	TW
Richard Sheard	Government Office SW	RS
Guests:		
Mark Hepworth	Geoeconomics	MH
Peter Speroni	Dorset County Council	PS
Tim Westwood	Dorset County Council	TW
Apologies:		
Tony Bray	SW RDA	TB
Brian Leverett	Borough of Poole	BL
John McBride	Borough of Poole	JMB
Peter Scott	Dorset Business	PS
Absent:		
John Butterworth	FJB Hotels	JB

Note:

- Multi Area Agreement will be shown as MAA throughout the minutes
- Theme Groups will be shown as TGp(s) throughout the minutes
- Programme Group will be shown as PGp throughout the minutes
- Employment and Skills Board will be shown as ESB

Item	Description	ACTION
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1.	<u>Apologies</u>	
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GP welcomed Board members, observers and guests. Apologies were received and accepted. It was noted that Ron Parker was deputising for Brian Leverrett.

2.	<u>Approve minutes of last meeting & review actions</u>	
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The minutes of the last meeting dated 24 October 2008 were agreed by the Board as a true and accurate record of that meeting.

Matters arising from meeting 24/10/08

- Item 4 (MB) confirmed that individual MAA Board members, had not yet been allocated an 'oversight' role for a theme programme. The Chair requested that details of theme membership/responsibilities be circulated for Board members to consider which specific theme area they would like to support.

Action: (MB) continue to progress

(MB)

Ray Bulpit and Peter Henness arrived 15h07

- Item 4 (GP) Noted that the Board required further members and that this would be discussed further within the current meeting. The Chair made special reference to the death of David Woodhouse. He emphasised the tremendous impact Mr Woodhouse had made in his short time on the Board and his huge influence in the community. He will be sadly missed.

- Item 5.1.1 (Skills) (GP) noted the continued interest in training case studies being made available to the Board.

Action: (MB) to approach LSC and Business Link for cases (MB)

- Item 5.2.1(Transport) (MB) noted that the theme group was having difficulty enlisting members who could support discussions relating to telecommunication 'connectivity' (broadband etc...). This would be monitored and might be addressed differently by transferring the work area to the 'business growth' theme.

Action: (MB) will review the Transport theme action plan with the Chair and link officer in March (MB)

- Item 5.3.1 (Environment) Noted that due to the redeployment of Aaron Spicer within Mark & Spencer's the theme group currently was without a Chair.

Action: Tony Williams (TW) to find a replacement Chair for the group (TW)

3. Programme Manager- Report

(MB) presented his report to the Board.

(MB) proposed the creation of a 'Business Growth' TGp, with Peter Scott, Chief Executive of Dorset Business as Chair. Core membership would include the Economic Development Managers of all nine local authority partners and representatives from Business Link and SWRDA .Dorset County Council would take lead responsibility for the theme.

Agreed: the formation of the Business Growth theme group and asked that more private sector representatives be approached to join the Group.

(MB) highlighted his belief that the MAA lacked an obvious connection with the Olympics and that this was needed to maximise economic development opportunities prior to Summer 2012.

(AC) said the Olympic legacy efforts were spread across a number of organisations/groupings. He felt there was a need to reconnect 'business' and the conurbation to the effort and that he would support an identifiable project that linked the Olympics to the MAA programme.

(RB) drew attention to the work being done by BT to provide very high capacity digital communications for the sailing event. It was hoped that this infrastructure could be utilised to extend broadband in Weymouth/Portland and potentially into West Dorset. He drew attention to work of a similar nature in Cornwall called 'Act Now' that should be investigated. (AC) and (GP) noted the need to clearly understand demand loads for broadband. (RP) thought the MAA needed to promote transport schemes within the RFAI structure and suggested using Bristol as a model of how to lobby successfully. (RS) suggested that 'Act Now' had been EU funded and offered help from GOSW to gain a better understanding of the 'Act Now' programme .

Action: (MB) To seek projects in which the MAA can become better aligned to the Olympic programme. (MB)

Action: (RS) To supply further details of the 'Act Now' scheme (RS)

(MB) highlighted the report recommendation relating to those partners, whose staffs are engaged in significant work towards the goals of the MAA, needing to have such work recognised and assessed against their annual staff performance appraisals. The Board supported this recommendation. (GP) commented that there was a need to also get the theme group's making faster progress and to be less burdened by process related as opposed to performance related activity.

Action: (MB) to notify partners of the Boards support for recognition of MAA related work in annual staff performance appraisals (MB)

4. **Skills Theme Group- Transition to Employment and Skills Group**

(PW) outlined the planned transition of the Skills TGp into a more formal 'Employment and Skills Board (ESB). (PW) explained this was a something the Board had approved previously and emphasised three benefits;

1. Employers get a greater chance to influence the correct type and quantity of skills required
2. Aligned delivery with the 'skills strategy'
3. Get some publicity focus on the work of the sub-region

The Board raised the question of how the ESB would deal effectively with the downturn on the economy. (RB) particularly stressed the need to ensure that the newly unemployed were assisted to train and stay motivated. (PW) explained that the Group Terms of Reference specifically identified the importance of supporting employment support during this economic downturn and that measures were already in place to address this through working closely with Business link and Job centre Plus.

(PW) proposed that a candidate from the private sector be identified to chair the Group but that an interim Chair might be found to support the Group's establishment in the short-term. Efforts were being made to identify a project co-ordinator to drive the establishment forward.(SML) enquired about the strategy in the future. The Board were reminded that the Skills Group were waiting for the Geo-economics report to help guide and formulate their strategies but the key objective were to; have simplified offers to the private sector, better communication and simplified delivery

(RD) questioned the level of on-going involvement with post 19 skills delivery and funding after the closing of the LSC. He said a vacuum was likely to occur and that a strategy would be needed to ensure that the sub-region extracted its fair share of resources.

The Board stressed the importance of working with the Chair to find the correct representation for the ESB including a private sector Chair. (NP) asked who decided the sectors that would be impacted by the work of the ESB. (GP) stated that this was the work of the MAA Board. He also advised that the structure of the ESB must have increased representation from the private sector

Agreed: to endorse the principles of the ESB draft Terms of Reference and the provision of a project co-ordinator to support its development.

5. Geo Economic Consultation Progress Report

Mark Hepworth arrived to present to the Board at 15h57

Dr Hepworth thanked the Board for the opportunity to present the findings of his study. He suggested that the sub-region needed a 'new engine' to drive growth and to support clarity and purpose in the MAA. A slide presentation was made.

MH concluded that the MAA should adopt a 'green economy' to provide a unifying vision and strategic framework for the area. , He noted that this strategy would apply principles and values that were already being pursued. He felt that the 'gearing' to make this transition was already in place. Key recommendations were;

1. To adopt a 'green economy' as a vision
2. Use the 2012 Olympics as a milestone to spur immediate action
3. 'Market' the MAA as a catalyst (proposed hosting a major 'green' conference)
4. Provide resources

(SML) suggested the need was to market the area rather than the MAA. MH agreed that the MAA is a 'marker' and what would be promoted was in fact the area and the 'green economy' idea. (PD) questioned how you deliver results by 2012 in a recession. (MH) responded that the need was to build on existing, obvious strengths in the area and to 're-badge' the sub-region and that ,with our assets and combined efforts , the MAA could bring about great success. (NP) noted that the 'green economy' was not about retrenching to a subsistence economy but was about using an environmental imperative to drive growth.

(GP) Identified that there was interest within the Board to see the final report and to encourage further debate. He thanked MH for his work. The Board were advised that the Chief Executives of the strategic local authorities would be debating the report in early April

Action: (MB) to circulate the Geoeconomics report, for comment.

(MB)

Mark Hepworth left the meeting at 16h27

6. **MAA Communication Plan**

(MB) identified the key elements of the draft plan for comment.

This included:

1. Submissions from three design teams for a new MAA branding logo that had been short-listed by a judging panel.
2. A request to allow the Programme Manager support from the strategic Local Authority partners 'communications' staff when their expertise was required (rotating annually between partners)

(SML) asked whether or not the Board was governed by the procedures of the Freedom of Information Act. (DJ) responded that the Local Authority partners were the bodies to which a request for information under the legislation regarding the MAA should be addressed.(GP) expressed some concern about this and said he would seek further advice. Following some discussion regarding the MAA branding the Board recognised the need to differentiate the MAA from the other activities of the partners and agreed to allow the existing judging panel to select a winning design team.

Approved: consulting support for the MAA from the strategic Local Authorities 'communications' staff when required. Borough of Poole would provide the support in 2009, Bournemouth in 2010 and Dorset County in 2011.

Approved: the MAA Communication Plan

Action: (MB) to re-convene the 'logo' judging panel, select a winning design team and apply the new identification to MAA communications

(MB)

Action: (MB) to discuss support requirements with the management of the strategic Local Authority 'communications' teams

(MB)

7. **Board Membership**

The Board currently has four private sector representatives, It would like this number increased. The Board discussed a number of possible candidates to fill vacancies. Agreement was reached that three candidates would be approached by (GP) to join the Board. The nominees are; Richard Dyke, Terry O'Rourke and Tony Brown.

Action: (GP) meet with nominees and report back status

(GP)

The Board agreed to wait till its complement had been increased before choosing a Vice Chair. Members were also alerted to the request to supply the Programme Manager with the names of their deputies should they be unable to attend a meeting.

Action: (Board members) to advise name of their ‘deputy’ for Board meetings

(ALL)

8. Joint Traffic Control Centre -Presentation

Peter Speroni and Tim Westwood from DCC arrived to present to the Board at 16h47

PS explained there are four highway authorities managing the sub-region. There are specific MAA targets relating to traffic congestion (NI167) and there also are statutory obligations including those relating to the Olympics which require efficient and reliable managing of traffic flows . The advantages of a joint Traffic Control Centre for the whole of Dorset were detailed. It was suggested that the centre could be built within the control centre to be constructed to manage the Twin Sails bridge project. (PS) advised the cost was estimated at £3m over 2 financial years. Dorset County Council already has a financial provision agreed for this work. The Centre would be expected to complete before 2012. It was identified that the proposed ‘Intelligent Traffic Management System’ would also be able to communicate with the Southampton /Hampshire system (ROMANCE)

Agreed: To support the further development of the joint traffic control centre concept. The Board requested that updates on progress be reported at a future date as appropriate.

9. Any Other Business

1. Regional Funding Advice: SML questioned whether the MAA should have more input with regard to the RFA. (RP) advised that Poole Council had made representations to bring proposed timeframes forward.(NP) urged the MAA to ‘shout louder’ to

secure a greater share of the available funds. .

Agreed: The Board endorsed the Local Authorities responses to the draft RFA 2

2. Homes and Communities Agency: SML wanted the Board to be aware that the HCA was embarking on its programme to engage with interested groupings to agree a strategic investment plan for housing.

Action: (DJ) offered to assist in liaising with the HCA (DJ)

3. BDPEP Residual Funds: (GP) advised that the now defunct Economic Partnership had residual funds totalling about £46K. held on account .

Action: (GP) To investigate how the residual funds could be disbursed and to report back to the Board (GP)

END

Dates Of Future Meetings: (all venues to be confirmed)

10h00 on 21/05/09 Dorset Business
15h30 on 02/09/09 Dorset County Council
15h30 on 25/11/09 Dorset Business