

**Minutes of the Multi Area Agreement Board meeting  
Held on 25 November 2009 (15h30)  
At the Premier Inn, Westover Road, Bournemouth**

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

<b>Board Members:</b>		
Nick Petford	Vice Chair-Bournemouth University	NP
Richard Dimbleby	Self Employed Independent	RD
Stephen MacLoughlin	Bournemouth Borough Council	SML
John McBride	Borough of Poole	JMB
Alan Griffiths	Christchurch Borough Council	AG
Ray Bulpit	Southwell Business Park	RB
Terence O'Rourke	Governor, AUCB	TO'R
Brian Leverett	Borough of Poole	BL
<b>Attending:</b>		
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
Tony Williams	Bournemouth Borough Council	TW
David Jenkins	Dorset County Council	DJ
David Luckhurst	Government Office South West	DL
<b>Guests:</b>		
Sarah Ward	West Dorset District Council	SW
<b>Apologies:</b>		
Angus Campbell	Dorset County Council	AC
Tony Bray	SWRDA	TB
Gordon Page	Chairman - Hamworthy plc	GP
Peter Henness	Finance Director Sunseeker Int.	PH
Tony Brown	Chief Exec, Beales plc	TB
<b>Absent:</b>		
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

<b>Item</b>	<b>Description</b>	<b>ACTION</b>
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1. **Apologies**

Vice Chairperson, Nick Petford introduced and welcomed Sarah Ward from WDDC as a guest to the MAA Board meeting. NP acknowledged apologies from Gordon Page, Tony Bray, Tony Brown, Angus Campbell and Peter Henness. John Butterworth was absent from the meeting.

2. **Approve minutes of last meeting 02/09/09**

The minutes of the last meeting dated 02/09/09 were unanimously agreed by the Board as a true and accurate record of that meeting, and were signed off by Nick Petford.

	<b><u>Matters arising from meeting 21/05/09</u></b>	<b>Comment:</b>
<b>2.1 Item 3a</b>	WMAP logo (Wessex Multi Area Partnership) and document templates are available from MB for viewing. No 'strap line' attaching to the logo is planned at this stage.	<b>Approved (no strap line at this stage)</b>
<b>2.2 Item 3c</b>	Meetings scheduled quarterly between MB and 2012 legacy Manager to encourage communications and useful engagement. The Legacy Manager has expressed his desire to establish contacts with Bournemouth BC similar to those he enjoys with Borough of Poole.	<b>Noted</b>
<b>2.3 Item 3d</b>	NP/GP and MB met on the 5 <sup>th</sup> of October 09 to discuss lobbying priorities and agreed to prioritise a project to expand the broadband connectivity. GP to target major business, NP to encourage Bournemouth University (BU) and the Arts Institute (AUCB), while MB to focus on MP's.	<b>Noted</b>
<b>2.4 Item 5</b>	The PGp and skills TGp's have supported the retention of Belinda Payne as project manager for the ESB establishment project. Services are to be procured by Borough of Poole.	<b>Noted</b>

### **3. Programme Managers Report**

- 3.1 The Board were asked to approve John McBride as the new Chair for the PGp. JMc accepted the role and the Board championed the move.
- 3.2 MB noted the risk of the impact of the recession on the programme and constrained public sector budgets, reducing aspirations. He urged the Board to focus on the efficiency savings, possible through the MAA partnership sharing resources.  
NP advised that Bournemouth University (BU) were to invest a substantial amount in to a 'knowledge centre' based on Green Knowledge Economy framework. BU would be progressing immediately a project to map the environmental goods and services sector. NP urged all partners to identify and commit resources to the MAA programme.
- 3.3 MB emphasised the 'risk' of time delay as a result of the local authority elected members, need to approve any significant programme review. DJ (for DCC) responded that the elected members of the local authorities were well briefed on MAA matters and would not unnecessarily delay approval process when needed. The comment was supported by JMc (for BoP) and PD (for BBC)
- 3.4 The Board were updated on the efforts to secure a BT secondee post. A potential candidate has been interviewed and it is hoped that he will start in the New Year. MB highlighted that he will be based in the Dorset Business office and will take on the role of Link Officer for the Environment TGp and new project management resource for the PGp.
- 3.5 A 'draft action plan' second report from Geo-economics has been received, MB welcomed feedback from the Board.

### **4. Dorset University Partnership- David Jenkins**

- 4.1 DJ presented a briefing paper to the Board that sought Board support for a proposal bid for funding to provide 500 additional higher education places and offer a range of courses, including part-time and work based study for young people wishing to complete a degree, mature students, and those in employment who want to improve their skill set. The bid is supported by a

partnership with the University of West of England.(UWE) NP as acting Chair, declared his interest in this matter as representative of Bournemouth University on the Board. NP advised he felt unable to support the recommendation due to his belief that it would not be funded by HEFCE, there were issues with the proposed delivery model and because partnering with UWE was not appropriate given BU's MAA partnership role and as a Dorset university. GOSW also expressed concern that Bournemouth University were not part of the partnership.

- 4.2** The Board expressed a mix of views. DJ defended the recommendation on grounds of being an opportunity that should not be missed. That it also add links to the MAA skills agenda and noted that it was only after BU had been approached, and having declined to engage in discussions, that action had led to partnership with UWE.
- 4.3** TB (email) noted SWRDA support for the principle of enhanced higher education spaces but acknowledged shortage of funding and HEFCE preference for Dorset partners developing approach in partnership with Somerset.
- 4.4** Overall the Board supported the recommended endorsement of the Dorset University partnership proposal for the New University Challenge but also wanted to encourage engagement between the DUP and the Somerset/Bournemouth University bid so as to ensure the best overall use of resources for the people of Dorset.DJ and NP asked to consider how this further discussion /cooperation might be advanced.

**Action: MB to prepare a letter from the MAA to support DUP bid( Mid December)**

**(MB)**

**Action: NP and DJ to meet and discuss possible cooperation to ensure best overall use of resources for Dorset.**

**(NP/DJ)**

## **5. Employment and Skills Board Project**

- 5.1** (MB) presented to the Board options for a structure of governance for the soon to be established, Employment and Skills (ES) Board. One option was to create a distinct, free-standing Board. The other option was to maximise the investment already made in supporting the MAA Board, speed

establishment of the ES Board and accommodate the stated desire of the MAA partners that the ES Board be subordinate to the MAA Board. After some discussion the Board approved the establishment model as a 'sub committee' of the exiting MAA Board, on condition that a representation recognising whole county geography/ SME and small and medium sized enterprises have opportunity for representation. The structure is for a trial period reviewable after 6 to 12 months. And as yet to be determined, the number of MAA Board members, also to sit on the ES Board.

- 5.2 BL suggested engagement of FSB in the ES Board. SML commented that need for private sector funding contributions be considered more fully. RB urged that modelling ESB on already established /working Boards so as to avoid unnecessary work.
- 5.3 The Board recorded that a simple absorption of the ESB roles and responsibilities into those of the existing MAA Board was not appropriate.

**Action: LH to copy Board minutes giving establishment guidance to Belinda Payne and to the Skills and Employment TGp.**

**(LH)**

*16.30 John McBride left the meeting*

## **6. Housing Theme- Sarah Ward**

- 6.1 (SW) introduced the Strategic Housing Action and Delivery plan asking the Board to provide comment.

SW explained that the MAA 'Delivery Plan' was aspirational and economic development focused, and noted that the MAA content is a sub-set of wider theme group concerns also with the sub-regions LAA (LSP) goals. SW advised that a theme group project for the MAA programme was emerging from recent work done by Geo-economics.(housing retrofit/ green procurement, green skills training)

- 6.2 TO advised that while he was supportive of the plan, overall it needed to be recognised that there are significant implications /difficulties in progressing these activities particularly in terms of local authority planning.

- 6.3 RB wanted an opportunity to better understand the delivery plan content and SW offered to meet with him to discuss/clarify.
- 6.4 SML acknowledged the work done to get to this stage and the fact that this is a sub-regional plan as a notable achievement.
- 6.5 The Board supported progressing the plan.

**Action: SW and RB to meet for better clarification.**

**(SW)**

- 6.6 SW presented the work to date, done within the HCA 'single conversation' to select priority projects for the 'Local Investment Plan'. (LIP)

SW explained the scoring process and advised that the priority order would be finalised sometime before end of January 2010' with an end March target for signing by HCA and LA's. She noted the final approval of this work would be made by elected local authority councils and therefore comment only, was requested from the Board.

- 6.7 AG noted that this was an emerging process which would require further finessing to avoid in particular not being overly 'urban-centric'. He noted that although progress has been made there are concerns that HCA might not engage with development led 'affordable housing', which could impact LAA targets. There is also concern that small, yet to emerge projects might be picked up by the LIP as it progresses.
- 6.8 DJ expressed broad comfort with the progress to date and encouraged the sub-region to speak with one voice.
- 6.9 SML proposed a general endorsement of the methodology used to get the negotiations to this stage. The Board gave this proposal their support.

**Action: SW to prepare and circulate proposals to the Board.**

**(SW)**

7. **Green Knowledge Economy: Geo-economics Report**  
The Board were asked to consider and approve the content and recommendations of the Geo-economics 'Action Plan' report of October 2009.

- 7.1** The Board discussed whether the Green Knowledge Economy (GKE) concept framework was an acceptable ‘direction of travel’ for the MAA. The Board confirmed this was an accepted approach. NP, noting that other areas (eg York and Durham) were also adopting similar ‘branding’ for their partnerships urged we move with some urgency to protect our lead advantage.  
RB commented that the latest Geo-economics report it was too utopian in concept and wondered what the sub-region BDP was being compared to.
- 7.2** TW noted that the current programme content is derived from ‘bottom-up’ approach while GKE gives a ‘top down’ strategic view and conceptual structure on which to build. He suggested that GKE makes this MAA ‘stand-out’. BL urged the Board to take a balanced view between the desirable and the deliverable. Flexibility is needed.  
DG advised that there is still a piece of work to complete, which will identify what is already in progress and what resources are needed. It will also include what can be dropped as ‘impossible’. In doing this he said we may need to look wider than what is in the report from Geo-economics.
- 7.3** NP advised that Bournemouth University were ready to commit funds (£100K) to progressing the GKE concept and would commence the ‘mapping of the environmental goods and services sector’ project from January 2010. He urged urgency and distributed leaflets from Yorkshire and Durham that promoted a similar ‘green knowledge’ agenda.
- 7.4** SMC noted the need for ‘pump-priming’ money to provide resources to build project clarity.
- 7.5** RB urged that ‘good news’ stories and information be linked to a small conference that would also highlight comparisons with other national programmes. NP suggested that this could be incorporated into a ‘road-show’ that BU would promote in the New Year. Ambassadors’ group drawing support from the private sector would also promote the concept.
- 7.6** TW noted that the Board had approved the ‘direction of travel’ detailed by the Geo-economics report (October 2009) and urged that further work now be progressed to integrate legacy and new projects into a single programme.

**Action: (MB) to progress a revision of the Programme for approval by the Programme Group and Board.**

**(MB)**

**8. Any Other Business**

NP raised the absence of John Butterworth from all 2009 MAA Board meetings and urged that the Board move to nominate a replacement.

MB advised that a suitable candidate would ideally address the gender imbalance of the Board, represent the rural (West/North) areas and have expertise in the skills/training area.

**Action: (MB) to discuss replacement with GP**

**(MB)**

**Action: (MB/GP) to bring candidate nominations to Board at next meeting**

**(MB/GP)**

**Dates Of Future Meetings:**

**2010 MAA Board meeting dates:**

10 February 2010 (10h00 - 12h00) - Premier Inn, Bournemouth

26 May 2010 ( 15h00- 17h00) - TBA

08 September 2010 (15h00- 17h00) - TBA

24 November 2010 (10h00 - 12h00) - TBA

17h30 END