

## **BATH AND NORTH EAST SOMERSET**

### **ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL**

Thursday, 13th March, 2014

**Present:-** Councillors Robin Moss (Chair), Cherry Beath (Vice-Chair), Patrick Anketell-Jones, Brian Simmons, Andrew Furse, Geoff Ward, Dave Laming and David Martin

#### **62 WELCOME AND INTRODUCTIONS**

The Chairman welcomed everyone to the meeting.

#### **63 EMERGENCY EVACUATION PROCEDURE**

The Chairman drew attention to the emergency evacuation procedure.

#### **64 APOLOGIES FOR ABSENCE AND SUBSTITUTIONS**

Councillor Ben Stevens (Cabinet Member for Sustainable Development) sent his apologies for this meeting.

#### **65 DECLARATIONS OF INTEREST**

There were none.

#### **66 TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIRMAN**

The Chairman informed the meeting that, not so long ago, he circulated an email to the rest of the Panel informing them that he would allow a discussion on River Safety. A reason for having River Safety under Urgent Business was due to the tragic incident that happened a few weeks ago, where a young man drowned in the river. The Chairman also said that Councillor Dave Laming had informed him about an incident that happened over the weekend, where a young girl and her father fell in, and, fortunately, they managed to get themselves out of the river.

The Chairman reminded the meeting that the Panel had received a report and presentation in November 2011 about the River Safety, which included a focus on a need for safety ropes on the side of the river and repairs needed on safety ladders coming out of the river. The report from November 2011 suggested that the safety ladders needed to be painted clearly so the public who would fall in the river could see them.

The Chairman expressed his concerns that those safety measures, as suggested in the report and presentation on November 2011, did not appear to have been put into place.

The Chairman suggested that the Panel should receive a report, from the relevant Cabinet Member and officers, on what had happened in regard of implementation of the safety measures recommended in November 2011 report.

The Chairman requested that the report should have detailed information on how decisions/recommendations from the November 2011 report had been put into action, and if they had not been put in action, the reason for that.

Councillor David Dixon, Cabinet Member for Neighbourhoods, commented that the Council has been working with the police, the fire service, the Environment Agency and the Canal and River Trust on a list of work that has to be done, and the next meeting between the Council and all of these agencies is scheduled for 24<sup>th</sup> March. Councillor Dixon said that he could not reveal all information at this point due to on-going investigation. Councillor Dixon also said that he would be quite keen to share findings of that meeting on 24<sup>th</sup> March and also an action plan. Councillor Dixon concluded by saying that the Panel should understand that the role of the Council was to bring all agencies together for multi-agency discussion on the River Safety.

The Chairman requested that findings of that meeting on 24<sup>th</sup> March be circulated to the Panel as soon as possible and also to be included in the report for May 2014 meeting of the Panel. The Chairman also suggested that relevant partners from the Responsible Authorities should be invited at the next meeting and participate in questions and answers session. The Chairman also requested that Councillor Dave Laming be included in those multi-agency discussions, in his capacity as Member Champion for the River and also as Member of this Panel. The Chairman added that Councillor Laming has had many years of operational experience around the river and that he would feel comfortable if Councillor Laming would be invited and involved in those discussions.

Members of the Panel welcomed requests made by the Chairman.

Councillor Laming said that he could not see, or find, evidence that any of the recommendations from the November 2011 report had been carried out.

The Chairman concluded this matter by asking the Panel to agree with his recommendations, as above. The Panel unanimously agreed.

It was **RESOLVED** to:

- 1) Invite all of the relevant Responsible Authorities to come along at the next meeting and participate in questions and answers session;
- 2) Request that an action plan, as soon as it is available, be circulated to all Panel Members;
- 3) Receive a report for May meeting of the Panel which should include an action plan from November 2011 report showing timescales, responsibilities and financial accountabilities;

- 4) Strongly advise that Councillor Dave Laming should be included in the operational group that would be looking into the progress on the River Safety, as Member Champion for The River and also as a Member of this Panel.

**67 ITEMS FROM THE PUBLIC OR COUNCILLORS - TO RECEIVE DEPUTATIONS, STATEMENTS, PETITIONS OR QUESTIONS RELATING TO THE BUSINESS OF THIS MEETING**

The Chairman informed the Panel that two speakers had registered to speak at the meeting.

Nicolette Boater would address the Panel just before 'B&NES Economic Strategy Review: Update Report'.

The Chairman invited Susan Charles to address the Panel at this point.

Susan Charles informed the Panel that she and the Chairman of the Panel had visited Keynsham Leisure Centre in regards of (quote) 'the lack of specified disabled parking for users of the Keynsham Leisure Centre, which was removed in 2007 and with no suitable alternative being offered' (quote finished).

The Chairman confirmed that he had visited the site in question. The Chairman said that, following a visit, he could not understand why no suitable alternative had been offered to the public.

Councillor David Dixon reminded the Panel that this was an officer decision, and it would not be appropriate for Members of the Panel to influence decisions made at that level.

The Chairman commented that this was also an issue concerning the Council's legal obligation to facilitate access to public buildings, which was a matter for scrutiny.

The Panel felt that the best way forward would be to pay a site visit to the Keynsham Leisure Centre and investigate specified disabled parking spaces for users of the centre.

The Panel also agreed to have the next meeting in Keynsham in order to accommodate a site visit just before the meeting.

It was **RESOLVED** to:

- 1) Set a site visit to Keynsham Leisure Centre in order to investigate specified disabled parking spaces for users of the centre.
- 2) Set the site visit time at 1pm (exact meeting place to be communicated to all invitees).
- 3) Invite the whole Panel, Councillor David Dixon (Cabinet Member for Neighbourhoods), relevant officers (including Matthew Smith – Divisional

Director for Environmental Services), Susan Charles and Jenny Shrubsall for the site visit.

- 4) Start the next meeting of the Panel right after the site visit, at around 1.30pm, with the meeting venue somewhere in Keynsham.
- 5) Instruct Democratic Services Officer to look for alternative date of the meeting considering that European Elections were set for 22<sup>nd</sup> May 2014.

## **68 MINUTES**

The Panel confirmed the minutes of the previous meeting as a true record and they were duly signed by the Chairman.

## **69 CABINET MEMBERS' UPDATES (10 MINUTES)**

The Chairman informed the meeting that the Panel received written updates from Councillor Ben Stevens (Cabinet Member for Sustainable Development) and Councillor David Dixon (Cabinet Member for Neighbourhoods).

*Both updates are attached to these minutes.*

Councillor Beath said that the Big Belly bins had been seen by some to not give the message about the importance of recycling, however she was aware that these bins enabled less waste going into Land Fill, and asked Cllr Dixon to outline the recycling process..

Councillor Dixon replied that all of the waste goes to the mechanical biological treatment plant in Avounmouth, out of which only 5% of goes to the landfill. Councillor Dixon added that Wi-Fi connection points would be included in thirty (30) new bins.

Councillor Beath asked about visual feedback from the public on Big Belly bins.

Councillor Dixon responded that there had been a lot less litter since Big Belly bins were in use.

Councillor Furse praised Councillor Dixon with Capital programme initiatives/projects and asked if the Council would have officers in place to drive these schemes.

Councillor Dixon replied that the Council would have officers in place for all of these schemes. Councillor Dixon also said that he would prefer to invest more into these projects, for example new facilities for skaters, rather than spending money on project management.

Councillor Ward felt that Big Belly bins become filthy after some use and asked about the cleaning process for the bins. Councillor Ward also said that food recycling in the city centre was a massive problem, mainly from traders.

Councillor Dixon responded that the bins were looked after and officers were using anti-bacterial wipes to wipe the top and inside of bins. Councillor Dixon also said

that the Council would be rolling out food waste recycling at recycling centres and also rolling out food waste to trade operators.

The Panel, along with Councillor David Dixon, thanked Sue Dicks for her huge contribution as Community Safety Manager over the past five years, and the support she has given to this Panel in particular. Sue would be leaving the Council at the end of April, having successfully managed our partnership during a period of huge change, including the introduction of PCCs and Government funding reductions. Sue Dicks would leave behind a robust framework of partnership working which “mainstreams” community safety across all our services and partners as well as a long list of projects which would continue to benefit local people.

### **Cabinet Member updates**

#### **70 AVON AND SOMERSET POLICE - NEW OPERATING MODEL (20 MINUTES)**

The Chairman invited Chief Superintendent Geoff Spicer to introduce the report.

The Panel made the following points:

Members of the Panel welcomed the report and also an assurance that numbers of officers on streets would not reduce as initially thought. The Panel also praised an initiative for a new custody suite.

Members of the Panel suggested that this message from the Police should be communicated to the public by means of road shows or some sort of contributors/stakeholders open sessions. The public would be worried with closures of two stations (Manvers Street and Radstock) and they would need to get a proper explanation why this would be happening and what the new arrangements would be.

Members of the Panel felt that there would be a need for some sort of parking for Police Officers, and also some sort of changing facilities close to the city centre.

The Panel questioned an idea of using Council’s ‘One Stop Shop’ as a possible replacement for Manvers Street station, especially because the ‘One Stop Shop’ is closed at 5pm on workdays (4.30pm on Fridays). The Panel also asked if the Keynsham Police Station would stay open.

Chief Superintendent Geoff Spicer responded that the Manvers Street Station had not been open 24hours a day for some time now and that the Keynsham Police Station had been closed for 18 months.

The Panel commented that the public would want an increase in police presence on streets once the Manvers Street Station is closed.

Peter Duppa-Miller addressed the Panel as the Secretary of the B&NES Local Councils Association and as the Chairman of the Radstock Sector Police and Parishes Forum.

Peter Duppa-Miller said that, following on from the requirements of the Crime and Disorder Act 1998, the Town and Parish Councils in North East Somerset were most willing and eager to support the new Operating Model in any and every way that they could.

The intention to align the new Operating Model with the emerging “Connecting Communities” programme was very warmly welcomed.

The Chairman said that this report would start a number of conversations. The Chairman fully understood the re-evaluation of resources although the main discussions would be around new custody suites and also on closures of two stations – Manvers Street and Radstock.

It was **RESOLVED** to note the report and to receive a further update at one of the future meetings and also to organise an additional Panel meeting if the level of public concern made it appropriate.

## **71 HERITAGE SERVICES MUSEUMS' VISITORS 2013 (20 MINUTES)**

The Chairman invited Stephen Bird (Head of Heritage Services) to give a presentation to the Panel.

Stephen Bird highlighted the following points in his presentation:

- Fashion Museum
- Victoria Art Gallery
- Roman Baths performance in 2013
- Graph showing Roman Baths visitors, per month
- Graph showing Roman Bath visitors for period 1973-2013
- Association of Leading Visitor Attractions
- Performance of UK visitor attractions in 2013
- Reasons for record visitor numbers in 2013: national factors
- Reasons for record visitor numbers in 2013: local factors
- Accolades so far for Bath
- Things that influence the business
- Unpredictables
- Predictables
- Quality benchmarking
- Financial benchmarking
- Visitors from China
- Graph showing non-English audio guide use at the Roman Bath in 2006
- Graph showing non-English audio guide use at the Roman Bath in 2013
- Increase in basket price against December 2003
- Issues of concern: wear and tear
- Issues of concern: congestion
- Graph showing crowding at Roman Baths
- Stonehenge

*A full copy of the presentation is available on the Minute Book in Democratic Services.*

The Panel highlighted the following points:

Councillor Laming felt that the river should be recognised as another significant tourist attraction to the city.

Councillor Furse commented that he was pleased with the figures though he had slight concerns on the quality of visits.

Stephen Bird replied that Heritage Services had been investing in tourist attractions all the time and that visitors' feedback had been collected on a monthly basis. Stephen Bird also said that Heritage Services had been looking into the best solution to reduce congestion at heritage sites.

Councillor Anketell-Jones asked about cultural tourism. Stephen Bird replied that 66% of people coming to Britain were here because of heritage and culture. Stephen Bird also said that Heritage Services had been working closely with Bath Tourism Plus to build on what Bath can offer to tourists coming to see heritage sites.

Councillor Martin asked about the economic 'pull' on heritage sites and also on nationalities that were visiting the sites.

Stephen Bird responded that the economic 'pull' for last year was around £107m. Heritage Services would know which audio guides (which language) had been in use most of the time but that would not necessarily give a true picture about nationalities visiting the sites (i.e. Spanish language is spoken in many countries).

It was **RESOLVED** to note the presentation and report.

## **72 LICENSING AND COMMUNITY SAFETY (20 MINUTES)**

The Chairman invited Cathryn Humphries and Sue Dicks (Community Safety manager) to give a presentation to the Panel.

Cathryn Humphries and Sue Dicks highlighted the following points in the presentation:

- Our role as a licensing authority
- Work with partners
- Chart showing how many organisations are involved
- Next steps in 2014

*A full copy of the presentation is available on the Minute Book in Democratic Services.*

The Panel highlighted the following points:

Councillor Martin asked if the Council, and other relevant agencies, have been working with universities in Bath.

Sue Dicks described how 'Student Watch' was set up, a scheme created between the Council and two universities. There were 10-15 volunteers from both universities and the best way of passing the message, in terms of alcohol safety, was by talking directly to students.

Councillor Ward commented that this would be an interesting area of work, especially when considering that many organisations shown on the chart in presentation were not statutory. Councillor Ward asked what would have to be done to improve this area even further.

Sue Dicks replied that the best way forward would be to speak and listen to the community. The best example where the community had their say was in Midsomer Norton, with the Community Alcohol Partnership scheme.

Councillor Anketell-Jones asked what would be an impact on involving Public Health into licensing.

Alan Bartlett (Public Protection Team Leader) responded that currently there were four objectives for licensing, and Public Health was not one of them, though that would have to be looked at as soon as possible.

The Chairman commented that national legislation had been limiting what Local Authorities could, or couldn't, do in this area. However, recently, some authorities did use some initiatives to involve Public Health into licensing.

Cathryn Humphries commented that she would be quite keen to work with Public Health Consultants and involve Public Health with licensing.

The Chairman welcomed that Licensing Services have been making a step forward by addressing what the Council can do to prevent alcohol harm rather than explaining what the Council cannot do, as had been the case in the past.

It was **RESOLVED** to note the report and presentation and for the Panel to receive a further update in near future.

### **73 B&NES ECONOMIC STRATEGY REVIEW : UPDATE REPORT (20 MINUTES)**

The Chairman invited Nicolette Boater to read out her statement to the Panel.

*A full copy of the statement from Nicolette Boater is attached to these minutes.*

The Chairman invited John Cox (Business Support and Development Manager) to introduce the report.



The Chairman disagreed with the geographical spread in the External Partnership Group. The Chairman commented that only universities from Bath had been included in the group, though Radstock College had been omitted, as well as some other organisations from North East Somerset. The Chairman felt that the External Partnership Group (EPG) seemed to be Bath-centric.

Councillor Furse commented that the EPG should have representatives from the technology sector.

Councillor Martin commented that sustainability element of economy would have to be included in the strategy, with particular link with climate change.

John Cox responded that issues about a sustainability element of the strategy had been discussed and the relevant officer would be looking into it.

Councillor Ward commented that the Strategy would need to support entrepreneurship in order to support employment of young people.

Councillor Laming commented that the River Corridor was not included in the EPG, and highlighted economic importance of the river to the region.

Councillor Anketell-Jones asked if the Local Enterprise Partnership Strategy and B&NES Economic Strategy had been aligned, to which John Cox replied that they were.

It was **RESOLVED** to note report/update and for officer to take on board comments made during the debate.

#### **NBoater Statement to 130314 ECD PDS Panel**

#### **74 ALCOHOL HARM REDUCTION SCRUTINY INQUIRY DAY - CABINET MEMBERS' RESPONSES (15 MINUTES)**

The Chairman invited Liz Richardson (Policy Development and Scrutiny Lead Officer) to take the Panel through the responses, which were within the Panel's remit, from the relevant Cabinet Members.

Members of the Panel debated responses from the relevant Cabinet Members and felt that strong emphasis should be placed on the recommendation 6.a., which read: 'Refresh the B&NES licensing policy to acknowledge prevention of alcohol harm with such inclusions as: Incorporate health into licensing policy at a local level.'

The Panel felt that Licensing Services have been making a step forward by addressing what the Council can do to prevent alcohol harm rather than explaining, as it was the case in the past, what the Council cannot do.

It was **RESOLVED** to note responses from the relevant Cabinet Members with strong emphasis on the recommendation 6.a. - 'Refresh the B&NES licensing policy

to acknowledge prevention of alcohol harm with such inclusions as: Incorporate health into licensing policy at a local level.’

It was also **RESOLVED** that the Panel requested an update in six months from the Police and Crime Commissioner’s office on the Community Safety aspect of recommendations in the response table (recommendations 9 and 10).

**75 PANEL WORKPLAN**

It was **RESOLVED** to note the Workplan with the following additions:

- River Safety update – May 2014
- Avon and Somerset Police: New Operating Model update – tbc in 2014
- Economic Strategy – May 2014
- Tourism in North East Somerset – the Chairman would discuss this at the PDS Chairs meeting

The meeting ended at 4.45 pm

Chair(person) .....

Date Confirmed and Signed .....

**Prepared by Democratic Services**

Cabinet Member update for the Economic and Community Development PDS Panel on 13<sup>th</sup> March  
Councillor David Dixon (Cabinet Member for Neighbourhoods)

- Food waste recycling – expansion to flats & schools programmed to begin w/c 5<sup>th</sup> May. Phased approach of 10 sites at a time for MRC's. DCLG funded vehicle and start-up costs.
- Big Belly bins – 30 more ordered. Intention is half in city and half in towns. Significant improvements in street cleanliness are obvious as a result of those installed in the city.
- Allotments – Administration will be streamlined from May, when enquiries will be handled by Council Connect and more electronic transactions will be possible. Delivery of new allotment plots in areas of demand has proved difficult. Officers are rethinking and will come forward with revised proposals in April.
- Bereavement Services – New waiting room with refreshments planned to be opened at the Top Chapel in April.
- Licensing Policy and Street Trading Policy - next steps. Both policy consultations to be run in tandem – dates now agreed with Dem Services for SMT/Informal Cabinet/Consultation (process to include Bath City Conference)/Licensing Committee/Cabinet/Council. Policies to be in place by Nov 14 - 3 month consultation to be built in. Councillors will have opportunity to input.
- River Safety – following the recent fatality, a meeting held with all RAs and ROSPA. It is not appropriate to comment at this stage. Action plan to be devised once various authorities are in a position to input.
- Capital programme - agreed for 2014/15 includes - new skate park at RVP, new facility for skaters in the East of Bath, new aerial walkway at the Great Dell, improvements to play areas and a designated BBQ area in RVP.
- The Chairman's Community Awards

The most successful event yet was held on 4<sup>th</sup> February and saw 113 nominations in 7 categories, including Young Volunteer of the year, Good Neighbour of the Year, and the Business in the Community award and Volunteer of the Year. The event- held at the Guildhall- celebrates the contribution volunteer make in our community. Next in the volunteering year will be our Community Challenge events which will see 200 days pledged to local projects from our partnership including Council, Curo, local business and the Student Unions. We have also signed up to [www.neighbourly.com](http://www.neighbourly.com) which acts as an online broker between volunteers and local projects.

- Midsomer Norton Community Alcohol Partnership

Since October 2012, the Street Marshalls established through this scheme have dealt with 408 incidents. The scheme has received a national award for outstanding contribution. The next step is to get "Purple Flag" accreditation, as in Bath and the Town Council is funding this.

- Safe Places scheme

Following the first “community safety zone” in 2010 in Radstock, this scheme was launched on 7th February. It encourages shops, cafes and businesses in Bath to sign up to provide vulnerable people with recognisable safe places for them to seek advice, reassurance and help. They help people with learning difficulties get out and about in their community with the reassurance that there is help available should they need to deal with difficult situations. Businesses can register with the scheme and display a Safe Place logo in their window so they can be easily identified.

- A Thank You

I am sure you will all join in thanking Sue Dicks for her huge contribution as Safer Communities Manager over the past 5 years, and the support she has given to this Panel in particular. Sue is leaving the Council at the end of April, having successfully managed our partnership during a period of huge change, including the introduction of PCCs and Government funding reductions. She will leave behind a robust framework of partnership working which “mainstreams” community safety across all our services and partners as well as a long list of projects which will continue to benefit local people.

## **E&CD PD&S PANEL UPDATE FOR BEN STEVENS**

**March 2014**

### **EMPLOYMENT & SKILLS**

- Successful completion of Employment & Skills Section 106 provisions on BWR phase 1 including the establishment of 10 apprenticeships
- Keynsham Town Centre Redevelopment – on track to achieve outcomes on apprenticeships (3) and work placements for care leavers (2) under Recruitment & Training Plan with main contractor
- Employment & Skills Section 106 Agreement formalised with Bovis Homes in relation to redevelopment of Purnell Paulton factory site
- 16 new apprenticeship starts in B&NES Council since April 2013 and on course to achieve year-end target of 20 new starts
- Inaugural Manufacturing Forum held at Norton Radstock College
- Green Skills Academy event to be held at Norton Radstock College on the 26/03/2014
- Somerdale S106 signed with 20 apprenticeship and 80 work experience placements embedded.
- Fashion Museum was successful in securing funds from the Creative Skills programme to employ a 6 month graduate placement.
- £135k Small Business loans fund soon to be launched in Radstock & Westfield, delivered by Quartet.

### **BUSINESS SUPPORT**

- Since April 2013 250+ businesses have received individual support through the Council's SLA's with Cool Ventures and Low Carbon SW.
- In the year to date the Worklessness Team have assisted 49 people into employment ( from their target groups – long term 12months+ unemployed and vulnerable care leavers
- We are currently testing the new Invest in Bath website. This will be launched at the end of March.. Covering the B&NES area it will serve as a front door for businesses seeking information on business support services, new investment opportunities and links to a range of business facing Council services.
- The first B&NES Hackday will be held on the 23<sup>rd</sup> and 24<sup>th</sup> March at the Guild Co Working Hub. Over 50 software designers and developers from across the authority area have registered to compete and develop a smartphone friendly application that will be of benefit to the entire

community. Additionally a prize pot sponsorship of £2,000 has been donated from local private sector businesses.

- We are working closely with the Events Team to raise private sector sponsorship when a major international sporting event comes to Bath and North East Somerset. The first weekend in September will not only showcase Bath in the international media but will inspire a number of community sport and active lifestyle events across the authority.
- We have been working with Environmental Services to coordinate the response to the Government's proposed Flood Support Scheme which will commence on 1<sup>st</sup> April. We have contacted a number of businesses in the authority area which have been effected by the recent flooding to outline the assistance that will become available to them shortly.
- We have commenced our Business Visits Programme to organisations in Keynsham who may be effected by the Riverside re development and those who are located in the Enterprise Area.

#### REGENERATION: Bath City Riverside Enterprise Area

- The Bath City Riverside Enterprise Area Masterplan will be a coordinated vision and delivery strategy for the West of England LEP's priority employment area within Bath. Following two stakeholder workshops, public consultation on the Masterplan will launch at the Bath City Conference on 30 April 2014 and will run for one month. The Masterplan will be finalised based on the responses of the public and discussion with Members, with the aim that in summer it will be approved by B&NES as interim planning policy on the same basis as the MOD Concept Statements.
- The Masterplan will include a Vision Report including a River Corridor Strategy and Spatial Strategy setting out clear principles around design, land use, ecology, landscape, key pedestrian and cycle routes, and enhancing the World Heritage Site setting based on the UNESCO Core Values.
- Discussions are ongoing with a number of developers to bring forward new development in line with B&NES Economic Strategy, Core Strategy and emerging Enterprise Area Masterplan – the economy is turning a corner and Bath will attract significant investment in development over the next few years.
- Innovation Quay (on Bath Quays North and South) could become one of the most exciting developments in the country, improving the economy of the city through delivering significant new employment space including creative workspace, new innovation space, a stunning new bridge and residential accommodation. The Bath Quays Waterside flood conveyance and public realm scheme will set the scene for this exciting development with a stunning series of stepped public spaces between Churchill Bridge and Green Park.

- New development will also be coming forward at Bath Western Riverside East/Green Park, Manvers Street and within Twerton/Newbridge Riverside.
- Roman Baths awarded a Round 2 £372,500 Heritage Lottery Fund grant to display and provide step-free access to the Beau Street Hoard;
- Fashion Museum secured two grant awards:
  - o Arts Council England Strategic Support Fund – £57,550 towards preparing a Forward Plan for the museum;
  - o Designation Development Fund – £90,000 over 2014/15 and 2015/16 to document and put in the public domain important collections and archives.

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**Statement to the 13.3.14 Bath and North East Somerset Council meeting  
of the Economic and Community Development PDS Panel**

Thank you Chair for allowing me to comment on this important strategy.

I bought into this vision a decade ago when, with babe in arms, I relocated from the global metropolis and economic powerhouse of London to join three generations of family already in Bath and North East Somerset. Like many others, I was attracted by the whole-life quality this locality offers – its wealth of cultural and educational opportunity, its knowledge-intensive enterprise and all in close proximity to beautiful countryside. Not the graveyard of ambition as my London friends and colleagues told me, but the cradle of my 21st century ambition. As Florence and Tuscany were to renaissance Italy, I saw this locality to be the hyper connected, knowledge intensive but natural resource constrained 21st century.

However here the eulogy ends, for buying in to such a vision as this, is the easy bit. The real challenge is getting there. For such a renaissance to happen by 2026, and here rather than say in Cambridgeshire, a lot of different people and organisations have to do a lot of different things. And to shape and promote this, an inspirational, well-founded and coherent strategy is needed.

To this end, I hope to get the opportunity to scrutinise the strategy in more detail, but pending this and based on the little I have seen so far, I have three broad wishes:

Firstly, please can you strengthen the strategic interdependencies and partnership links to flood risk management, natural capital, green infrastructure, and rural regeneration. Although the River Regeneration Trust is already filling an important governance and resource gap in addressing some of these important long-term agendas and this PDS panel has already made a major contribution to ensuring our river is an integral part of this economic development strategy, this is only a beginning.

Secondly, I would like the strategy to include indicators of social, cultural and environmental wellbeing as well as the economic ones already being targeted. Important because

- what you measure (however badly) you value and visa versa;
- in changing how people perceive their locality and situation, you are more likely to change what they do about it;
- economic, social and environmental wellbeing are interdependent;
- many goals are best achieved indirectly.

Finally please include lots of examples from diverse areas of our locality, of different people and organisations working enthusiastically, entrepreneurially and collaboratively to achieve the various economic, community and environmental outcomes we desire. For there is nothing more compelling than a strategy that is already happening and making a difference to people's lives.

**Nicolette Boater, M.A.(Oxon.), M.Phil**  
*Strategist, business economist and policy analyst,  
working at the interface of the public, private and voluntary sector.*

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