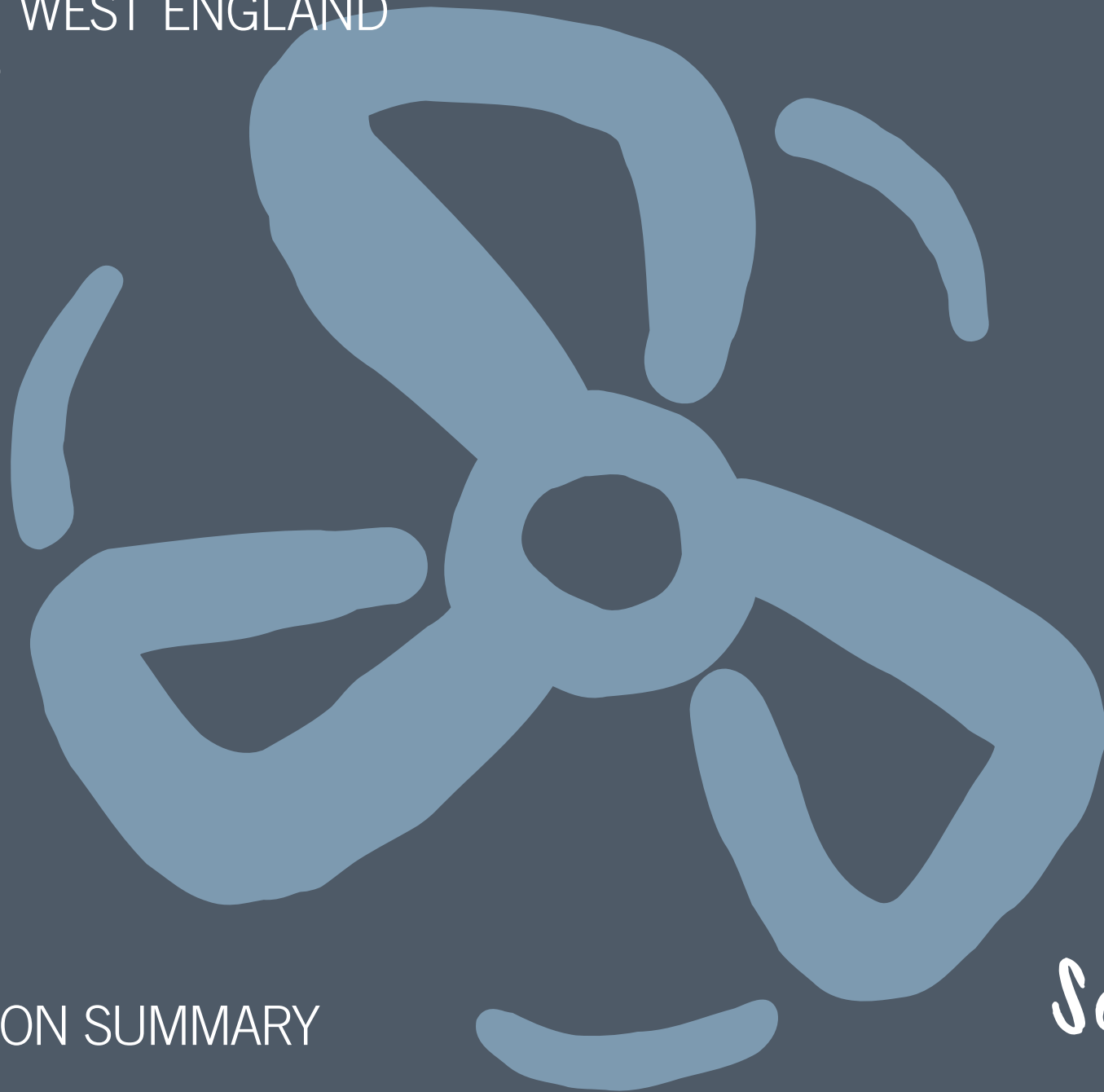


REGIONAL ECONOMIC STRATEGY  
FOR SOUTH WEST ENGLAND  
2006 - 2015



CONSULTATION SUMMARY  
MAY 2006

South West  
England

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The Regional Economic Strategy consists of the STRATEGY document and DELIVERY FRAMEWORK.

These are supported by six documents that provide further detail or background information: EVIDENCE BASE, SPATIAL IMPLICATIONS, STRATEGIC CONTEXT, REVIEW OF RES DELIVERY, CONSULTATION SUMMARY and REFERENCE GUIDE. These are all available from the South West RDA website on [www.southwestrda.org.uk/res2006](http://www.southwestrda.org.uk/res2006)

## INTRODUCTION

Between January 2005 and April 2006 the South West of England Regional Development Agency reviewed the South West Regional Economic Strategy (RES) in line with guidance issued by the Department of Trade and Industry. This annex of the RES is divided into two parts; the first explains the process undertaken by the South West RDA in reviewing the RES whilst the second provides a summary of the key issues from the responses that were received during the 12 week consultation period, presented both by RES theme and by type of organisation that responded. Included within the second section is a commentary on whether each of these issues has been included in the final draft RES and if not, why not.

## PART ONE – THE CONSULTATION PROCESS

In January 2005, as a basis to the review, the South West RDA Board agreed a number of assumptions upon which the review of the Regional Economic Strategy would take place. This followed a review of how the existing RES was being implemented, and discussions with partners from across the region.

These five assumptions were:

1. the core of the RES is fit for purpose – the drivers and objectives are right
2. the Evidence Base needs to be checked and made more explicit and needs to include an assessment of the impact of the current RES
3. there needs to be more clarity on the spatial implications of RES delivery
4. the activities and actions need to be updated and also clarified – especially who is delivering, how and in what capacity
5. we need to show ‘the golden thread’ of logic that links the actions back to the evidence and the analysis of that evidence

Using this as a starting point, a letter was sent out from the South West RDA’s Chief Executive to over 2000 organisations across the region giving a broad timetable for the review and information on how they could become involved in the process. It explained that the review would be divided into four distinct phases as outlined in Figure 1, and gave people the opportunity to sign up to a monthly ‘ebulletin’ which would update interested parties on progress on the RES, along with giving information on consultation events. Over 350 people signed up to receive this over the course of the review period.

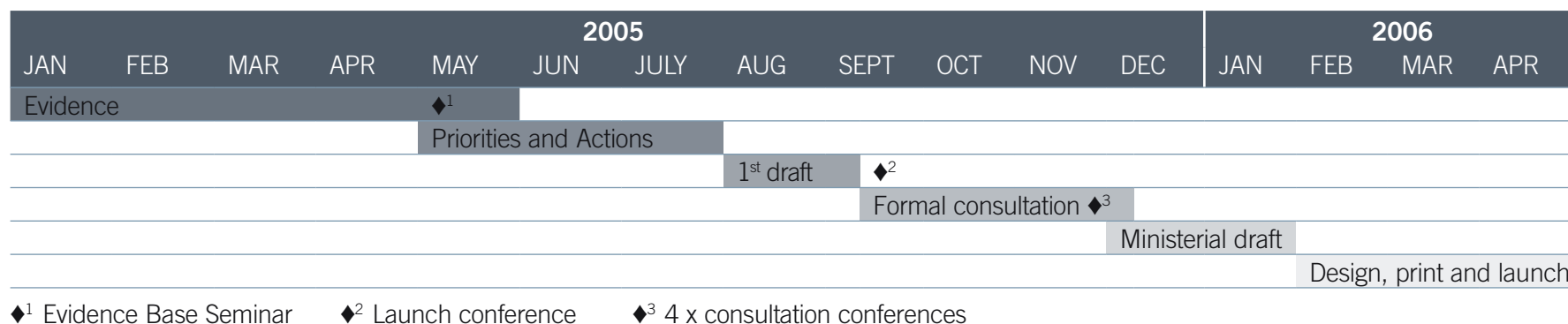
A support group was set up to meet every six weeks, consisting of a mix of organisations that broadly reflected the main stakeholder groups for the RES. The purpose of this group was to assist the South West RDA in identifying priorities and ensure delivery was joined up with other regional priorities.

Within the South West RDA, the review process was overseen by a dedicated Board sub-group. Its role was to provide the strategic direction for the review process, to decide the approach to contentious issues, and to approve draft documents. The full South West RDA Board remained responsible for signing off the RES.

The first phase of the review, the evidence phase, involved collating existing information and intelligence from across the region. The Evidence Base, which was produced from this, was presented to the region at a conference in Bristol allowing over 120 partners to input their views. This took place in advance of revising The Strategy to ensure that regionally agreed evidence was used as its basis.

Following the re-drafting of the Evidence Base in line with comments received from partners, phase two of the review was initiated – ‘agreeing the priorities and actions.’ The purpose of this phase was twofold. Firstly to identify priorities and actions that needed to be changed or updated through the review process. Secondly, to increase ownership for the delivery of priorities and actions identified in the revised RES.

Figure 1



A number of key contentious issues were identified by the South West RDA Board Sub-Group, partners and the Evidence Base, upon which discussions were focused. These were:

- productivity
- innovation and the knowledge economy
- sustainable development
- sector development
- the spatial dimension

Partner engagement was critical to this phase of the review and the South West RDA therefore set up various ways to engage with partners. The first of these was through organisationally thematic meetings. Partners from similar organisations, for example business support organisations or voluntary and community sector organisations, were brought together to look at particular aspects of the RES that related to their areas of work, as well as at the RES as a whole. These were organised, where possible, to 'piggy-back' onto existing forum's to reduce the burden on partners.

The second method of engagement was through one to one meetings with key delivery organisations to identify specific actions and secure commitment to delivering them.

The final method was carried out by updating partners and gaining their input into what they felt were important priorities and actions at already existing meetings. Over 55 meetings across the region and beyond, ranging from one to 100 people, were organised and attended during this phase. Along with these meetings, partners were encouraged to submit their written views on what priorities and actions needed to be reflected in the revised strategy.

Using the priorities and actions identified in phase two of the review, a first draft of the RES was drawn up during August 2005. This was launched at a regional conference on 20 September, with over 400 people attending. This event marked the start of the official 12 week consultation period, and the start of phase three of the review.

Following the launch four more consultation events were organised in conjunction with the Regional Assembly to encourage partners to comment on the draft Economic Strategy and Regional Spatial Strategy. Over 400 people attended these events which took place in four different sub-regions.

During this phase, partners who had been identified as leading the delivery of activities within the draft RES were also consulted to guarantee their ability to deliver them.

By 9 December, the end of the formal consultation period, 154 written responses had been received. The second part of this document summarises these responses and gives an indication of whether they have, or have not, been incorporated into the final Strategy.

## STRATEGIC ENVIRONMENTAL ASSESSMENT/ SUSTAINABILITY APPRAISAL

The revised RES has been subject to a Strategic Environmental Assessment (SEA) and Sustainability Appraisal. Drafts of the SEA and Sustainability Appraisal were published alongside the draft RES on 20 September. Comments were invited over the 12 week period to 9 December. These comments were collated and both processes informed the development of the final draft of The Strategy. A formal SEA report will be published alongside the revised RES in April 2006.

Key issues from the SEA consultation can be found on page 105.

## PART TWO – CONSULTATION RESPONSES

The majority of responses received during the formal consultation on the draft RES were very positive. Most welcomed the improved clarity and simpler structure; the addition of a Delivery Framework; the increased profile on sustainable development and environmental issues; the mainstreaming of rural issues; the extensive consultation process; the broadening of sectors included in the sector approach, and the identification of issues for the future.

The following tables, ordered by RES themes and by the type of organisation that responded, pick up the main issues, of regional importance, where a number of partners said the same thing. They also provide a commentary on whether or not these issues have been included in the revised strategy. Where respondents gave suggestions of activities they would be able to deliver on, or success measures, these have, where possible, been incorporated into the final Delivery Framework. Not all suggestions have been incorporated because some were considered not to be regional, economic and strategic and were felt more appropriate for sub-regional or more specific strategies.

### **Contradictions**

A number of responses were directly contradictory to one another, for example, one organisation said that ‘oil prices are likely to continue rising so catering for, or encouraging airport expansion could be a costly mistake in the longer-term’, whilst another said that ‘the success of Bristol airport in securing direct flights to New York is a major step in the right direction for the South West and it must now be supported in continuing to increase the number of flights and destinations available.’ Where this happened, the South West RDA exercised its judgement, based on a balance of other factors, on what was included in the final draft Strategy. Another example of contradiction was that most respondents said that they liked the shorter strategy whilst at the same time wanting their particular sector or geographical area acknowledged. This would, of course, have led to a longer, less focused strategy. Once again the final decision was made by the South West RDA about what was of greatest significance and therefore included in the final draft RES.

## CONSULTATION RESPONSES BY RES THEMES

### GENERAL COMMENTS

KEY POINTS	RESPONSE
<b>Clarify purpose of RES and who it is for.</b>	There is a section in the introduction that describes who the RES is for.
<b>Do not include Evidence Base in document.</b>	It was felt appropriate to retain a summary on evidence within the headline document, with most detail contained in the Evidence Base Annex.
<b>Improve synergy with IRS.</b>	Work has been undertaken with the Assembly on specific drafting suggestions – particularly in terms of the Delivery Framework.
<b>Clarify how regional debates will be taken forward.</b>	This has been incorporated into the final RES summary document.
<b>Tension between PSA2 convergence target and sustainable growth aspiration.</b>	The sustainable growth aspiration is taken from the government's Sustainable Development Strategy, which is meant to apply across all government activity (measured through PSAs). In principle, there should not be any tension. In practice, however, tensions could arise – not least because there is no agreed definition of what constitutes sustainable growth. The RES will be honest in highlighting the challenges of moving to a more sustainable economy. In part it is about understanding the implications of such a shift, through activity such as the big debates.
<b>Sustainable development in strategy not followed up in Delivery Plan.</b>	All of the suggested activities are in the Delivery Framework. However, we have reflected on how these can be enhanced. The Plan also has a specific section under each priority to show how the principles of sustainable development should be influencing delivery and this has been sharpened in the final iteration.
<b>Need to make more about role of RSS in delivering economic development.</b>	The role of the RSS has been referenced in The Strategy, the Strategic Context Annex and the Spatial Implications Annex.
<b>Need shared Evidence Base for RSS and RES.</b>	Work has continued with the SWRA to ensure that consistent and robust evidence is included in both documents.
<b>RES should not profile unrealistically high levels of housing growth.</b>	The figures provided are based on robust forecasts of additional housing required in the future.

KEY POINTS	RESPONSE
<b>Advocates removal from RES of regional housing figures.</b>	The RES consultation highlighted housing as a key issue for a sustainable economy in the South West. It is appropriate that the figures are retained as part of the Evidence Base.
<b>Lack of spatial component to the RES is disappointing.</b>	The RES is a regional document – many of the priorities and activities to improve economic prosperity are generic, and do not require spatial articulation. However, the Spatial Implications Annex will provide a clearer view of some of the spatial implications of the RES.
<b>Delivery plan needs to clarify whether it is summarising or driving action and needs to prioritise activities.</b>	A lot of work has been done on the final version to tighten activities up. Along with this activities have been divided into those that are achievable immediately (and therefore confirmed) and those that are proposed.
<b>RES should recognise contribution of economic development to health of region, and the contribution a healthy community can make to economic development.</b>	An activity has been added to 3B to strengthen links between economic development, and health and well-being.
<b>Response focuses on the omission of B&amp;P from the list of cities identified for ‘realising economic potential.’ It notes that B&amp;P now invited to sit on the Way Ahead steering group, and expects this to be reflected in the final draft.</b>	Bournemouth and Poole have been added in to the list of cities identified for ‘realising economic potential.’
<b>Concerned that RES and RSS are not sufficiently joined.</b>	Discussions with the Assembly have been ongoing and agreement reached on the growth figures etc.
<b>RES should assess the contribution sub-regions could make over the next ten years and appraise barriers to doing this. Without this it is very difficult to assess the spatial implications of the RES and what it means for the RSS.</b>	The RES provides a greater spatial dimension than before, and the Spatial Implications Annex provides more detail on the spatial implications of the RES. The final RES articulates the role of sub-regional economic strategies without duplicating them.



KEY POINTS	RESPONSE
<b>Lack of distinctiveness in the RES.</b>	Consideration has been given on how to increase the ‘sense of place’ in the final document.
<b>Environmental and social impacts – limited consideration given.</b>	The RES has been subject to both a Sustainability Appraisal and a Strategic Environmental Assessment, the findings of which have helped to shape the final draft of the document.
<b>RES Delivery Plan: needs editing to reduce duplication. Also – reads like audit of existing activity – should be more challenging giving lead on future interventions.</b>	The Delivery Framework has been edited to remove duplication – where appropriate activities have been cross-referenced rather than duplicated through the document. Proposed activities will be suggested to lead future interventions.
<b>European and International Focus is welcomed, but more could be made of it. Need to refer to implications of globalisation; need to make explicit reference to Lisbon agenda.</b>	Some of this is explicitly reflected in annexes. However, consideration has been given to whether there are opportunities to enhance references in the The Strategy and Delivery Framework.
<b>RES lacks a detailed analysis of the changes affecting the rural economy.</b>	This is addressed within the Evidence Base Annex.
<b>Number or lettering system needed for ‘focus for regional intervention’ and ‘how activity will be taken forward’ sections to ensure easy reference in other strategies and Delivery Plans.</b>	A lettering system has been added for the ‘focus for regional intervention’ (now called delivery activities) but not for the individual activities under that (as this was felt to become confusing).
<b>There should be a more sensitive approach to growth than the document currently promotes.</b>	The RES does not promote the growth figures but rather includes them in order that the region can prepare for the possibility of such growth which is felt by HMT to be realistic.
<b>Concern that The Strategy is too insular – for example, much of Dorset economy depends on links to SE England.</b>	More explicit links have been shown in the final document with specific activities identified as having cross boundary implications.

KEY POINTS	RESPONSE
<b>Insufficient emphasis given to Bristol's leadership and catalytic roles as an economic powerhouse for the region.</b>	There is more detail in the Spatial Implications Annex about Bristol and other places that could make a significant contribution to the region's economic performance.
<b>Stronger policies and actions should be developed which enable us to meet the challenge set out in the draft RES/RSS of growth within environmental limits.</b>	The SW Debates will be one of a number of actions within the RES to begin this process.
<b>Focus should be on improving quality of economic activity rather than quantity.</b>	The enhanced focus on sustainable development reflects this.
<b>Concerns on rural mainstreaming.</b>	The majority of respondents agreed that rural mainstreaming was a positive move in the RES – this has therefore been retained in the final RES.
<b>Challenging targets needed to measure performance of economy.</b>	The Delivery Framework proposes measures of success for all confirmed activities and the South West RDA makes a commitment to monitoring progress annually.
<b>How will knowledge economy be achieved and who will be involved in promoting this?</b>	Some specific activities have been added to the Delivery Framework to promote the knowledge economy with the South West RDA amongst others leading this.
<b>Greater clarity in RES and Delivery Plan about specific actions and rationale for these, the intended outcomes, how they will be measured and lead and contributing partners.</b>	The final Strategy and Delivery Framework identifies as much of this as possible, including measures for each activity and the lead and contributing partners. There should be a clear thread from the Evidence Base to activities.
<b>Use available evidence about effectiveness of past interventions to underpin action identified in the RES and Delivery Plan.</b>	The Review of RES Delivery Annex demonstrates how evaluation of existing activity has shaped priorities in the revised RES. It is acknowledged that there are still gaps in this evidence and an additional activity has been included to ensure that we have more complete information for the 2009 review.

KEY POINTS	RESPONSE
<b>Clarification about the role/nature of the environment driver, and the respective/distinct role of the three drivers, compared with the five DTI productivity drivers.</b>	This relationship is explained further in the final draft.
<b>Welcome RES reference to sustainable consumption and production and emphasis on environment. RES could demonstrate stronger commitment by clarifying how the region intends to track progress on this.</b>	A couple of the SW Debates will focus on environmental issues in order to try and establish a way to track progress on this.
<b>Spatial Focus: RES demonstrates good understanding of the issues facing different parts of region – however, seems odd that policy priorities are not then set for sub-regions.</b>	It is the role of the RES to provide an economic direction for the region, with sub-regional strategies providing the detail as to how this will be translated in the sub-regions.
<b>Would be very useful to have outcome indicators against each priority.</b>	These have been added to the final Strategy alongside each priority.
<b>RES is sound on ‘uniqueness’ – however, could go further in providing more detail on how these will be built upon.</b>	Additional detail has been provided in the Delivery Framework where appropriate. In particular, 3B has been strengthened to highlight how the region will build on a number of specific strengths, including the environment and sustainable development.
<b>No indication in the RES as to whether the gap between North of region and SW of region has been narrowed. Need to keep intra-regional disparities as a key priority.</b>	The Evidence Base provides detail on intra-regional difference in productivity and other indicators. Activity to narrow the gap is articulated through Strategic Objective Two.
<b>Difficult for such diverse region to have one strategy. Would encourage sub-regional economic strategies.</b>	The RES highlights the importance of effective sub-regional economic strategies as a mechanism to deliver RES objectives.

KEY POINTS	RESPONSE
<b>Delivery Plan needs to be clearer on what it means to be a partner organisation along with pinning down measures of success.</b>	This has been reflected in the final Delivery Framework in partnership with the organisations identified as ‘leads.’
<b>Concern that there is no definition of environmental limits. At very minimum include activity to work on this.</b>	Final RES does clarify the definition – using that of the UK Sustainable Development Strategy. Also includes a specific SW Debate on this.
<b>Would like to see more read across to actions in the Regional Environment Strategy – particularly where the South West RDA has signed up to lead.</b>	There is an activity in 3B around strengthening the region’s environmental capital through various activities and through the Regional Environment Strategy.
<b>Need consistency in how terms sustainable development and sustainable are used.</b>	This has been checked as far as possible.
<b>Sustainability appraisal/SEA headlines should be included in main RES document.</b>	The SEA/SA will be included in the suite of documents that make up the RES. Many responses congratulated the South West RDA on the clarity and shortness of The Strategy and this has therefore not been added into it.
<b>Delivery Plan needs to clearly identify how regional activity will incorporate measures to maximise contribution to environmental protection and enhancement.</b>	<p>Some of this is addressed in the sections under each theme where the environment driver and sustainable development principles have been described in shaping activity. An activity has also been added to 3B: ‘Strengthen the region’s environmental capital through initiatives to:</p> <ul style="list-style-type: none"> <li>■ promote sustainable land management</li> <li>■ enhance protected landscapes</li> <li>■ promote green infrastructure</li> <li>■ improve biodiversity’</li> </ul> <p>With a link to the SW Environment Strategy.</p>

KEY POINTS	RESPONSE
<b>Would like South West RDA to establish and lead group of regional experts to articulate the environment driver concept.</b>	An activity has been added to 3B of the Delivery Framework to establish a network to share best practice in relation to the environment driver – with the South West RDA and Environment Agency leading on this.
<b>Recognise this is refresh. However, RES ought to be upfront about tensions/competing Objectives – such as airport expansion and get the debate going now for change in 2009.</b>	One of the SW Debates will be to explore how economic growth can be undertaken within environmental limits. This will help to shape the next RES in 2009. Some of the tensions in the RES regarding airport expansion are outlined in the section at the end of 3A.
<b>Like Delivery Plan approach. However, there is issue about whether organisations identified are resourced to do this.</b>	Recognise this as an issue and ways are being explored, with partners, to overcome problems. Dividing activities into those that are confirmed and those that are proposed should help this.
<b>Delivery Plan measures: these are not developed fully enough.</b>	In the final Delivery Framework there is a measure for every confirmed activity.
<b>Welcome clarified sector approach – but would like stronger links between the South West RDA and other priority sectors; also – scope of what sector initiatives do needs to be reviewed – they should not be seen as employer bodies.</b>	The sector approach, in the final Strategy, has been clarified which should address these issues.
<b>There should still be the opportunity to develop sector work outside of those listed if the value of such activity is clear.</b>	The draft and the final Strategy makes it clear that the sector approach is not exclusive.
<b>Suggest that an explanation page be added to the Delivery Plan at the front of each priority.</b>	This has been added to the final Delivery Framework.

KEY POINTS	RESPONSE
<b>RES does not include the Race Relations Amendment Act as a benchmark on equalities issues.</b>	The Race Relations Act is a statutory minimum standard.
<b>RES should refer to public, private and VCS unless clearly inappropriate.</b>	The VCS has been added in a number of cases throughout the document.
<b>RES consistently fails to recognise the economic role of VCS as direct economic and employment generators as well as catalysts, and the expected growth in the sector.</b>	There are many sectors that are not explicitly recognised in the RES as direct economic and employment generators – including the largest of all sectors (the public sector). There is no strong argument as to why the VCS should be explicitly recognised in this way unless all other sectors that have a comparable or larger impact are also explicitly recognised as such.
<b>Sector approach should include reference to VCS.</b>	A matrix has been added to The Strategy to explain the sectors better. This includes those sectors, not supported by the South West RDA or LSC, but which are important to the region due to their size or links to other sectors. VCS has not been mentioned in this because it is not an industrial sector – part of the VCS, e.g. social enterprises, will be captured by some of the sectors mentioned.
<b>Thinks that Objective Two ‘lacks depth of approach’ in comparison to Strategic Objective One.</b>	Strategic Objective Two has been strengthened in the final Strategy.
<b>The South West RDA should lead on Childcare Strategy for the Region.</b>	The South West RDA's Corporate Plan will be reviewed in 2007. The RES will be used to guide the identification of organisational priorities in this.
<b>The South West RDA to champion UK sustainable development Strategy principles and priorities to private sector.</b>	It is the responsibility of all organisations in the region to champion this and there are a number of activities within the Delivery Framework to take this forward.
<b>Adopt the ecological footprint as headline indicator – currently unclear how statement of intent could be realised.</b>	The environmental limits aspiration statement will be one of the big debates over the next three years. As part of this, the region will research and debate key issues around sustainable development so that the next RES can set clear objectives and targets in terms of operating within environmental limits.

KEY POINTS	RESPONSE
<b>Add the Code for Sustainable Buildings (ODPM) – likely to become a requirement on all publicly funded building projects and SW.</b>	This is no longer a cutting edge document and is therefore not mentioned. Sustainable construction remains, however, a key element of the RES.
<b>Adopt climate change targets to reduce CO<sub>2</sub> emissions by 20% by 2010, 25-30% by 2015 in line with government targets and recommendations in SA and SEA.</b>	These have been added to the final Strategy.
<b>More emphasis on sustainable consumption and production in strategy (in vision) and Delivery Plan.</b>	There is a clear commitment in The Strategy to supporting the objectives of the national Sustainable Development Strategy. Additional activities have been added to 3B, and within ‘cross-cutting’ themes in the Delivery Framework.
<b>Great debate on footprint stabilisation and reduction strategies.</b>	There will be a SW Debate about securing economic growth within environmental limits which should look at these issues in more detail.
<b>Reinforce fact that concept of environmental limits is not ‘anti-development’ – either in sustainable development section of strategy or on vision page.</b>	Clarity has been added to the vision section of The Strategy about what the concept of environmental limits might mean for the region although there is much work to be done on this.
<b>Include RSS statement ‘all developments will meet a proportion of their energy from renewable sources. Larger developments will be expected to provide, as a minimum, sufficient on-site renewable energy to reduce, CO<sub>2</sub> emissions from ‘energy use on site by 10%.’</b>	The RES now includes reference to regional renewable energy target, and highlights a number of business development activities to support this. However, this as this specific statement is about planning policy, it rightly sits within the RSS and will not be repeated in the RES.
<b>Welcomes environmental limits aspiration, and highlights need to ensure that it is fully integrated into the Delivery Plan.</b>	Additional specific sustainable development activity has been included in the Delivery Framework. In addition, the framework now provides examples of how activity under each theme will contribute to the four objectives of the national sustainable development strategy. Additional work will be done on this through the SW Debates.

KEY POINTS	RESPONSE
<b>Clarification needed on statement ‘we have tried to make rural issues an integral component of most activities.’</b>	Mainstreaming rural issues was added to the draft RES to see how the region would respond. In general the response has been positive and this will remain in the final RES. The aim is that rural issues are considered in almost all activities identified in the RES, rather than as separate issues.
<b>Strengthen ‘purple boxes’ (in particular in relation to the three drivers) in Delivery Plan to make them more meaningful.</b>	This has been attempted in the final Delivery Framework.
<b>More cross-referencing needed between priorities and focus points e.g. Priority 3A – cross-reference with 2B on rural transport issues.</b>	Duplication has been cut out from the Delivery Framework and activities have been cross-referenced.
<b>The Strategy – first paragraph – add ‘understanding of local strategy, policy and conditions that drive delivery.’</b>	Framework now includes additional activity in 3C around ensuring conditions and capacity for local and sub-regional delivery.
<b>Request mention of Regional Housing Strategy in introduction – housing provision essential to economic development.</b>	The Regional Housing Strategy has not been mentioned in the introduction – those that have been mentioned are examples. An analysis of some of the strategies that have been taken account of can be found in the Strategic Context Annex – along with the Regional Housing Strategy.
<b>More follow through from The Strategy to Delivery Plan required i.e. specific actions in Delivery Plan that follow through from strategy.</b>	There is more follow through from The Strategy to Delivery Framework in the final RES.
<b>Reflect recent ONS population projections.</b>	This has been done in the final RES.
<b>Demographic change in the region needs further acknowledgment.</b>	This will be one of the SW Debates – to try and establish what the implications of this will be.



KEY POINTS	RESPONSE
<b>Suggest in future that guidelines be issued on what we would like comments on to increase the transparency of the RES review process.</b>	This would be helpful although within The Strategy and Delivery Framework we identified particular areas upon which comments were required.
<b>Explicit reference to Sector Skills Councils needed.</b>	These are mentioned in the Delivery Framework as being important to the delivery of many of the skills activities in 1C.
<b>Government Skills Strategy should be referenced along with the IRS, RSS etc. – mention of the SWESA not enough.</b>	This has been taken account of and has been reflected in the Strategic Context Annex. Many strategies were taken account of when writing the RES and are outlined in the Strategic Context Annex– not all of them could be name checked in The Strategy.
<b>No mention of Olympics in main RES strategy document.</b>	The Strategy is a ‘summary document’ and as such cannot mention everything. The Olympics comes under Strategic Objective Three in priority 3B. It is of course recognised as this will provide an enormous opportunity for the region’s economy.
<b>Would like voluntary sector included in definition of SMEs and ‘enterprise’ – enterprises should not be defined as ‘profit making.’</b>	The voluntary sector has not been included in the definition of SMEs apart from where it is profit making – e.g. social enterprises. Enterprises are profit making.
<b>In Strategic Objective One recognise role voluntary sector has as employers, contributors to the economy and as partners with public and private sector.</b>	There is an explicit reference to the role of the voluntary sector as an employer in The Strategy document. Strategic Objective One is focused on ‘business’ productivity, so activity to support social enterprises is included here, but activity including wider VCS remains under Strategic Objective Two and Strategic Objective Three.
<b>Clarity needed on the differences between the environment driver and sustainable development.</b>	A clearer distinction has been made in the ‘cross-cutting issues’ section for each priority in the Delivery Framework. This hopefully makes it clear that the driver is about economic opportunities from the environment. In contrast, sustainable development stresses the need for economic and environmental objectives to be achieved at the same time.

KEY POINTS	RESPONSE
<b>Measures are limiting when they purely count numbers – consider rewording them in such a way that they are about proportions e.g. ‘increase in spending on regional food products’ may mean more is spent on food generally. Change this to ‘proportion of public food spend on regional food products.’</b>	Where possible this has been reflected in the final Delivery Framework.
<b>Allow for flexibility in the choice of sectors.</b>	The sector choice is better explained in the final draft with an explanation that the choice of sectors will be kept under review to adapt to change.
<b>Mention development of strategically important employment sites to meet the needs of the region’s employment and housing needs.</b>	This has been added to the Delivery Framework under 1A.
<b>Define ‘public sector’ – public sector service providers, e.g. NHS have different role to play in the economy to that of, for e.g. HE and FE.</b>	This has not been done because at the front of The Strategy there is a statement that indicates who The Strategy is for – ‘regional partners involved in economic development.’
<b>RES should lead the RSS.</b>	Work is ongoing with the Regional Assembly to ensure that the development of RSS policy supports the implementation of the revised RES.
<b>Bear in mind that some activities will impact on already existing business plans therefore divide activities into full commitment agreed, committed but additional resources or re-alignment of resources need securing, and commitment still required.</b>	This is appreciated and the Delivery Framework has therefore been divided into confirmed activities and proposed activities to reflect whether they are already in organisations’ business plans or not.

KEY POINTS	RESPONSE
<b>Vision statement needs to put at heart the need to first stabilise and then reduce our share of greenhouse gas emissions.</b>	In the final Strategy document, a commitment has been made to reach or exceed the national targets for CO <sub>2</sub> emissions.
<b>More detail on spatial implications required. Disappointed that Spatial Implications Annex not available in advance for comment.</b>	There is a much greater spatial element to this RES than the previous version. Greater detail is provided in the Spatial Annex which is a spatial articulation of the RES, and not a policy document.
<b>Would like further detail in the Spatial Implications Annex on distribution of new jobs and employment land, transport improvements to support the RES and the role that mixed-use development can play in supporting the RES.</b>	The Spatial Implications Annex provides a spatial articulation of the RES – it will not say anything that is not already in the RES. It is the role of the RSS to make spatial policy.
<b>Focus should be on encouraging a more sustainable economy which seeks to internalise economic activity more, becoming more self-sufficient and reducing transport impacts and pollution.</b>	The RES seeks to plan for a more sustainable, competitive, productive and inclusive economy. Internalising economic activity would not achieve this and the local economy alone would not be able to provide for the numbers of people living in the region.
<b>RES should promote and support volunteering.</b>	This has been added to the Delivery Framework under priority 2A.
<b>Vision statement should reference culture and be brought to the front of the document.</b>	The omission of ‘culture’ from the Vision was a typing error and has been returned. The statement will remain where it is but with reference at the beginning of the document to where it can be found. It is felt that the context is important to be found before The Strategy.
<b>More mention of SRP’s in delivering activities.</b>	Some additional text has been added into The Strategy highlighting the importance of effective structures to ensure sub-regional delivery of the RES. In addition, SRPs are identified as partners in an increased number of activities in the Delivery Framework.
<b>Would like explanation of why productivity in SW is below that of UK and international competitors.</b>	This can be found in the Evidence Base.

KEY POINTS	RESPONSE
<b>Success measures where practical need to be 'SMART.'</b>	Where possible this has been reflected in the final Delivery Framework.
<b>More work needed to understand the way in which the economy drives housing and population growth and vice versa.</b>	The Evidence Base Annex has been updated to incorporate latest data and analysis on housing and growth. However, more work is required to improve understanding of the relationship between the two. It is expected that this is picked up under one of the great debates.
<b>Disappointed by lack of mention of diverse nature of SW and different opportunities, needs and priorities of its sub-regions. Insufficient weight given to importance of West of England and its infrastructure and regeneration requirements.</b>	Additional information is now provided in the Spatial Implications Annex. However, it is not the role of the RES to prescribe WHERE things should happen in the South West but WHAT should happen in the region to improve the economic conditions. It is the role of the Spatial Strategy to say WHERE things should happen. Sub-regional strategies should be produced to provide detail on the needs and priorities of the sub-regions.
<b>Need to ensure that delivery activities in RES do not have adverse planning and environmental consequences, e.g. growth of Bristol airport will need transport improvements and actions to minimise any negative impact on the environment and local people.</b>	The delivery activities set out WHAT needs to happen to ensure sustainable economic success. It generally does not go into too much detail about how this should be taken forward and where. This is the role of the planning process.
<b>Needs to be more challenging – should give a strong lead on what further interventions are needed on innovation, skills, sectors, access to work etc. and how these can be achieved.</b>	The final Delivery Framework is divided into confirmed and proposed activities. Some of the proposed activities are more challenging for the region.
<b>Consider the level of growth projected at PUAs to be unachievable.</b>	The level of growth projected at PUAs is entirely realistic. If these levels of growth are not planned for, then if they do happen, the growth will not be sustainable. The RES is not pushing for these levels but planning for likely scenarios.
<b>Migrant workers should be included in the regional debates.</b>	There will be a SW Debate entitled 'a growing, ageing and more diverse population.'

KEY POINTS	RESPONSE
<b>The RES must create a planning regime which supports economic growth – investing in the South West needs to be easier than investing elsewhere.</b>	RES highlights the need for appropriate employment land and premises to meet the needs of regional business. This is to be provided using principles of sustainability wherever possible e.g. brownfield land/ flexible use of redundant buildings in rural areas etc.
<b>To achieve an effective and confident region, local authorities must work together across boundaries to make decisions that are right for the economy of the region as a whole.</b>	A number of activities have been identified that cross boundaries with other regions.
<b>The RES must call for planning policies which allow business to locate where a skilled workforce already exists or is likely to be attracted.</b>	The RES will be one of the documents used to steer the development of the RSS.
<b>The RES must allow business to operate in a light touch, risk based regulatory environment – where inspection and enforcement decisions are made at regional or local level, authorities must work with business.</b>	In the main, regulation is not within the gift of the RES or the region – so will not be included in the RES.
<b>Alter the wording in the purple boxes to read ‘the quality of activities undertaken will be enhanced if these three drivers are integrated in to the decision making process.’</b>	The ‘purple boxes’ – sections at the end of each priority – have been reworded in the final Delivery Framework.
<b>The RES sets out some high and unrealistic targets for economic growth in the future which is at odds with implementing the environment driver.</b>	The growth figures are based on realistic forecasts, checked with colleagues in HMT. The RES is not promoting this level of growth, rather planning for it to ensure that if it does happen it will do so in a sustainable way – this is wholly in keeping with the concept of the environment driver.
<b>The RES is heavily biased towards further development of highly skilled and specialist technologies and not basic skills and job security.</b>	The focus of 1C and 2A is largely on improving basic skills and encouraging those not currently in the workforce back into it.

KEY POINTS	RESPONSE
<b>Need to cross-reference to Regional Environment Strategy and Integrated Regional Strategy.</b>	At the end of each section of the Delivery Framework is a section outlining the links of that particular priority to the IRS. There is also an activity in 3B which links to the Environment Strategy.
<b>Make it clear that economic growth will not be pursued as an end in itself and that productivity and economic growth are not necessarily the same thing.</b>	The revised RES makes clear that economic growth is a means to an end – a better quality of life for the region’s people.
<b>Approach to delivery very top down with little explanation or recognition of cultural differences across the region.</b>	As a regional strategy, the Delivery Framework identifies activities that are most important to the region as a whole. These have been identified through extensive consultation, including at a sub-regional level during the process. The Strategy and Delivery Framework now make clearer reference to the role of sub-regional and local Delivery Framework in deciding which activities should be implemented and how this should be done, to reflect differences across the region.
<b>Social enterprise should be more strongly encouraged.</b>	There is a lot in the draft about social enterprise but it has been strengthened in the final.
<b>Make more links between geographic clusters in the SW.</b>	Evidence shows that there are few genuine clusters in the South West. Those that do exist – such as Aerospace and Creative Media in the West of England – are supported through the sector development programme.
<b>More on the impact of energy prices in the region – underlies the importance of business resource productivity and energy efficiency.</b>	One of the SW Debates will be on energy challenges for the South West, and there is more detail in the Delivery Framework on resource efficiency and development of a sustainable energy strategy.
<b>Priority should be given to reducing significant disparities in prosperity (economic and social well being) and not to pursuing above trend growth for its own sake.</b>	There are a number of activities within the Delivery Framework that aim to reduce economic disparities. The RES doesn’t pursue above trend growth for its own sake. See comment regarding growth figures.
<b>Need to address wide variation in incomes, productivity and labour market conditions.</b>	Under Strategic Objective Two, the RES identifies a wide range of activity to support this.

KEY POINTS	RESPONSE
<b>Physical and social infrastructure needs should be appraised and strategies and needs of neighbouring regions recognised.</b>	Work has been carried out with other regions to identify issues that are of mutual importance.
<b>The value added of industries and sectors should be a key measure and driver for the region – focus should be on high VA jobs.</b>	The criteria for selecting sectors is clearly stated in the final Strategy.
<b>Should clearly identify budgets for sector support and should explicitly reference national strategies.</b>	The Delivery Framework is not a budgetary document. It sets the context for business planning which will set out how sector support will be taken forward.
<b>Consider more measures than simply GDP.</b>	The RES says that the vision will be realised when the South West has developed an economy where prosperity is measured by well-being as well as economic wealth – clearly more work needs to be done on this.
<b>Need to reference the Evidence Base in the context section.</b>	The Evidence Base Annex is clearly referenced in the context section of the final main RES document.
<b>Vision should take account of a growing and ageing population.</b>	The Vision remains the same as in the previous version of the RES – it was felt that this was appropriate for a ten year strategy. The growing and ageing population will form one of the SW Debates.
<b>'One of the strongest' RES Evidence Bases with a good understanding of the region and a clear understanding of market failures. Could do more on evaluating what works and need to demonstrate that priorities and actions identified are the right ones to tackle the problems identified.</b>	The Review of RES Delivery Annex demonstrates how evaluation of existing activity has shaped priorities in the revised RES. It is acknowledged, however, that there are still gaps in this evidence. An additional activity has been added to the Delivery Framework to ensure that we have more complete information for the 2009 review.
<b>Evidence base/spatial context needs to be clearer.</b>	Not sure in what way the Evidence Base Annex could be clearer, but the Spatial Implications Annex will provide information on the spatial articulation of the RES.

KEY POINTS	RESPONSE
<b>Not sure that public sector as key employer in the region fits easily into the business focused structure of the RES. Discussions of investment and skills, for instance, should apply equally to the whole economy, not just the private sector.</b>	The public sector has been identified in terms of its role in supporting a healthy labour market. Additional activity has also been added in the Delivery Framework which is designed to support improvements to public sector effectiveness in delivering the RES objectives.
<b>Promote specific actions that will help protect and enhance biodiversity.</b>	This is covered in 3B in the Delivery Framework.
<b>Integrate the RSS Greening Infrastructure initiative within urban regeneration.</b>	Activity in 2B now refers to the Greening Infrastructure initiative.
<b>Would like stronger emphasis on sustainable development as regional USP, for example the SW as ‘world leader in the environmental economy.’</b>	There is a priority within 3B entitled ‘Build on our strengths to develop the South West as the leading region for sustainable development’ – under which are a number of activities.
<b>RES ‘a bit light on design’ – protecting and enhancing the built and natural environment as key element of sustainable development. Work on Design and Historic Champions about to begin.</b>	Some of the activities under 2B&C, and 3B have been revised to include more on the importance of good design.
<b>Would like energy conservation to be a key priority with solutions developed specifically for rural areas.</b>	An additional activity has been added to 2C about the production of a land use strategy to include energy production, food, tourism etc. in rural areas. Energy conservation is part of 1A – supporting resource efficiency in business – and will be looked at in the SW debate on energy challenges.
<b>Stress importance of addressing access to jobs, affordable homes and services in market towns and rural areas.</b>	There are activities in the Delivery Framework in 2C that cover these issues.



KEY POINTS	RESPONSE
<b>Support for concept of the Environment Driver. Needs strengthening to give it credibility/meaning.</b>	The section on economic drivers has been tightened up in the final RES. The tables at the end of each section of the Delivery Framework have also been worked on and should improve understanding of the environment driver in practice.
<b>Argues that the environment is not a driver.</b>	The environment driver was introduced in 1999 and has been widely accepted by the region as something unique to the region.
<b>Welcome decision to keep the Strategic Objectives relatively unchanged – need to acknowledge that many Sub-regional Strategies already being delivered.</b>	Specific reference to the role of sub-regional strategies has been added to The Strategy and Delivery Framework.
<b>‘Wordy and difficult to read.’</b>	This was the only such comment that was received – most commented on the clarity and brevity of the document.
<b>Too long and too many priorities. Perhaps by being ruthless with the priorities and delivery actions a more deliverable strategy and plan would emerge. Needs to be more realistic in what can be delivered.</b>	The final Delivery Framework has been split into confirmed and proposed activities to try and address this issue.
<b>Concerned about ownership of Delivery Plan – too RDA focused.</b>	The Delivery Framework has been revised to provide a better reflection of the range of partners involved in delivery. The ‘lead partner’ identified against each activity is usually a regional body that will be responsible for overseeing/co-ordinating work on the action (which is often the South West RDA), and reporting back regionally on progress. However, it is anticipated that this body will be in close contact with delivery partners at sub-regional and local level.
<b>Wants firm commitment to agreeing set of measures around environment and social cohesion before next RES review.</b>	Measures of sustainability will be discussed as part of the SW Debates proposed in the RES.
<b>Insufficient clarity about differences between functional economic zones in RES and RSS.</b>	Clarity is given in the Spatial Implications Annex about the differences and the reasons for these differences.

KEY POINTS	RESPONSE
<b>Argues that A303 functional zone masks reality of economic activity around Salisbury – need to recognise Southampton/Andover connections.</b>	Functional zones are based on analysis of travel and communications data at a sub-regional level. It is accepted that there may be additional connections at a more localised level that are not fully reflected in the zones.
<b>Need to include older and younger people in economy.</b>	There are activities within the Delivery Framework that recognise both younger and older people in the economy.
<b>Thinks drivers should emphasise social/cultural capital and quality of life. Suggests a regional debate on links between social capital and economy.</b>	The purpose of ‘drivers’ in this context is to highlight a limited number of issues that are essential to future economic success. The role of the drivers, and what they are, will be considered with the full review of The Strategy in 2009.
<b>Stresses need for political buy-in for regional debates.</b>	The SW Debates, being economically focused, will be lead by the South West RDA who will work with other organisations on other aspects which are not economic.
<b>Suggests linking of objectives and priorities to PSA targets/outputs and to new Economic Regeneration Performance Indicators for LAs.</b>	The priorities have been brought into The Strategy and a PSA target, or relevant strategic added value measure attached to each.
<b>Need for greater alignment with other national/regional policies e.g. The Way Ahead, RSS, Regional Funding Allocations.</b>	Further alignment has been made in the final Strategy. The Strategic Context Annex gives an outline of all of the strategies, national, regional and European, that have been taken account of in the review of the RES.
<b>Challenges emphasis on urban areas as growth hubs.</b>	This is in line with The Way Ahead – the sustainable communities plan for the South West.
<b>Would like more recognition of needs of local economies, market towns and rural areas.</b>	The RES highlights a significant amount of activity to support the sustainable economic growth of market towns and rural areas.
<b>Argues for specific mention of Objective One and convergence issues post 2007.</b>	Objective One has been mentioned in the context setting for 2B with a number of activities. It is also in 3C regarding post 2007.

KEY POINTS	RESPONSE
<b>Argues that key issues should have been addressed in this review rather than waiting until 2009.</b>	This was a review of a ten year strategy to ensure that it was still relevant and up to date – it did not, therefore, seem appropriate to significantly change the whole strategy. In 2009 it will be 10 years since the original strategy and therefore appropriate to do a full re-write.
<b>Need to have a more upbeat competitive feel to RES.</b>	The use of language has been reviewed in some sections to improve this.
<b>Need to recognise intra-regional disparities can be as great as inter-regional ones.</b>	See Evidence Base Annex.
<b>Sector section confusing – not well enough justified and hasn't taken on board differences between LSC and SWESA priority sectors.</b>	The whole sectors section has been revised in the final Strategy to ensure there is more clarity on this.
<b>P3 not clear about distinction between 'Bio-medical and healthcare' in priority list and 'Health' in key sectors list.</b>	This has been clarified in the final Strategy by being explicit which sectors are South West RDA ones and which are LSC ones.
<b>Would like 'especially digital media' removed from creative industries listing replacing with text emphasising growth areas where there is a convergence of technology and content.</b>	The sectors section has been changed to reflect the fact that creative industries is one of the South West RDA's identified sectors. The Agency's work in this sector will continue to focus on digital media in line with our Corporate Plan.
<b>Sees sector approach as 'unnecessary constraint.'</b>	There needs to be some focus for activity and it has therefore been retained in the final Strategy.
<b>Doesn't think that draft currently reflects breadth of sector groups/sector skills work.</b>	More detail has been added to the final Strategy to clarify the sector approach and explain what support is given to each South West RDA sector.

KEY POINTS	RESPONSE
<b>Not certain that focusing on 13 different sectors is realistic. This would appear to be most of the main sectors in the region and it would be useful if the RES could be more specific in this area.</b>	The section on sectors has been clarified in the final Strategy which should help to address this issue.
<b>Inconsistencies in definitions of environmental technologies.</b>	The sector section has been amended, which hopefully clarifies this. The Delivery Framework has been checked for consistency.
<b>Would like to see clearer statement about the inter-relationship between sectors – e.g. importance of agriculture to tourism and retail.</b>	This has been done in the final Strategy, where those sectors that are of importance to the region due to their size or linkage with other sectors, have been identified.
<b>Develop a matrix of all important sectors and their support needs.</b>	A matrix has been added to the final Strategy to explain the sector approach better.
<b>Suggest good practice case studies would be useful in final document.</b>	Case studies have not been included in The Strategy in order to keep it as concise as possible. Consideration is being given as to whether case studies could be published as part of the ongoing work to support the implementation of the RES.
<b>Clarify definition of ‘sustainable patterns of development.’</b>	Additional text has been added within The Strategy and the Spatial Implications Annex.
<b>Index/contents page needed for the Delivery Plan.</b>	One has been added, along with a reference guide for the whole suite of documents that will make up the final RES.
<b>Thinks that Strategic Objective Three ‘lacks depth of approach’ in comparison with Strategic Objective One.</b>	The whole Delivery Framework has been re-worked. The draft was not entirely complete due to time constraints.

KEY POINTS	RESPONSE
<b>The Strategy should be focused on encouraging SMEs to meet local needs movement of goods and people. Also focus job creation at a local level.</b>	The Strategy is focused on developing a successful, sustainable economy which improves the quality of life for the region's people. Encouraging local sourcing does have an important role in this, and activities are included in the Delivery Framework. However, it is also important that the region's businesses are nationally and internationally competitive – to support increased income levels, to reduce house price-income ratios etc.
<b>Urgent need for more secure, reliable and affordable sources of power as already, SW businesses are suffering from power losses.</b>	One of the SW Debates will be on energy challenges to try and understand these issues better.
<b>Seem to be focusing on protecting the environment as something attractive at the cost of protecting it in terms of climate change (CO<sub>2</sub> emissions).</b>	There is a clear statement in the final Strategy which says that the region commits to at least meet, if not exceed, the government targets on CO <sub>2</sub> emissions. Activities have been added to the Delivery Framework to reflect this.

## STRATEGIC OBJECTIVE ONE SUCCESSFUL AND COMPETITIVE BUSINESS

### PRIORITY 1A SUPPORT BUSINESS PRODUCTIVITY

KEY POINTS	RESPONSE
<b>Suggest that RES should include reference to importance of effective employee relations in helping to improve productivity.</b>	An activity has been added to 1A around encouraging productive workplaces through services to support effective employee relations.
<b>RES should recognise importance of employer support for employee health as something that can help improve productivity.</b>	Delivery Plan includes new activity on improving workplaces through improved employee relations. This would be expected to include measures to promote a healthy workplace where this was identified as a priority.
<b>RES should encourage NHS to adopt sustainable principles in its corporate business e.g. procurement, travel planning etc.</b>	Many responses identified the need to make more of public sector potential to drive change – such as encouraging more sustainable procurement, corporate social responsibility, environmental efficiency etc. This has been reflected in a number of additional activities including one in 1A – ‘establish regional sustainability criteria/guidelines for public sector procurement.’
<b>RES does not sufficiently acknowledge that the small business sector is vital to the economy – more active policy attention needs to be included in the final RES.</b>	The importance of small business is very clear in the Evidence Base Annex and there are a number of activities in 1A and 1E which focus on specific support for SMEs in the region.
<b>Investors in People: would like to see this reflected.</b>	Investors in People is now included within the Delivery Framework.
<b>Strategic Objective One: Lack of examples of environmental connectivity – would like to see more.</b>	There are lots of activities that show how Strategic Objective One will be carried out in a sustainable way. There is also the section at the end of the each priority which demonstrates how the priority can be taken forward in relation to the environment.
<b>Region needs to champion equal opportunities as an economic imperative (as well as a moral right).</b>	In part, this comes out in the ‘diversity’ section under each of the priorities.
<b>Definition of SMEs should include micro businesses.</b>	Micro enterprises are included in the definition of SMEs.

KEY POINTS	RESPONSE
<b>Priority one – preamble should refer to enterprises or employers, not companies.</b>	This has been changed.
<b>Recognise importance of gap funding in respect of the provision of employment infrastructure to ensure Cornwall attractive to private sector and to ensure that market rent levels are sufficient to facilitate development by them.</b>	The Delivery Framework highlights the need to ensure that there is an appropriate provision of employment land. Where the market is not providing this, it may be appropriate for the public sector to intervene to address this failure, but should do so in ways that encourages private developers back into the market in the medium-term.
<b>The RES must allow for the provision of business support which is focused on business needs and with limited ‘new initiatives’ which are seen as a barrier to seeking help.</b>	Much of the focus for activity in the plan is about getting current support to better meet business need. The shift in Business Links to the IBD model, and the introduction of ‘train to gain’ as a way to identify appropriate training will support this.
<b>Too great an emphasis on supporting service industry growth will undermine the RES.</b>	The majority of activity in the RES is not sector specific and therefore aims to create the conditions for all businesses to prosper. The sector approach has also been revised to reflect a broader range of industries that are important to the region.
<b>Increase emphasis on survival and retention of existing high value added, high skills, high wages companies rather than start-ups.</b>	There needs to be an appropriate balance between business retention/survival and business creation. Whilst there are some specific actions to encourage new businesses, the majority of activity under Strategic Objective One is now focused on support existing businesses to become more competitive.
<b>No clear distinction between role of public and private sector in sector approach.</b>	The sector approach is about addressing market failure and is about public sector intervention. This has been clarified in the final Strategy.
<b>Wants more detail on nature and timing of brokerage service.</b>	There is further detail on this in the final Delivery Framework.
<b>Suggests 1A should be ‘Investment’ to reflect productivity sitting alongside enterprise, skills, competition and innovation.</b>	The difficulty is pinning down what can actually be done at a regional level to increase the level of business investment – which is clearly an important determinant of productivity. A proposed activity has been added to reflect that consideration needs to be made to what actions can be taken on this.

KEY POINTS	RESPONSE
<b>Support for the need to provide high quality employment sites and premises.</b>	The section in 1A has been tightened up on this.
<b>Need to protect employment land.</b>	Additional activity has been added to the Delivery Framework – for example in 1A ‘ensure a suitable supply of employment land/business premises to meet the needs of new or growing businesses at the market rate.’
<b>Need to better define incubator space.</b>	The sections on incubators have been refined to make a distinction between building incubation workspace, and the process of incubation. Further definitions/detail on how this will be taken forward will be included in the revised Innovation Strategy.
<b>Keen to see reuse of redundant/existing buildings rather than new build business units in areas of natural beauty.</b>	New activity in Delivery Framework about encouraging greater flexibility in the planning system for example for conversion of redundant buildings.
<b>Need to address ‘demand’ side of encouraging economic growth:</b>	A number of revisions have been made to activity in the Delivery Framework to reflect this.
<ul style="list-style-type: none"> <li>■ increasing demand for jobs</li> <li>■ improving quality of employment</li> <li>■ encouraging expansion of existing businesses</li> <li>■ attracting inward investment</li> <li>■ diversification</li> </ul>	
<b>Need to encourage business efficiency including energy use, environmental management, local sourcing and processing.</b>	A couple of activities in the final Delivery Framework address this – one of which is ‘integrate basic resource efficiency advice into all mainstream business support provision.’



KEY POINTS	RESPONSE
<p><b>Challenges primacy of productivity to the development of the Cornish economy and direct time/distance from markets productivity analysis.</b></p>	<p>Increasing productivity is not the primary purpose of the RES. However, there is robust evidence that demonstrates why productivity is important to competitiveness, which in turn improves quality of life. The components that make up productivity – skills, investment, innovation etc. – may have a different emphasis in different parts of the region, but productivity improvements as a whole remain a central part of the revised RES.</p>
<p><b>Need to strengthen business case for environment driver. Key business benefits of sound environmental practice are:</b></p> <ul style="list-style-type: none"> <li>■ improved resource efficiency/lower costs</li> <li>■ increased supply chains efficiency</li> <li>■ better CSR</li> </ul>	<p>This is picked up through the boxes at the end of each priority.</p>
<p><b>Wants SW to embrace environment challenges as business opportunity.</b></p>	<p>This is central to the environment driver concept which is now articulated more clearly in the Delivery Framework.</p>
<p><b>Concerned that ‘encouraging regional sourcing’ promotes insularity and this is reinforced in sustainable development driver section.</b></p>	<p>This has been clarified – the RES is only promoting regional sourcing where it is competitive.</p>
<p><b>Under ‘promote competitive supply chains’ focus suggest losing word ‘primes’ – not clear what it means.</b></p>	<p>‘Primes’ relates to first tier companies – the top of the supply chain. As these businesses set the parameters for how supplying companies need to improve, it is appropriate to understand what their future requirements are likely to be, so that appropriate support can be put in place.</p>
<p><b>Surprised the effect of peripherality on productivity not mentioned – 6% loss for every 100 mins of travel.</b></p>	<p>This is in the Evidence Base but is less about distance and more about proximity to markets.</p>
<p><b>Need to support rural SMEs to find suitable workspaces.</b></p>	<p>Activity added about increasing the supply of premises for rural business development by encouraging greater flexibility in planning system.</p>

## PRIORITY 1B ENCOURAGE NEW ENTERPRISE

KEY POINTS	RESPONSE
<b>Enterprise education and School-Business linkages: RES is weak. Does not explain how we will engage in schools to encourage actions.</b>	Most of the information in the Delivery Framework is at a headline level, providing appropriate priorities and 'hooks' which will steer the development of more detailed plans and strategies. In the case of School-Business linkages, specific organisations have been identified that will take this work forward at a regional level.
<b>Enterprise is not the same as entrepreneurship! The former is in line with national policy; the latter is not.</b>	This has been altered in the final RES.
<b>School-Business partnerships – need to reference LSCs as lead partners – they are funded to do this!</b>	This has been done.
<b>Business and enterprise needs to be promoted in a way that makes it feel achievable in terms of the skills that can be acquired and financial independence that can come with it – only then will education leavers feel that business/ entrepreneurship offers a viable future direction for them.</b>	The RES highlights the need for appropriate and realistic advice to students on the opportunities and challenges from new business start-ups.
<b>With regards engagement with schools – lead organisation must be the Local Education Authorities and not the LSCs.</b>	Both organisations have a role in this; LSCs are specifically required by the DfES to look at this within their business plans.
<b>Useful context for Strategic Objective One is around some of the barriers to realising potential of women's enterprise, including access to finance, and sites and premises.</b>	A new activity in the final Delivery Framework is about implementing the Strategic Framework for Women's Enterprise in the region which is a collaborative approach to increasing women's entrepreneurship.

KEY POINTS	RESPONSE
<b>Need to reference the new Women's Enterprise task force.</b>	Reference has been included.
<b>More should be done to encourage women entrepreneurs e.g. Role modelling, mentoring, coaching, networking.</b>	This should be taken forward by implementing the Strategic Framework for Women's Enterprise – a new activity that has been added to the Delivery Framework.
<b>Need to mention Corporate Social Responsibility.</b>	There is a new proposed activity in 3B of the Delivery Framework about developing incentives for businesses to adopt Corporate Social Responsibility principles.
<b>Possibility of using the “environmental challenge” as a way of engaging young people/engineers/professionals in wealth creation for the future.</b>	A number of challenge/award proposals are being considered to promote the environment driver. This is included as an activity in 3B.
<b>What is a sustainable workplace?</b>	This wording has been removed from the final Strategy, although it should be a concept considered as one of the regional debates.
<b>Applauds attempts to introduce ‘enterprise’ into schools but concerned that small businesses will lose out in favour of larger national firms.</b>	Enterprise training in schools is now part of the National Curriculum. Unsure whether this favours large firms over small businesses.

## PRIORITY 1C DELIVER SKILLS FOR THE ECONOMY

KEY POINTS	RESPONSE
<b>NHS as an employer – strategy needs to recognise workforce pressures on the NHS – particularly in light of ageing population – and identify proposals to address this shortfall.</b>	Healthcare is specifically identified as a priority sector because of the workforce issues. SWESA/LSCs will lead on proposals to help fill the gap.
<b>Need to make more of importance of developing leadership and management skills ‘across the piece’ rather than just under Strategic Objective Three.</b>	There are activities in Strategic Objective One along with Strategic Objective Three about leadership and management skills.
<b>Want to emphasise importance of skills to delivery of social inclusion objectives. Include reference to National Employer Training Pilot and Level 2 Entitlements alongside Skills for Life references.</b>	This is now reflected under activity in 2A of the Delivery Framework.
<b>Needs to identify wider skills issues for sustainability.</b>	There is a specific activity in 1C about increasing skills for sustainable development.
<b>HE: Makes right noises, but more detail would be welcomed.</b>	More detail has been added – particularly in terms of need to increase the amount of R&D funding in HEIs in the South West. Again, detailed information on how activities will be taken forward will come through in more specific strategies and business plans.
<b>Skills: Important to make clear that skills also service the goal of social inclusion, as well as productivity. Not much in document about how the region will tackle the social barriers to skills and employment.</b>	Section 2A in the Delivery Framework has been revised to give this greater emphasis.

KEY POINTS	RESPONSE
<b>Brokerage/Employer support: Need more detail in Delivery Plan as to how specific actions will be taken forward; need to make appropriate reference to NETP.</b>	Appropriate reference has been made to NETP (Train to Gain), and the need to ensure that this links seamlessly with the Business Link IBD model.
<b>Please set explicit target to raise percentage of people in the region with entry level ICT skills from 40% to 50%.</b>	An additional proposal has been included for activity to <b>deliver</b> improved levels of ICT in workforce.
<b>Surprised no mention of Unions in workplace skills section.</b>	All SWESA partners have been identified in the Delivery Framework.
<b>Developing higher level skills in the workforce, promoting the ICT sector and stimulating innovation should continue to underpin the revised RES.</b>	Enhanced information on the role of ICT has been included in the revised Strategy.
<b>Concern that insufficient recognition is given within the RES to problems of literacy and numeracy skills, within workforce and school leavers.</b>	Recognition has been given to the problems of literacy and numeracy skills within the RES – both in 1C and 2A – and is felt to be a very important issue for the region.
<b>Measures to address chronic long-term shortages of certain key skilled workers e.g. dentists, plumbers etc. should be given high priority.</b>	There is an activity within 1C of the Delivery Framework that looks to identify and provide co-ordinated responses to emerging skills gaps and shortages to address such issues.
<b>Address the weakness of SW schools.</b>	The challenge is what can be done at a regional level (as opposed to national or local) to address this.

KEY POINTS	RESPONSE
<b>Support employers in skills provision and ensure that the focus for adult skills delivery is not only on basic skills but on higher level skills too. Early communication of availability of provision is required to enable employers to plan for staff release.</b>	There are activities in 1C reflecting this.
<b>Improve the availability of careers guidance – in particular the RES should work with industry to seek to raise the attractiveness of careers in manufacturing and construction, especially for women.</b>	An additional activity has been added to the Delivery Framework under 1C: ‘Deliver IAG (information, advice and guidance) services to provide advice on routes to, and progression within, employment and learning, including vocational routes.’
<b>Facilitate collaboration between companies in the same sector which is effective in raising skills levels.</b>	Within the sector approach ‘other key sectors’ have been identified for this very purpose – to get sectors that are important to the region because of their size or linkage with other industries together to discuss issues of mutual concern.
<b>Improve availability, quality, choice and flexibility of apprenticeships, to meet business needs.</b>	Revised activity on apprenticeships in 1C.
<b>Position on skills is underplayed – provide information on skills levels, lack of basic skills etc. to illustrate where problems lie. Also encourage SMEs to increase investment in skills development and for skills provision to be demand led.</b>	Information on skills levels etc. can be found in the Evidence Base Annex. A number of activities have been added to 1C on encouraging investment in skills development and for skills provision to be demand led.
<b>Specific action needed to embed sustainability and the environment driver within the region’s priority skills actions.</b>	There is a specific activity to increase sustainable development skills under 1C.

KEY POINTS	RESPONSE
<b>Mechanisms needed to retain skilled people in higher skilled industries in downturns.</b>	Part of this is retraining and redeployment which will be supported by the revised activities in 1C undertaken by SWESA partners.
<b>Mechanisms for utilising the knowledge and experience of older people are required – give examples of best practice already happening.</b>	Specific reference now made to this under 1B and 2A.
<b>No mention of adult training – important with falling 16-19 demographics.</b>	There are a lot of activities dealing with adult training under 1C.
<b>Would like specific reference to Welfare to Work under flexible skills training provision section.</b>	Reference included under 2A.
<b>There should be an emphasis on higher level basic skills and graduate skills.</b>	<p>There are activities in 1C which reflect the need for higher level basic skills and graduate skills, e.g. ‘Improve efficiency of graduate labour market:</p> <ul style="list-style-type: none"> <li>■ support Higher Education Institutions in developing understanding of labour market graduate needs</li> <li>■ increase the number of graduates employed at graduate level in the South West.’</li> </ul>
<b>Change ‘promoting language skills for business’ to ‘promoting international communication skills.’</b>	This activity has been changed to say ‘Ensure appropriate supply of language and cultural skills training to support businesses to trade internationally’ due to other responses received in the consultation process.
<b>Sections on higher level skills, R&amp;D etc. do not appear to be followed through in the detail, particularly in the sectoral approach.</b>	Some additional detail has been provided in the revised Delivery Framework. However, most of the information within the plan remains at quite a high level to ensure that the document does not become unwieldy. The aim is to provide appropriate prioritisation and ‘hooks’ that will steer the development and delivery of more detailed plans and strategies in these areas, such as the SWESA and revised Innovation Strategy.
<b>Need for greater recognition of importance of public sector as an employer.</b>	Additional references have been made to this in the final document.

KEY POINTS	RESPONSE
<b>Bullet point “provide education for sustainable development” seems ‘somewhat peculiar’ – appropriate for schools and colleges but not really part of the skills agenda.</b>	This has been removed in the final Strategy and instead reads ‘Develop and deliver appropriate sustainable development modules within vocational and academic courses.’
<b>Suggest extending construction skills in the workplace to include built environment skills generally.</b>	There is specific reference to construction skills, and greater emphasis placed on the importance of a good quality built environment.
<b>Assumes SWESA is a catch all for all partners. UKTI Passport Programme is a skills based programme.</b>	All partners involved in the delivery of each priority are included (where possible) in a preamble – inevitably there will be some that have not been included.
<b>Suggest that there is a role for traditional apprenticeships as well as modern ones and HE/FE participation.</b>	An activity has been added to ‘Increase numbers of employers participating in apprenticeships, and increase employee completion rates’ along with activities around HE/FE participation in 1C.
<b>Support the region’s HE institutions – there is currently not enough about what the support would be or how success will be measured.</b>	Specific activities have been added to 1C, for example ‘Support Higher Education Institutions in developing understanding of labour market graduate needs’ with appropriate success measures.
<b>Good to see technical skills included, but still severe deficit in skills at the intermediate level.</b>	These should be met through the development of the SWESA Delivery Framework.



## PRIORITY 1D COMPETE IN A GLOBAL MARKET

KEY POINTS	RESPONSE
<b>Would be useful to acknowledge tension between need to compete in global economy and sustainable development (look at ways to do this in low carbon way).</b>	This will be looked at as one of the SW Debates.
<b>Encourage development of supply chain companies to enable more 'clustering' thereby attracting more FDI.</b>	Changes made to priority 1D to strengthen activity around FDI and international trade.
<b>Argues that outsourcing/off-shoring is as much about skill shortages as cost.</b>	Both cost and skills are indeed dynamics behind offshoring/outsourcing. The region can affect the latter, and is trying to do so through activity under 1C and 1E (higher education).
<b>Exploiting global demand for environmental technologies is important but emphasis should be on how sustainability skills will help win business across all sectors.</b>	Additional information has been included in The Strategy and the 'cross-cutting' sections at the end of each Delivery Framework priority which makes this clearer.
<b>Include reference in environment driver section to the way maintenance and enhancement of a high-class environment is helpful in terms of attracting inward investment.</b>	This has been added.
<b>Expand the provision of skills to fully embrace sustainability including those that facilitate industry adopting a low carbon approach.</b>	Activity on skills for sustainable development added to 1C.
<b>Grave reservations about the inward investment strategy. Must be more strategic in deciding the kinds of business we want to attract, and ensure local businesses are given the same assistance with recruitment and training as incomers.</b>	Investment must be appropriate for the region/locality in which it lies. Different types of support may be appropriate to attract and retain new investors to ensure the region does not lose out to other national and European regions.

**PRIORITY 1E PROMOTE INNOVATION**

KEY POINTS	RESPONSE
<b>Need to consider impact of LEGI.</b>	References to LEGI included under 1B and 2A/B.
<b>Need to ensure that every region has a network of targeted women's innovation initiatives.</b>	Implementation of Women's Enterprise Strategy highlighted as activity under 1B.
<b>Need to give further attention to the role of ICT as a driver for change.</b>	A number of activities have been added to the Delivery Framework to reflect this, in particular in 1E but also in 2B and C, and 3A.
<b>Opportunities for the South West to champion use of flexible working – to improve worker productivity and reducing impact on transport and land.</b>	An additional activity has been added to 2A around promoting the business case for, amongst other issues, flexible working as a method of overcoming barriers to economic participation. There are also activities around home working to reduce impact of transport on the region (3A).
<b>Make more in strategy of SW's technology belt – particularly in semiconductors and wireless networks.</b>	The sector approach identifies semiconductors and wireless networks as key sub-sectors within ICT.
<b>Take advantage of new markets in ICT such as broadband internet, digital interactive TV and mobile communications.</b>	Work to do this is incorporated in 1E within the Regional ICT strategy.
<b>Improve accessibility and digital engagement.</b>	Additional activity added to 1E on access, specifically through broadband infrastructure. Also activity in Strategic Objective Two on using ICT to improve economic inclusion.
<b>Should be wider definition of innovation – to include importance of a positive work environment, and fact that it is also about new partnerships and methods of work.</b>	Introduction to the innovation priority in the Delivery Framework makes clear that the term should be applied widely, and not just in a technological context. Also, additional activity has been added under 1A and 1C regarding importance of good employee relations, and the use of tools such as IIP.

KEY POINTS	RESPONSE
<b>The role of IT and IT skills could be enhanced and strengthened across the RES in order to help deliver the aims and objectives.</b>	The role of IT and IT skills has been enhanced with activities added in 1E, 2B, 2C and 3A.
<b>Need to look at ICT strategically and at the role it can play across the board not just under innovation. E.g. helpful if The Strategy considers how new build in the region can include the necessary ducting for the deployment of high bandwidth services.</b>	Additional text has been added to both The Strategy and Delivery Framework to emphasise the role of ICT in supporting delivery across The Strategy.
<b>Would like clear links made to Science City initiative and consideration of how this status could be utilised for the benefit of the region as a whole.</b>	Activity around Science City is recognised in the final draft strategy and framework under 1E.
<b>Believe that investment should not only be on three regionally significant science parks but on a more distributed strategy – to include Yeovil’s education offer in conjunction with innovation and engineering base.</b>	Other than Bristol, no specific proposals for science parks have been identified in the final Strategy. The revision of the Regional Innovation Strategy will provide further detail on science parks and incubators.
<b>Complete S-Park; the Science Park for Bath and Bristol – this must be shown as a priority in the RES.</b>	Delivery of S-Park, the Bristol Science Park, has been included within the Delivery Framework under 1E.
<b>Better links needed between innovation and other productivity drivers.</b>	The three South West drivers have been further clarified in the final Strategy and Delivery Framework.
<b>Links needed to national innovation agenda and other national strategies.</b>	The preamble to 1E in the Delivery Framework references national, European and regional strategies that steer delivery. These are also detailed in the Strategic Context document.
<b>Clearer articulation of role of Science and Industry Councils required.</b>	Additional activity has been added to 1E to clarify the role of the Science and Industry Council.

KEY POINTS	RESPONSE
<b>Promoting innovation is vital – monitor SW R&amp;D as a percentage of regional GDP.</b>	This is included as a progress measure within the Delivery Framework.
<b>Need to recognise importance of innovation in skills and training as well as products and processes.</b>	<p>There are a number of activities in 1C and 2A that show innovative approaches to skills and training. For example ‘Deliver routes into employment for the long-term unemployed and other [hard to reach] individuals through:</p> <ul style="list-style-type: none"> <li>■ regional implementation of New Deal programmes</li> <li>■ use of best practice from the Somerset ‘pathways to work’ pilot to steer implementation of support across the region for jobseekers on incapacity benefit</li> <li>■ recognition and promotion of the value of volunteering opportunities as a means of enabling people to obtain skills and work experience.’</li> </ul>
<b>Need to invest in science/innovation in rural areas.</b>	Many of the activities listed under 1E are generic and apply equally across rural and urban areas of the South West. In addition, there is specific focus on ensuring broadband connectivity – as an important tool for innovation – is rolled out to all rural areas by the end of 2006.
<b>Environment Driver Section makes it sound as if the only reason for doing this is to help the environment, rather than to help South West business. Mention business-to-business networks around e.g. waste management/ reduced energy bills/energy security, stress importance of eco-innovation.</b>	The environment driver sections at the end of each priority in the Delivery Framework have been comprehensively revised to make economic benefit clear.
<b>Support for retail owner/managers to be innovative – crucial to the success of local economies.</b>	This is not included in The Strategy but may be a part of the LSC’s support for the retail sector.
<b>Broadband coverage still not available across Exmoor and is a barrier to enterprise.</b>	There is an activity in 1E of the Delivery Framework for 100% of exchanges to be enabled for 500mbps+ by the end of 2006.
<b>Ensure SW, in particular rural areas, are ‘kept up’ in terms of the size of broadband connection.</b>	A proposed activity has been added to 1E of the Delivery Framework – to ensure that the region’s broadband infrastructure continues to develop in line with international benchmarks for bandwidth. There will, however, inevitably be a ‘digital divide’ between rural and urban areas where large band widths are involved.

## STRATEGIC OBJECTIVE TWO STRONG AND INCLUSIVE COMMUNITIES

### PRIORITY 2A IMPROVE PARTICIPATION IN THE ECONOMY

KEY POINTS	RESPONSE
<b>Greater focus on economic inclusion within The Strategy.</b>	The majority of respondents felt that the balance between the objectives is about right. However, some additional activity has been added to section 2A.
<b>Need to reference work to support those on incapacity benefit back to work.</b>	This has been incorporated.
<b>RES should make the point that disadvantage is not just in terms of poverty, deprivation and underachievement, but also in relation to poor health.</b>	Specific activity added under 2A in the Delivery Framework acknowledging need to better link economic development, and health and well-being initiatives.
<b>Importance of Regional Childcare Strategy needed to address barriers to women's participation in the labour market.</b>	Proposed activity included to develop a Regional Childcare Strategy.
<b>Need stronger emphasis on tackling worklessness and economic exclusion (bme/disability/lone parents). Specific reference to supporting national employment rate target (80%).</b>	2A sets out headline activities to support improved access to work. The national employment rate target is referenced in the introduction to this section.
<b>Would like greater recognition of social enterprise as delivery mechanism for Strategic Objective Two.</b>	Social enterprises have been acknowledged in the Delivery Framework as playing a part in supporting areas with the greatest concentrations of multiple deprivation.
<b>Clarification of how the RES has taken account of, and seeks to address, the social dimension.</b>	The RES seeks to address the 'social dimension' through increasing economic inclusion and regenerating deprived communities. Activity to do this has been steered by the Evidence Base Annex, national and regional strategies, and analysis of existing activities. As an economic strategy, the RES does not seek to identify priorities for wider social issues which are appropriately identified elsewhere.

KEY POINTS	RESPONSE
<b>RES does not give much detail on potential areas for intervention in relation to employment – particularly in relation to exploring the evidence base on workless households.</b>	The RES highlights headline priorities and types of activity for increasing employment under 2A. However, the RES in general does not go into detail about exactly how activities will be delivered on the ground. The South West RDA, as sponsors of the RES, will work with respective partners to support development of activities to take this work forward.
<b>Argues for stronger partnership approaches to tackling economic exclusion.</b>	The Delivery Framework reflects the importance of mechanisms such as LSPs and LAAs in delivering the activity under this priority.
<b>No references to improving employment rates of ethnic minorities/long-term unemployed etc.</b>	Activities in 2A address improving employment rates of groups under represented or disadvantaged in the labour market and identifying barriers and constraints to accessing employment and skills.
<b>Make more reference to barriers faced by disadvantaged groups in entering/remaining in, and progressing in, employment.</b>	Additional detail has been included within 2A on the barriers to employment.
<b>Need to reference forthcoming welfare reform for Incapacity Benefit, and lone parent benefit, and reference the Somerset Pathways to Work Pilot.</b>	Have added an activity about delivering routes to employment for the long-term unemployed and have also referenced the Somerset Pathways to Work Pilot in 2A.
<b>RES should recognise the need to encourage employers to offer more flexible working patterns.</b>	Additional activity added to 2A: ‘Promote the business case for recruiting people from diverse backgrounds and of offering flexible working.’
<b>Equalities – good start in draft RES, but would welcome this being even stronger. In particular, need to understand gender pay gaps.</b>	Equalities section has been strengthened further in the Delivery Framework following a number of useful suggestions for enhancing equalities in the final RES. An additional activity has been added to support work to improve understanding of equalities and diversity issues.
<b>Migrant workforce – recognise value of, and support.</b>	Proposed Activity added in 1C to develop a Migrant Worker Strategy to help address gaps in the labour market. There are also activities in 2A about identifying barriers to work and constraints to accessing employment and skills.

KEY POINTS	RESPONSE
<b>Need to recognise economic and social contribution of volunteers and their importance to the region.</b>	Activity in 2A has been amended to reflect and promote the value of volunteering opportunities as a means of enabling people to obtain skills and work experience.
<b>Need to recognise the economic case for tackling inequality and exclusion.</b>	This has been reflected in the introduction to Strategic Objective Two.
<b>Need to emphasise importance of skills training to enable people to adapt/participate.</b>	2A now highlights a range of activities to enhance skills training to improve economic inclusion, and makes clearer reference back to wider skills activity under 1C.
<b>Promote actions to prevent poor health including workforce well-being.</b>	Health is referenced at the end of a number of the priorities in the Delivery Framework with regards sustainable development.

**PRIORITY 2B** REGENERATE THE MOST DISADVANTAGED AREAS

KEY POINTS	RESPONSE
<b>Regional Priority 2B highlights Bristol, Torbay, Bournemouth, Plymouth, and other neighbourhood renewal areas. This is inconsistent with the South West RDA Corporate Plan focus on the top 20% of deprived wards.</b>	It is not the role of the South West RDA's Corporate Plan to determine priorities and activities in the Regional Economic Strategy. A clear message from the initial stages of the consultation was that the RES should, wherever possible, have greater focus/prioritisation of activity at a regional level. We have tried to do this throughout, including under 2B.
<b>Housing – would like to see more emphasis on affordable homes to rent and buy.</b>	There are additional activities in 2B and 2C to reflect the importance of tackling social housing and housing affordability.
<b>Affordable housing needs defining to include the full life cost.</b>	Full life cost needs to be considered in the development of not only affordable housing, but all developments. Partners will be working with the Assembly to see how this can be incorporated into RSS policies.
<b>Would like to see more on the need to tackle transport and access issues in rural areas.</b>	Headline activity in 2B, 2C, and 3A highlights the need to enhance rural transport networks to improve economic performance and inclusion in these areas.
<b>Co-ordination and flexibility of the planning authority is required to enable meaningful delivery in the area of affordable housing in rural areas.</b>	The South West RDA is working with the Regional Assembly to help ensure that appropriate policies are developed within the RSS to support this objective.
<b>Under environment driver section should recognise that this is about more than just built environment – should also cover history, creativity etc.</b>	The environment driver focuses on the natural and built environment. However, other activity within The Strategy reflects the importance of culture and creativity in creating the 'sense of place' that will help maintain economic performance.
<b>Actions need to be identified to provide effective support to rural areas during a period of change.</b>	Support for rural areas has been mainstreamed across most priorities in The Strategy. Activities are included under 1A, B,C and D, and in 2A, B and C.
<b>Gloucester is mentioned as having a significant role in the region – Cheltenham should also be mentioned to be consistent with the RSS Joint Study Area.</b>	Cheltenham/Gloucester included under 2B and 2C.



## PRIORITY 2C PLAN SUSTAINABLE AND SUCCESSFUL COMMUNITIES

KEY POINTS	RESPONSE
<b>Need to better address convergence issues. How can lagging cities and their hinterlands be helped to become more competitive and more prosperous.</b>	There are a number of activities within 2B and 2C that look at addressing this issue.
<b>More detail about spatial implications required – must take thinking further forward than The Way Ahead.</b>	More detail on the spatial implications of the RES are in the Spatial Implications Annex.
<b>Recognition needed of the role of the voluntary sector in creation of sustainable communities and its contribution across all sectors.</b>	There is a priority within 2A which has a number of activities within it around strengthening the voluntary and community sector as a catalyst for economic inclusion. There is also an activity in 2B about promoting social enterprise and community finance initiatives in deprived areas.
<b>More on strengthening links between urban and rural – link to sustainable consumption and production agenda.</b>	Sustainable consumption and production is added to the cross-cutting issues page at the end of each priority.
<b>Concern about growth focused on Bristol without resolution of transport issues.</b>	A number of specific activities have been identified under 3A highlighting the regional importance of addressing the transport issues around Bristol.
<b>No mechanisms identified to connect rural hinterlands with key cities and towns.</b>	There is a reference to activity under 2C around improving transport links between rural and urban areas.
<b>Remove the word ‘affordable’ from final delivery activity under 2C – housing should be more affordable for all and not just be more affordable housing.</b>	The Delivery Framework makes distinction between affordable (social) housing, and broader housing affordability.

KEY POINTS	RESPONSE
<b>Too much focus for economic activity on a small number of larger settlements – not enough on market towns that are able to accommodate further sustainable economic growth.</b>	This aligns with The Way Ahead but still leaves 1/3 of growth to happen outside of these major cities and towns, in market towns and rural areas. A number of actions in 3B and 3C of the Delivery Framework identify the importance of continuing the renaissance of market towns and rural areas.
<b>Insufficient recognition of the role of LAs particularly in affordable housing.</b>	Local Authorities are now identified as a delivery partner.
<b>Explicit mention required of the fact that Green Belt land will need to be released for growth to occur in the PUAs.</b>	This is an issue that will need to be addressed in the Regional Spatial Strategy.
<b>Concern that employment land is being used for housing development.</b>	There is a specific activity in the final RES Delivery Framework in priority 1A about the need to ensure there is adequate supply of employment land to meet business need. Work is ongoing with the Regional Assembly to help ensure that appropriate policies are included to support this within the Regional Spatial Strategy.
<b>Deliver the Way Ahead initiative in a way which fully integrates genuine sustainable development and mainstreams sustainable construction.</b>	There are a number of additional activities that have been added to 3B around promoting sustainable construction.
<b>Provision of key worker homes should be explicitly mentioned. LAs should be mentioned as key partners in delivering ‘Ensure adequate supply of affordable housing.’</b>	Activity has been added to 2C which highlights the need to deliver adequate provision of social housing/ ‘key’ worker housing, alongside a broader objective of improving housing affordability. Local Authorities are now identified as a delivery partner.
<b>Section 2C fails to recognise the need for small scale, affordable provision in rural areas to meet employment needs of local businesses. The work of the ‘Rural Housing Trust’ could be usefully quoted here.</b>	An activity has been added to 1A around ensuring greater flexibility in the planning system to increase supply of rural business premises at the market rate.

## STRATEGIC OBJECTIVE THREE AN EFFECTIVE AND CONFIDENT REGION

### PRIORITY 3A IMPROVE TRANSPORT NETWORKS

KEY POINTS	RESPONSE
<b>Need to recognise importance of connectivity to other regions – in particular South East/London in terms of the NE part of the region.</b>	The transport section (3A) in the Delivery Framework has been re-written to highlight priorities to improve inter-regional and international connectivity.
<b>Transport priorities to reflect those in the RTS/RFA.</b>	The transport section has been re-written to reflect priorities in the RTS/RFA that are most important to the economy at a region-wide level.
<b>Address peripherality along with associated weaknesses in transport infrastructure.</b>	The two priorities that were identified in the consultation and in research were to increase the reliability of inter-regional and international connections and improve congestion within the region – these have therefore been reflected in the final document.
<b>Almost all transport schemes could fall into the three priorities in the RES: peripherality, congestion, and access to wider markets.</b>	The transport section in the final RES has been re-written. The framework now identifies clear priorities under two headings: addressing inter-regional and national connectivity and reducing congestion.
<b>Economic justification for identified schemes is weak or not shown. Proposals such as ‘improve rail connections to London and the Channel Tunnel’ offer nothing more in terms of analysis than a general aspirational sheen.</b>	3A has been revised in line with these comments, with some additional detail included in the Evidence Base Annex. It is recognised that there is still a need for additional work to strengthen the evidence in some areas.
<b>Lack of granularity in terms of location: at the moment, there is little feel for how some of the statements – such as ‘promote sustainable patterns of production’ actually means in practice in the region. Needs to be stronger if it is to have any impact.</b>	The Spatial Implications Annex provides additional ‘granularity’ in terms of location.

KEY POINTS	RESPONSE
<b>Need to say what the relative priority between each transport priority is, in terms of the economic strategy for the region – in particular the relative importance of access/connectivity would be helpful.</b>	Section 3A has been substantially revised and now highlights the importance of connectivity.
<b>RES should have a clear linkage with likely transport funding levels and ability to deliver transport interventions.</b>	The transport section has been rewritten to reflect the work of the Regional Funding Allocations.
<b>Infrastructure is key. RES should make clear priorities of 2nd strategic route; improved frequency/ journey times by rail to London; need for improved air services to London and European airports.</b>	3A has been revised to provide a focused number of critical regional priorities. These include improvements to Great Western Mainline and the need to make progress on the 2nd strategic route.
<b>Improve region's transport system.</b>	Priorities and activities are outlined in 3A for improving transport.
<b>Strategic Objective Three: Clear tension in promotion of air travel; would like to see environment driver included under leadership.</b>	This tension is explicitly acknowledged in the final section of 3A, with a commitment to explore this within the SW Debates proposed under 3C.
<b>Would like to see more on the need to tackle transport and access issues in rural areas.</b>	Activity reference within 2B.
<b>Improved digital access etc. will not alone solve the problems of actual and perceived peripherality in the South West – infrastructure is crucial.</b>	3A now contains priorities on infrastructure. It is, however, crucial that digital access etc. is considered as an alternative to travel and hence there are activities within 1E and 1D around the use of ICT.
<b>Consider how to overcome the current difficulties of tackling peripherality versus congestion – what is the priority?</b>	The priorities in 3A have been re-written in line with RFA and RTS

KEY POINTS	RESPONSE
<b>The RES should encourage more sustainable travel to work solutions rather than encouraging further growth of road-based and air traffic.</b>	A number of activities have been enhanced to reflect the need to promote home working, greater use of ICT, and green travel planning.
<b>Welcomes recognition of importance of infrastructure investment/improved communications. Would like greater emphasis on improving seaports and airports.</b>	Additional activity included within 3A.
<b>Argues that the development of more than one regional airport should be a priority.</b>	In the final Delivery Framework there is an activity about enhancing the region's main airports, particularly Bristol, to improve connectivity to key economic markets and support the region's tourism sector.
<b>Not enough on transport.</b>	The transport section has been completely re-written in the final RES to reflect the Regional Funding Allocations work. It is felt to be sufficient within the RES in the context of the other important issues.

**PRIORITY 3B PROMOTE AND ENHANCE WHAT IS BEST ABOUT THE REGION**

KEY POINTS	RESPONSE
<b>Would like to see South West Coast path identified as an international icon.</b>	The South West Coast path has been identified as an icon.
<b>Link icons to events strategy.</b>	This has been done in the final Delivery Framework in 3B.
<b>Olympics – Strategy should take a wider view of the opportunities rather than just regeneration of Weymouth and Portland. In particular, South West RDA support for improved infrastructure in Dorset to support this.</b>	An activity has been added to 3B about developing a regional ‘Towards 2012’ Strategy to secure maximum benefit for the South West from the 2012 Olympics.
<b>Both SEA and SA highlight need for more in the RES on promoting activity to protect and enhance biodiversity.</b>	There is an activity in 3B about improving biodiversity with a link to the South West Environment Strategy.
<b>High profile regional projects and events should include examples of cultural ones – e.g. Glastonbury Festival, Plymouth Theatre Royal etc.</b>	An activity has been added to the final Delivery Framework to ‘Develop the region’s cultural infrastructure as an important component of future economic success and quality of life in the South West.’
<b>Measures to conserve energy and manage energy demand should be of equal priority to the production of renewable energy.</b>	A number of activities have been added to 3B along with 1A and 1E. One of the SW Debates will also focus on energy challenges.
<b>The region has an opportunity to lead the UK in environmentally friendly technology development.</b>	Activity under 3B has been changed to place greater emphasis on opportunities for the region to exploit its strengths on environmental technology and sustainable development.
<b>Would like recognition of strong link between regional distinctiveness and tourism.</b>	This has been included under 3B.1.
<b>Suggests specifying how the region will build on its strengths to attract the higher levels of investment, international trade, and enterprise which it has identified as key issues.</b>	Additional detail has been added under 1D and 3B.

## PRIORITY 3C IMPROVE LEADERSHIP, INFLUENCE AND PARTNERSHIP

KEY POINTS	RESPONSE
<p><b>Need to recognise that the five drivers and productivity relate to public sector as well as business, yet current structure does not assist in this. Would like to see more about how the five drivers can influence the public sector role in the economy.</b></p>	<p>Additional detail has been added to The Strategy of the role of the public sector in implementing the RES, and the fact that it must 'walk the talk' with regard to the drivers of productivity.</p>
<p><b>Regional debates – include one on 'continuing to move towards an environmentally sustainable economy.'</b></p>	<p>A SW Debate has been included on 'securing economic growth within environmental limits', along with one on 'energy challenges' which together should address this issue.</p>
<p><b>Partnership – not just about government agencies and should be seen as a key to success.</b></p>	<p>Additional activities has been added to 3C about developing capacity of sub-regional and local partnerships, and voluntary and community sector organisations, to support the implementation of the RES.</p>
<p><b>Include migrant workers in list of regional debates.</b></p>	<p>The issue of migrant workers will be considered as part of the SW Debate on 'a growing, ageing and more diverse population.'</p>
<p><b>Promote strong regional leadership to take a long-term approach to sustainability.</b></p>	<p>Activity is included to promote regional leadership.</p>
<p><b>Business networking between market towns should be considered.</b></p>	<p>An activity has been added to 3C on developing capacity of sub-regional and local partnerships to support the implementation of the RES ensuring that the delivery of activities such as – 1A 'enhance opportunities for business to business networks' happen at a sub-regional or local level.</p>
<p><b>Would like strong informed regional leadership, particularly on energy, but also around promoting/selling the region. Need to lose our complacency and grasp global competition as an opportunity not a threat.</b></p>	<p>There are activities in 3B around energy and promoting/selling the region to investors, businesses, potential workers and visitors. There are also activities within 1D around attracting and retaining Foreign Direct Investment.</p>

KEY POINTS	RESPONSE
<b>Essential to develop regional common purpose through building leadership, partnership capacity and through better networks.</b>	Existing activity included under 3C.
<b>The South West is grossly under funded due to the perception of the region as a wealthy and comfortable place with few problems – need to concentrate efforts on lobbying of central government and EU.</b>	Framework includes a specific priority to “Improve co-ordination of activity to ‘make the case for the region’ in Westminster and Whitehall”.



# RES CONSULTATION SUMMARY – ANALYSIS OF RESPONSES BY ORGANISATIONAL TYPE

## PUBLIC SECTOR

KEY POINTS	RESPONSE
<b>Clarify purpose of RES and who it is for.</b>	There is a section in the introduction that describes who the RES is for.
<b>Do not include Evidence Base in document.</b>	It was felt appropriate to retain a summary of evidence within the headline document, with most detail contained in the Evidence Base Annex.
<b>Improve synergy with IRS.</b>	Work has been undertaken with the Assembly on specific drafting suggestions – particularly in terms of Delivery Framework.
<b>Clarify how regional debates will be taken forward.</b>	This has been incorporated into the final RES summary document.
<b>Tension between PSA2 convergence target and sustainable growth aspiration.</b>	The sustainable growth aspiration is taken from the government's sustainable development strategy, which is meant to apply across all government activity (measured through PSAs). In principle, there should not be any tension. In practice, however, tensions could arise – not least because there is no agreed definition of what constitutes sustainable growth. The RES is honest in highlighting the challenges of moving to a more sustainable economy. In part it is about understanding the implications of such a shift, through activity such as the SW Debates.
<b>Sustainable development in strategy not followed up in Delivery Plan.</b>	All of the suggested activities are in the Delivery Framework. However, we have reflected on how these can be enhanced. The Plan also has a specific section under each priority to show how the principles of sustainable development should be influencing delivery and this has been sharpened in the final iteration.
<b>Need to make more about the role of RSS in delivering economic development.</b>	The role of the RSS has been referenced in The Strategy, the Strategic Context Annex and the Spatial Implications Annex.
<b>Need a shared evidence base for RSS and RES.</b>	Work has continued with the SWRA to ensure that consistent and robust evidence is included in both documents.
<b>RES should not profile unrealistically high levels of housing growth.</b>	The figures provided are based on robust forecasts of additional housing required in the future.
<b>Advocates removal from RES of regional housing figures.</b>	The RES consultation has highlighted housing as a key issue for a sustainable economy in the South West. It is appropriate that the figures are retained as part of the Evidence Base.

KEY POINTS	RESPONSE
<b>Lack of spatial component to the RES is disappointing.</b>	The RES is a regional document – many of the priorities and activities to improve economic prosperity are generic, and do not require spatial articulation. However, the Spatial Implications Annex provides a clearer view of some of the spatial implications of the RES.
<b>Delivery Plan – clarify whether it is summarising or driving action and prioritise activities.</b>	A lot of work has been done on the final version to tighten activities up. Along with this activities have been divided into those that are achievable immediately (and therefore confirmed) and those that are proposed.
<b>RES should recognise contribution of economic development to health of region, and the contribution a health community can make to economic development.</b>	An activity has been added to 3B to strengthen links between economic development, and health and well-being.
<b>Response focuses on the omission of Bournemouth and Poole from the list of cities identified for ‘realising economic potential.’ It notes that B&amp;P are now invited to sit on The Way Ahead steering group, and expects this to be reflected in the final draft.</b>	Bournemouth and Poole have been added in to the list of cities identified for ‘realising economic potential.’
<b>Concerned that RES and RSS are not sufficiently joined.</b>	Discussions with the Assembly have been ongoing and agreement reached on the growth figures etc.
<b>Suggest in future that guidelines be issued on what we would like comments on to increase the transparency of the RES review process.</b>	This would be helpful although, within The Strategy and Delivery Framework, particular areas were identified upon which comments were required.
<b>Explicit reference to Sector Skills Councils needed.</b>	These are mentioned in the Delivery Framework as being important to the delivery of many of the skills activities in 1C.
<b>Government Skills Strategy should be referenced along with the IRS, RSS etc. – mention of the SWESA not sufficient.</b>	This has been taken account of and has been reflected in the Strategic Context Annex. Many strategies were taken account of when writing the RES and are outlined in the Strategic Context Annex – not all of them could be name checked in The Strategy

KEY POINTS	RESPONSE
<b>No mention of Olympics in main RES strategy document.</b>	The Strategy document is a 'summary document' and as such cannot mention everything. The Olympics comes under Strategic Objective Three in priority 3B and it is of course recognised as this will provide an enormous opportunity for the region's economy.
<b>Clarity needed on the differences between the environment driver and sustainable development.</b>	Have made a clearer distinction in the 'cross-cutting issues' section for each priority in the Delivery Framework. This hopefully makes clear that the driver is about economic opportunities from the environment. sustainable development is about stressing the need for economic and environmental objectives to be achieved at the same time.
<b>Measures are limiting when they purely count numbers – consider rewording them in such a way that they are about proportions e.g. 'increase in spending on regional food products' may mean more is spent on food generally. Change this to 'proportion of public food spend on regional food products.'</b>	Where possible this has been reflected in the final Delivery Framework.
<b>Vision statement should reference culture and be brought to the front of the document.</b>	The omission of 'culture' from the Vision was a typing error and has been returned. The statement remains where it is but with reference at the beginning of the document to where it can be found. It was felt that the context was important to be found before The Strategy.
<b>More mention of SRPs in delivering activities.</b>	Some additional text has been added into The Strategy highlighting the importance of effective structures to ensure sub-regional delivery of the RES. In addition, SRPs are identified as partners in an increased number of activities in the Delivery Framework.
<b>Would like explanation of why productivity in the South West is below that of UK and international competitors.</b>	This can be found in the Evidence Base.
<b>Success measures where practical need to be 'SMART.'</b>	Where possible this has been reflected in the final Delivery Framework.

KEY POINTS	RESPONSE
<b>More work needed to understand the way in which the economy drives housing and population growth and vice versa.</b>	The Evidence Base has been updated to incorporate latest data and analysis on housing and growth. However, the point has been taken that more work is required to improve understanding of the relationship between the two, and is expected to be picked up under one of the SW Debates.
<b>Define ‘public sector’ – public sector service providers, e.g. NHS have a different role to play in the economy to that of, for e.g. HE and FE.</b>	This has not been done because at the front of The Strategy there is a statement that indicates who The Strategy is for – ‘regional partners involved in economic development.’
<b>The RES must create a planning regime which supports economic growth – investing in the South West needs to be easier than investing elsewhere.</b>	The RES highlights the need for appropriate employment land and premises to meet the needs of regional business. This is to be provided using principles of sustainability wherever possible e.g. brownfield land/flexible use of redundant buildings in rural areas etc.
<b>To achieve an effective and confident region, local authorities must work together across boundaries to make decisions that are right for the economy of the region as a whole.</b>	A number of activities have been identified that cross boundaries with other regions.
<b>The RES must call for planning policies which allow businesses to locate where a skilled workforce already exists, or is likely to be attracted.</b>	The RES will be one of the documents used to steer the development of the RSS.
<b>The RES must allow business to operate in a light touch, risk based regulatory environment – where inspection and enforcement decisions are made at regional or local level. Authorities must work with business.</b>	In the main, regulation is not within the gift of the RES or the region – so has not included in the RES.
<b>Alter the wording in the purple boxes to read ‘the quality of activities undertaken will be enhanced if these three drivers are integrated in to the decision making process.’</b>	The ‘purple boxes’ – sections at the end of each priority – have been reworded in the final Delivery Framework.

KEY POINTS	RESPONSE
<b>Stress importance of addressing access to jobs, affordable homes and services in market towns and rural areas.</b>	There are activities in the Delivery Framework in 2C that cover these issues.
<b>Need to include older and younger people in the economy.</b>	There are activities within the Delivery Framework that recognise both younger and older people in the economy.
<b>Drivers should emphasise social/cultural capital and quality of life. Suggest a regional debate on links between social capital and economy.</b>	The purpose of ‘drivers’ in this context is to highlight a limited number of issues that are essential to future economic success. The role of the drivers, and what they are, will be considered with the full review of The Strategy in 2009.
<b>Stresses need for political buy in for regional debates.</b>	The SW Debates, being economically focused, will be led by the South West RDA who will work with other organisations on other aspects which are not economic.
<b>Suggests linking of objectives and priorities to PSA targets/outputs and to new Economic Regeneration Performance Indicators for LAs.</b>	The priorities have been brought into The Strategy and a PSA target, or relevant strategic added value measure attached to each.
<b>Sector section confusing – not well enough justified and hasn’t taken on board differences between LSC and SWESA priority sectors.</b>	The whole sectors section has been revised in The Strategy to ensure there is more clarity on this.
<b>Would like ‘especially digital media’ removed from creative industries listing, replacing with text emphasising growth areas where there is a convergence of technology and content.</b>	The sectors section has been changed, to reflect the fact that creative industries is one of the South West RDA’s identified sectors. The Agency’s work in this sector will continue to focus on digital media in line with our Corporate Plan.
<b>Sees sector approach as an ‘unnecessary constraint.’</b>	There needs to be some focus for activity and it has therefore been retained in The Strategy.
<b>Doesn’t think that draft currently reflects breadth of sector groups/sector skills work.</b>	More detail has been added to The Strategy to clarify the sector approach and explain what support is given to each RDA sector.

KEY POINTS	RESPONSE
<b>Would like to see a clearer statement about the inter-relationship between sectors – e.g. importance of agriculture to tourism and retail.</b>	This has been done in the final Strategy, where those sectors that are of importance to the region due to their size or linkage with other sectors, have been identified.
<b>Suggest that the RES should include reference to the importance of effective employee relations in helping to improve productivity.</b>	An activity has been added to 1A around encouraging productive workplaces through services to support effective employee relations.
<b>The RES should recognise importance of employer support for employee health as something that can help improve productivity.</b>	Delivery Framework includes a new activity on improving workplaces through improved employee relations. This would be expected to include measures to promote a healthy workplace where this was identified as a priority.
<b>The RES should encourage the NHS to adopt sustainable principles in its corporate business e.g. procurement, travel planning etc.</b>	Many responses identified the need to make more of public sector potential to drive change – such as encouraging more sustainable procurement, corporate social responsibility, environmental efficiency etc. This has been reflected in a number of additional activities including one in 1A – ‘establish regional sustainability criteria/guidelines for public sector procurement.’
<b>The RES must allow for the provision of business support which is focused on business needs, and with limited ‘new initiatives’ which are seen as a barrier to seeking help.</b>	Much of the focus for activity in the Delivery Framework is about getting current support to better meet business need. The shift in Business Links to the IBD model, and the introduction of ‘train to gain’ as a way to identify appropriate training will support this.
<b>Keen to see re-use of redundant/existing buildings rather than new build business units in areas of natural beauty.</b>	There is a new activity in the Delivery Framework about encouraging greater flexibility in the planning system, for example for conversion of redundant buildings.

KEY POINTS	RESPONSE
<p><b>Need to address ‘demand’ side of encouraging economic growth:</b></p> <ul style="list-style-type: none"> <li>■ increasing demand for jobs</li> <li>■ improving quality of employment</li> <li>■ encouraging expansion of existing businesses</li> <li>■ attracting inward investment</li> <li>■ diversification</li> </ul>	<p>A number of revisions have been made to activity in the Delivery Framework to reflect this.</p>
<p><b>Useful context for Strategic Objective One around some of the barriers to realising the potential of women’s enterprise, including access to finance and sites and premises.</b></p>	<p>A new activity in the final Delivery Framework is about implementing the Strategic Framework for Women’s Enterprise in the region which is a collaborative approach to increasing women’s entrepreneurship.</p>
<p><b>Need to reference the new Women’s Enterprise task force.</b></p>	<p>Reference included.</p>
<p><b>Need to support rural SMEs to find suitable workspaces.</b></p>	<p>An activity has been added about increasing the supply of premises for rural business development by encouraging greater flexibility in the planning system.</p>
<p><b>Need to identify wider skills issues for sustainability.</b></p>	<p>There is a specific activity in 1C about increasing skills for sustainable development.</p>
<p><b>The Strategy needs to recognise workforce pressures on the NHS as an employer – particularly in light of ageing population – and identify proposals to address this shortfall.</b></p>	<p>Healthcare is specifically identified as a priority sector because of the workforce issues. SWESA/LSCs will lead on proposals to help fill the gap.</p>

KEY POINTS	RESPONSE
<b>Concern that insufficient recognition is given within the RES to problems of literacy and numeracy skills, within workforce and school leavers.</b>	Recognition has been given to the problems of literacy and numeracy skills within the RES – both in 1C and 2A – and is felt to be a very important issue for the region.
<b>There should be measures to address chronic long-term shortages of certain key skilled workers e.g. dentists, plumbers etc. should be given high priority.</b>	There is an activity within 1C of the Delivery Framework that looks to identify and provide co-ordinated responses to emerging skills gaps and shortages to address such issues.
<b>Address the weakness of South West schools.</b>	The challenge is what can be done at a regional level (as opposed to national or local) to address this.
<b>Support employers in skills provision and ensure that the focus for adult skills delivery is not only on basic skills, but on higher level skills too. Early communication of availability of provision is required to enable employers to plan for staff release.</b>	There are activities in 1C reflecting this.
<b>Improve the availability of careers guidance – in particular the RES should work with industry to seek to raise the attractiveness of careers in manufacturing and construction, especially for women.</b>	An additional activity has been added to the Delivery Framework under 1C: ‘Deliver IAG (information, advice and guidance) services to provide advice on routes to, and progression within, employment and learning, including vocational routes.’
<b>Facilitate collaboration between companies in the same sector, which is effective in raising skills levels.</b>	Within the sector ‘other key sectors’ have been identified for this very purpose – to get sectors that are important to the region because of their size or linkage with other industries together to discuss issues of mutual concern.
<b>Improve availability, quality, choice and flexibility of apprenticeships, to meet business needs.</b>	There is a revised activity on apprenticeships in 1C.



KEY POINTS	RESPONSE
<b>Support the region's HE institutions – there is currently not enough about what the support would be or how success will be measured.</b>	Specific activities have been added in 1C, for example 'Support Higher Education Institutions in developing understanding of labour market graduate needs' with appropriate success measures.
<b>No mention of adult training – important with falling 16-19 demographics.</b>	There are a lot of activities dealing with adult training under 1C.
<b>Developing higher level skills in the workforce, promoting the ICT sector and stimulating innovation should continue to underpin the revised RES.</b>	Enhanced information on the role of ICT is included in the revised Strategy.
<b>Argues that outsourcing/off-shoring is as much about skill shortages as cost.</b>	Both cost and skills are dynamics behind off-shoring/outsourcing. The region can effect the latter, and is trying to do so through activity under 1C and 1E (higher education).
<b>Complete the Bristol Science Park – this must be shown as a priority in the RES.</b>	Delivery of the Bristol Science Park is included within the Delivery Framework under 1E.
<b>Need to consider the impact of LEGI.</b>	References to LEGI included under 1B and 2A/B.
<b>Need to ensure that every region has a network of targeted women's innovation initiatives.</b>	Implementation of Women's Enterprise Strategy is highlighted as an activity under 1B.
<b>Need to recognise importance of innovation in skills and training as well as products and processes.</b>	<p>There are a number of activities in 1C and 2A that show innovative approaches to skills and training. For example 'Deliver routes into employment for the long-term unemployed and other (hard to reach) individuals through:</p> <ul style="list-style-type: none"> <li>■ regional implementation of New Deal programmes</li> <li>■ use of best practice from the Somerset 'pathways to work' pilot to steer implementation of support across the region for jobseekers on incapacity benefit</li> <li>■ recognition and promotion of the value of volunteering opportunities as a means of enabling people to obtain skills and work experience'</li> </ul>

KEY POINTS	RESPONSE
<b>Support for retail owner/managers to be innovative is crucial to the success of local economies.</b>	This is not included in The Strategy but may be a part of the LSCs support for the retail sector.
<b>Broadband coverage is still not available across Exmoor and is a barrier to enterprise.</b>	There is an activity in 1E of the Delivery Framework for 100% of exchanges to be enabled for 500mbps+ by the end of 2006.
<b>The role of IT and IT skills could be enhanced and strengthened across the RES in order to help deliver the aims and objectives.</b>	The role of IT and IT skills has been enhanced with activities added in 1E, 2B, 2C and 3A.
<b>Greater focus needed on economic inclusion in The Strategy.</b>	The majority of respondents felt that the balance between the objectives was about right. However, some additional activity has been added to section 2A.
<b>Need a Regional Childcare Strategy to address barriers to women's participation in the labour market.</b>	Proposed activity included to develop a Regional Childcare Strategy.
<b>Need to emphasise the importance of skills training to enable people to adapt/participate.</b>	2A now highlights a range of activity to enhance skills training to improve economic inclusion, and makes clearer reference back to wider skills activity under 1C.
<b>The RES should make the point that disadvantage is not just in terms of poverty, deprivation and underachievement, but also in relation to poor health.</b>	A specific activity has been added under 2A in the Delivery Framework acknowledging the need to better link economic development, and health and well-being initiatives.
<b>Need to recognise the economic and social contribution of volunteers and their importance to the region.</b>	Activity in 2A has been amended to reflect and promote the value of volunteering opportunities as a means of enabling people to obtain skills and work experience.
<b>Under environment driver section the RES should recognise that this is about more than just built environment – should also cover history, creativity etc.</b>	The environment driver focuses on the natural and built environment. However, other activity within The Strategy reflects the importance of culture and creativity in creating a 'sense of place' that will help to maintain performance.

KEY POINTS	RESPONSE
<b>Need to recognise the economic case for tackling inequality and exclusion.</b>	This has been reflected in the introduction to Strategic Objective Two.
<b>Recognition needed of the role of the voluntary sector in creation of sustainable communities and its contribution across all sectors.</b>	There is a priority within 2A which has a number of activities within it around strengthening the voluntary and community sector as a catalyst for economic inclusion. There is also an activity in 2B about promoting social enterprise and community finance initiatives in deprived areas.
<b>Deliver The Way Ahead initiative in a way which fully integrates genuine sustainable development and mainstreams sustainable construction.</b>	There are a number of additional activities that have been added in 3B around promoting sustainable construction.
<b>Transport priorities should reflect those in the RTS/RFA.</b>	The transport section has been re-written to reflect priorities in the RTS/RFA that are most important to the economy at a region-wide level.
<b>Not enough on transport.</b>	The transport section has been completely re-written in the final RES to reflect the Regional Funding Allocations work. It is felt to be sufficient within the RES in the context of the other important issues.
<b>Welcomes recognition of importance of infrastructure investment/improved communications. Would like greater emphasis on improving seaports and airports.</b>	Additional activity included within 3A.
<b>Improved digital access etc. will not alone solve the problems of actual and perceived peripherality in the South West – infrastructure is crucial.</b>	3A now contains priorities on infrastructure. It is, however, crucial that digital access etc. is considered as an alternative to travel and hence there are activities within 1E and 1D around the use of ICT.
<b>Would like to see South West Coast path identified as an international icon.</b>	The South West Coast path has been identified as an icon.
<b>Link icons to events strategy.</b>	This has been done in the final Delivery Framework in 3B.

## LOCAL AUTHORITY

KEY POINTS	RESPONSE
<b>The RES should assess the contribution sub-regions could make over the next ten years and appraise barriers to doing this. Without this it is very difficult to assess the spatial implications of the RES and what it means for the RSS.</b>	The RES provides a greater spatial dimension than before. The Spatial Implications Annex provides more detail on the spatial implications of the RES. The final RES articulates the role of sub-regional economic strategies without duplicating them.
<b>Lack of distinctiveness in the RES.</b>	Consideration has been given as to how to increase the ‘sense of place’ in the final document.
<b>Limited consideration given to environmental and social impacts.</b>	The RES has been subject to both a Sustainability Appraisal and a Strategic Environmental Assessment, the findings of which have helped to shape the final draft of the document.
<b>The RES Delivery Plan needs editing to reduce duplication. Also, it reads like audit of existing activity – should be more challenging giving lead on future interventions.</b>	The Delivery Framework has been edited to remove duplication. Where appropriate activities have been cross-referenced rather than duplicated through the document. Proposed activities are suggested to lead future interventions.
<b>European and International Focus is welcomed, but more could be made of it. Need to refer to implications of globalisation; need to make explicit reference to the Lisbon agenda.</b>	Some of this is explicitly reflected in annexes. However, consideration has been given as to whether there are opportunities to enhance references in The Strategy and Delivery Framework.
<b>The RES lacks a detailed analysis of the changes affecting the rural economy.</b>	This is addressed within the Evidence Base Annex.
<b>There should be a more sensitive approach to growth than the document currently promotes.</b>	The RES does not promote the growth figures but rather includes them in order that the region can prepare for the possibility of such growth, which is felt by HMT to be realistic.
<b>Concern that The Strategy is too insular – for example, much of Dorset economy depends on links to SE England.</b>	More explicit links have been shown in the final document with specific activities identified as having cross-boundary implications.

KEY POINTS	RESPONSE
<b>Insufficient emphasis given to Bristol's leadership and catalytic roles as an economic powerhouse for the region.</b>	There is more detail in the Spatial Implications Annex about Bristol and other places that could make a significant contribution to the region's economic performance.
<b>Stronger policies and actions should be developed which enable us to meet the challenge set out in the draft RES/RSS of growth within environmental limits.</b>	The SW Debates are one of a number of actions within the RES to begin this process.
<b>Challenging targets needed to measure performance of economy.</b>	The Delivery Framework proposes measures of success for all confirmed activities and the South West RDA makes a commitment to monitoring progress annually.
<b>Focus should be on improving quality of economic activity rather than quantity.</b>	The enhanced focus on sustainable development is an example of how this is tackled in the RES.
<b>Concerns on rural mainstreaming.</b>	The majority of respondents agreed that rural mainstreaming was a positive move in the RES – this has therefore been retained in the final RES.
<b>How will the knowledge economy be achieved and who will be involved in promoting this?</b>	Some specific activities have been added to the Delivery Framework to promote the knowledge economy, with the South West RDA amongst others leading this.
<b>Allow for flexibility in the choice of sectors.</b>	The sector choice has been explained better in the final draft with information on how the choice of sectors will be kept under review to adapt to change.
<b>Need to reference the Evidence Base in the context section.</b>	The Evidence Base is clearly referenced in the context section of The Strategy.
<b>Vision should take account of a growing and ageing population.</b>	The Vision remains the same as in the previous version of the RES – it was felt that this was appropriate for a ten year strategy. The growing and ageing population will form one of the SW Debates.
<b>Evidence Base/Spatial Context needs to be clearer.</b>	Not sure in what way the Evidence Base could be clearer, but the Spatial Implications Annex provides information on the spatial articulation of the RES.

KEY POINTS	RESPONSE
<b>Argues that the environment is not a driver.</b>	The environment driver was introduced in 1999 and has been widely accepted by the region as something unique to the region.
<b>Would like stronger emphasis on sustainable development as a regional USP. For example, South West as ‘world leader in the environmental economy.’</b>	A priority has been added within 3B, entitled ‘Build on our strengths to develop the South West as the leading region for sustainable development’ – under which are a number of activities.
<b>Concerned about ownership of Delivery Plan – too RDA focused.</b>	The Delivery Framework has been revised to provide a better reflection of the range of partners involved in delivery. The ‘lead partner’ identified against each activity is usually a regional body that will be responsible for overseeing/ co-ordinating work on the action (which is often the South West RDA), and reporting back regionally on progress. However, it is anticipated that this body will be in close contact with delivery partners at sub-regional and local level.
<b>Argues that the A303 functional zone masks reality of economic activity around Salisbury – need to recognise Southampton/Andover connections.</b>	Functional zones are based on analysis of travel and communications data at a sub-regional level. It is accepted that there may be additional connections at a more localised level that are not fully reflected in the zones.
<b>Insufficient recognition of role of LAs, particularly in affordable housing.</b>	Local Authorities are now identified as a delivery partner.
<b>Need for greater alignment with other national/ regional policies e.g. the Way Ahead, RSS, Regional Funding Allocations.</b>	Further alignment has been made in the final Strategy. The Strategic Context Annex gives an outline of all of the strategies; national, regional and European, that have been taken account of in the review of the RES.
<b>Would like more recognition of the needs of local economies, market towns and rural areas.</b>	The RES highlights a significant amount of activity to support the sustainable economic growth of market towns and rural areas.
<b>Argues that key issues should have been addressed in this review rather than waiting until 2009.</b>	This was a review of a ten year strategy to ensure that it was still relevant and up to date – it did not, therefore, seem appropriate to significantly change the whole strategy. In 2009 it will be ten years since the original strategy and therefore appropriate to do a full re-write.

KEY POINTS	RESPONSE
<b>Thinks that Strategic Objective Three 'lacks depth of approach' in comparison with Strategic Objective One.</b>	The whole Delivery Framework has been re-worked. The draft was not entirely complete due to time constraints that we had.
<b>Thinks that Strategic Objective Two 'lacks depth of approach' in comparison to Strategic Objective One.</b>	Strategic Objective Two has been strengthened in the final Strategy.
<b>Suggests 1A should be 'Investment' to reflect productivity sitting alongside enterprise, skills, competition and innovation.</b>	The difficulty is pinning down what can actually be done at a regional level to increase the level of business investment – which is clearly an important determinant of productivity. We have added a proposed activity to reflect the fact that we need to consider what actions we can take on this.
<b>Need to encourage business efficiency including energy use, environmental management, local sourcing and processing.</b>	A couple of activities in the final Delivery Framework address this – one of which is 'integrate basic resource efficiency advice into all mainstream business support provision.'
<b>The RES does not sufficiently acknowledge that the small business sector is vital to the economy – more active policy attention needs to be included in the final RES.</b>	The importance of small business is very clear in the Evidence Base and there are a number of activities in 1A and 1E with specific support for SMEs in the region.
<b>Recognise the importance of gap funding in respect of the provision of employment infrastructure to ensure Cornwall is attractive to the private sector, and to ensure that market rent levels are sufficient to facilitate development by them.</b>	The Delivery Framework highlights the need to ensure there is an appropriate provision of employment land. Where the market is not providing this, it may be appropriate for the public sector to intervene to address this failure, but should do so in ways that encourage private developers back into the market in the medium-term.
<b>No clear distinction between the role of public and private sectors in sector approach.</b>	The sector approach is about addressing market failure and is about public sector intervention. This has been clarified in the final Strategy.

KEY POINTS	RESPONSE
<b>There should be an emphasis on higher level basic skills and graduate skills.</b>	<p>There are activities in 1C which reflect the need for higher level basic skills and graduate skills, e.g. Improve efficiency of graduate labour market:</p> <ul style="list-style-type: none"> <li>■ support Higher Education Institutions in developing understanding of labour market graduate needs</li> <li>■ increase the number of graduates employed at graduate level in the South West</li> </ul>
<b>Suggest that there is a role for traditional apprenticeships as well as modern ones and HE/FE participation.</b>	<p>An activity has been added – to ‘Increase numbers of employers participating in apprenticeships, and increase employee completion rates’ along with activities around HE/FE participation in 1C.</p>
<b>Need to give further attention to the role of ICT as a driver for change.</b>	<p>A number of activities have been added to the Delivery Framework to reflect this, in particular in 1E but also in 2B, 2C and 3A.</p>
<b>Argues for stronger partnership approaches to tackling economic exclusion.</b>	<p>The Delivery Framework reflects the importance of mechanisms such as LSPs and LAAs in delivering the activity under this priority.</p>
<b>Would like greater recognition of social enterprise as delivery mechanism for Strategic Objective Two.</b>	<p>Social enterprises have been acknowledged in the Delivery Framework as playing a part in supporting areas with the greatest concentrations of multiple deprivation.</p>
<b>Regional Priority 2B highlights Bristol, Torbay, Bournemouth, Plymouth and other neighbourhood renewal areas. This is inconsistent with RDA Corporate Plan focus on the top 20% of deprived wards.</b>	<p>It is not the role of the South West RDA’s Corporate Plan to determine priorities and activities in the Regional Economic Strategy. A clear message from the initial stages of the consultation was that the RES should, wherever possible, have greater focus/prioritisation of activity at a regional level. We have tried to do this throughout, including under 2B.</p>
<b>Gloucester is mentioned as having a significant role in the region – Cheltenham should also be mentioned to be consistent with the RSS Joint Study Areas.</b>	<p>Cheltenham/Gloucester included under 2B and 2C.</p>



KEY POINTS	RESPONSE
<b>Provision of key worker homes should be explicitly mentioned. LAs should be mentioned as key partner in delivering ‘Ensure adequate supply of affordable housing.’</b>	An activity has been added to 2C which highlights the need to deliver adequate provision of social housing/ ‘key’ worker housing, alongside a broader objective of improving housing affordability. Local Authorities now identified as a delivery partner.
<b>Concern that employment land is being used for housing development.</b>	There is a specific activity in the final Delivery Framework in priority 1A about the need to ensure there is adequate supply of employment land to meet business need. We are working with the Regional Assembly to help ensure that appropriate policies are included to support this within the Regional Spatial Strategy.
<b>Need to recognise the importance of connectivity to other regions – in particular South East/London, in terms of the NE part of the region.</b>	The transport section (3A) in the Delivery Framework has been re-written giving a priority to improving inter-regional and international connectivity.
<b>Would like to see more on the need to tackle transport and access issues in rural areas.</b>	Activity reference within 2B.
<b>Address peripherality more along with associated weakness in transport infrastructure.</b>	The two priorities that were identified in the consultation and in research were to increase the reliability of inter-regional and international connections and improve congestion within the region – these have therefore been reflected in the final document.

## GOVERNMENT

KEY POINTS	RESPONSE
<b>Greater clarity in the RES and Delivery Plan about specific actions and rationale for these, the intended outcomes, how they will be measured and lead and contributing partners.</b>	The final Strategy and Delivery Framework will identify as much of this as possible, including measures for each activity and the lead and contributing partners. There is a clear thread from the Evidence Base to activities.
<b>Use available evidence about effectiveness of past interventions to underpin action identified in the RES and Delivery Plan.</b>	The Review of RES Delivery Annex demonstrates how evaluation of existing activity has shaped priorities in the revised RES. We do, however, acknowledge that there are still gaps in this evidence and will include an additional activity to ensure that we have more complete information for the 2009 review.
<b>Clarification about the role/nature of the environment driver, and the respective/distinct role of the three drivers, compared with the five DTI productivity drivers.</b>	This relationship is explained further in the final draft.
<b>Welcome RES reference to sustainable consumption and production and emphasis on environment. RES could demonstrate stronger commitment by clarifying how the region intends to track progress on this.</b>	A couple of the SW Debates will focus on environmental issues in order to try and establish a way to track progress on this.
<b>The RES demonstrates a good understanding of the spatial issues facing different parts of region – however, it seems odd that policy priorities are not then set for sub-regions.</b>	It is the role of the RES to provide an economic direction for the region, with sub-regional strategies providing the detail as to how this will be translated in the sub-regions.
<b>Would be very useful to have outcome indicators against each priority.</b>	These have been added to the final Strategy alongside each priority.

KEY POINTS	RESPONSE
<b>RES is sound on ‘uniqueness’ – however, could go further in providing more detail on how these will be built upon.</b>	Additional detail has been provided in the Delivery Framework where appropriate. In particular, 3B has been strengthened to highlight how the region will build on a number of specific strengths, including the environment and sustainable development.
<b>Make more links between geographic clusters in the South West.</b>	Our evidence shows that there are few genuine clusters in the South West. Those that do exist – such as Aerospace and Creative Media in the West of England – are supported through the sector development programme.
<b>More on the impact of energy prices in the region, which underlies the importance of business resource productivity and energy efficiency.</b>	One of the SW Debates will be on energy challenges for the South West, and more detail in the Delivery Framework on resource efficiency and development of sustainable energy strategy.
<b>‘One of the strongest’ RES Evidence Bases with a good understanding of the region and a clear understanding of market failures. Could do more on evaluating what works and need to demonstrate that priorities and actions identified are the right ones to tackle the problems identified.</b>	The Review of RES Delivery Annex demonstrates how evaluation of existing activity has shaped priorities in the revised RES. We do, however, acknowledge that there are still gaps in this evidence and will include an additional activity to ensure that we have more completed information for the 2009 review.
<b>Not sure that the public sector as a key employer in the region fits easily into the business focused structure of the RES. Discussions of investment and skills, for instance, should apply equally to the whole economy, not just the private sector.</b>	The public sector has now been recognised in terms of its role in supporting a healthy labour market. An additional activity has been included in the Delivery Framework designed to support improvements to public sector effectiveness in delivering the RES objectives.
<b>Need to include older and younger people in the economy.</b>	There are activities within the Delivery Framework that recognise both younger and older people in the economy.
<b>Suggests linking of objectives and priorities to PSA targets/outputs and to new Economic Regeneration Performance Indicators for LAs.</b>	The priorities have been brought into The Strategy and a PSA target, or relevant strategic added value measure attached to each.

KEY POINTS	RESPONSE
<b>There is a need for greater alignment with other national/regional policies e.g. the Way Ahead, RSS, Regional Funding Allocations.</b>	Further alignment has been made in the final Strategy. The Strategic Context Annex document gives an outline of all of the strategies, national, regional and European, that have been taken account of in the review of the RES.
<b>Need to have a more upbeat, competitive feel to the RES.</b>	We have reviewed use of language in some sections to improve this.
<b>Page three not clear about distinction between 'Bio-medical and healthcare' in priority list and 'Health' in key sectors list.</b>	This has been clarified in the final Strategy by being explicit as to which sectors are RDA ones and which are LSC ones.
<b>Not certain that focusing on 13 different sectors is realistic. This would appear to be most of the main sectors in the region, and it would be useful if the RES could be more specific in this area.</b>	The section on Sectors has been clarified in the final Strategy which should help to address this issue.
<b>Need to recognise that intra-regional disparities can be as great as inter regional ones.</b>	See Evidence Base.
<b>Would like to see Investors in People reflected.</b>	Investors in People is now included within the Delivery Framework.
<b>Wants the South West to embrace environment challenges as a business opportunity.</b>	This is central to the environment driver concept. This is now articulated more clearly in the Delivery Framework.
<b>Concerned that 'encouraging regional sourcing' promotes insularity and this is reinforced in sustainable development driver section.</b>	This has been clarified – the RES is only promoting regional sourcing where it is competitive.
<b>Wants more detail on nature and timing of brokerage service.</b>	There is further detail on this in the final Delivery Framework.

KEY POINTS	RESPONSE
<b>Enterprise Education and School-Business linkages: RES is weak and does not explain how we will engage in schools to encourage actions.</b>	Most of the information in the Delivery Framework is at a headline level, providing appropriate priorities and ‘hooks’ which will steer the development of more detailed plans and strategies. In the case of School-Business linkages, specific organisations have been identified that will take this work forward at a regional level, so that progress can be monitored.
<b>Enterprise is not the same as entrepreneurship! The former is in line with national policy; the latter is not.</b>	This has been altered in the final draft.
<b>School-Business partnerships – need to reference LSCs as lead partners – they are funded to do this!</b>	This has been done.
<b>What is a sustainable workplace?</b>	This wording has been removed from the final Strategy, although it should be a concept considered as one of the SW Debates.
<b>Need to make more of the importance of developing leadership and management skills ‘across the piece’ rather than just under Strategic Objective Three.</b>	There are activities in Strategic Objective One along with Strategic Objective Three about leadership and management skills.
<b>Want to emphasise importance of skills to delivery of social inclusion objectives. Include reference to National Employer Training Pilot and Level 2 Entitlements alongside Skills for Life references.</b>	This is now reflected under activity in 2A of the Delivery Framework.
<b>Would like specific reference to Welfare to Work under flexible skills training provision section.</b>	Reference included under 2A.
<b>Important to make clear that skills also service the goal of social inclusion, as well as productivity. Not much in document about how the region will tackle the social barriers to skills and employment.</b>	Section 2A in the Delivery Framework is now revised to give this greater emphasis.

KEY POINTS	RESPONSE
<b>Brokerage/Employer support: Need more detail in Delivery Plan as to how specific actions will be taken forward; need to make appropriate reference to NETP.</b>	Appropriate reference has been made to NETP (Train to Gain), and the need to ensure that this links seamlessly with the Business Link IBD model.
<b>Position on skills is underplayed – provide information on skills levels, lack of basic skills etc. to illustrate where problems lie. Also encourage SMEs to increase investment in skills development and for skills provision to be demand led.</b>	Information on skills levels etc. can be found in the Evidence Base. A number of activities have been added to 1C on encouraging investment in skills development and for skills provision to be demand led.
<b>Assumes SWESA is a catch all for all partners – the UKTI Passport Programme is a skills based programme.</b>	An attempt has been made to include all partners involved in the delivery of each priority in a preamble – inevitably there will be some that have not included but where possible all possibilities have been covered.
<b>Makes right noises about HE, but more detail would be welcomed.</b>	More detail has been added – particularly in terms of the need to increase the amount of R&D funding in HEIs in the South West. Again, detailed information in how activities will be taken forward will come through in more specific strategies and business plans.
<b>Would be useful to acknowledge tension between the need to compete in global economy and sustainable development (look at ways to do this in low carbon way).</b>	This will be looked at as one of the SW Debates.
<b>Need to look at ICT strategically and at the role it can play across the board, not just under innovation. E.g. helpful if The Strategy considers how new build in the region can include the necessary ducting for the deployment of high bandwidth services.</b>	Additional text has been added to both the Strategy and Delivery Framework to emphasise the role of ICT in supporting delivery across The Strategy.

KEY POINTS	RESPONSE
<b>Better links needed between innovation and other productivity drivers.</b>	The three South West drivers have been further clarified in the final Strategy.
<b>Links needed to national innovation agenda and other national strategies.</b>	The preamble to 1E in the Delivery Framework references national, European and regional strategies that steer delivery. These are also detailed in the Strategic Context Annex.
<b>Clearer articulation of role of Science and Industry Councils required.</b>	Additional activity has been added to 1E to clarify the role of the Science and Industry Council.
<b>Need stronger emphasis on tackling worklessness and economic exclusion (bme/disability/lone parents). Specific reference needed to supporting national employment rate target (80%).</b>	2A sets out headline activities to support improved access to work. The national employment rate target is referenced in the introduction to this section.
<b>Clarification of how the RES has taken account of, and seeks to address the social dimension.</b>	The RES seeks to address the ‘social dimension’ through increasing economic inclusion and regenerating deprived communities. Activity to do this has been steered by the Evidence Base, national and regional strategies, and analysis of existing activities. As an economic strategy, the RES does not seek to identify priorities for wider social issues which are appropriately identified elsewhere.
<b>RES does not give much detail on potential areas for intervention in relation to employment – particularly in relation to exploring Evidence Base on workless households.</b>	The RES highlights headline priorities and types of activity for increasing employment under 2A. However, the RES in general does not go into detail about exactly how activities will be delivered on the ground. The South West RDA, as sponsors of the RES, will work with respective partners to support development of activities to take this work forward.
<b>No references to improving employment rates of ethnic minorities/long-term unemployed etc.</b>	Activities in 2A address improving employment rates of groups under represented or disadvantaged in the labour market and identifying barriers and constraints to accessing employment and skills.
<b>Need to reference work to support those on incapacity benefit back to work.</b>	This has been incorporated.

KEY POINTS	RESPONSE
<b>Need to reference forthcoming welfare reform for incapacity benefit and lone parent benefit and reference the Somerset Pathways to Work Pilot.</b>	An activity has been added about delivering routes to employment for the long-term unemployed. Somerset Pathways to Work Pilot has also been referenced in 2A.
<b>Make more reference to barriers faced by disadvantaged groups in entering/remaining in, and progressing in employment.</b>	Additional detail has been included within 2A on the barriers to employment.
<b>More detail about spatial implications required – must take thinking further forward than the Way Ahead.</b>	More detail on the spatial implications of the RES are in the Spatial Implications Annex.
<b>Almost all transport schemes could fall into the three ‘priorities’ in the RES: peripherality, congestion and access to wider markets.</b>	The transport section has been re-written in the final RES. The Delivery Framework now identifies clear priorities under two headings: addressing inter-regional and national connectivity and reducing congestion.
<b>Economic justification for identified schemes is weak or not shown. Proposals such as ‘improve rail connections to London and the Channel Tunnel’ offer nothing more in terms of analysis than a general aspirational sheen.</b>	3A has been revised in line with these comments, and some additional detail has been added in the Evidence Base. It is recognised that there is still a need for additional work to strengthen the evidence in some areas.
<b>Lack of granularity in terms of location: at the moment, there is little feel for how some of the statements – such as ‘promote sustainable patterns of production’ are translated in practice in the region. Needs to be stronger if it is to have any impact.</b>	The Spatial Implications Annex provides additional ‘granularity’ in terms of location.



KEY POINTS	RESPONSE
<b>Consider how to overcome the current difficulties of tackling peripherality vs congestion – what is the priority?</b>	The priorities in 3A have been re-written in line with RFA and RTS.
<b>Need to say what the relative priority between each transport priority is in terms of the economic strategy for the region – in particular the relative importance of access/connectivity would be helpful.</b>	Section 3A has been substantially revised with the importance of connectivity highlighted.
<b>The RES should have a clear linkage with likely transport funding levels and ability to deliver transport interventions.</b>	The transport section has been re-written to reflect the work of the Regional Funding Allocations.
<b>Suggests specifying how the region will build on its strengths to attract the higher levels of investment, international trade, and enterprise which it has identified as key issues.</b>	Additional detail has been added under 1D and 3B.
<b>Need to recognise that five drivers relate to public sector as well as business, yet current structure does not assist in this. Would like to see more about how the five drivers can influence the public sector role in the economy.</b>	There is additional detail in The Strategy about the role of the public sector in implementing the RES, and the fact that it must ‘walk the talk’ with regard to the drivers of productivity.
<b>Would like strong, informed regional leadership particularly on energy but also around promoting/selling the region. Need to lose our complacency and grasp global competition as an opportunity not a threat.</b>	There are activities in 3C around energy and promoting/selling the region to investors, businesses, potential workers and visitors. There are also activities within 1D around attracting and retaining Foreign Direct Investment.

## BUSINESS

KEY POINTS	RESPONSE
<b>No indication in the RES as to whether the gap between north of the region and SW of the region has been narrowed. Need to keep intra-regional disparities as a key priority.</b>	The Evidence Base provides detail on intra-regional differences in productivity and other indicators. Activity to narrow the gap is articulated through Strategic Objective Two.
<b>Difficult for such a diverse region to have one strategy. Would encourage sub-regional economic strategies.</b>	The RES highlights the importance of effective sub-regional economic strategies as a mechanism to deliver RES objectives.
<b>Reflect recent ONS population projections.</b>	This has been done in the final RES.
<b>Demographic change in the region needs further acknowledgment.</b>	This will be one of the SW Debates – to try and establish what the implications of this will be.
<b>Mention development of strategically important employment sites to meet the needs of the region’s employment and housing needs.</b>	This has been added to the Delivery Framework under 1A.
<b>More detail on spatial implications required. Disappointed that Spatial Annex not available in advance for comment.</b>	There is a much greater spatial element to this RES than the previous version. Greater detail will be provided in the Spatial Implications Annex which will be a spatial articulation of the RES, and not a policy document.
<b>Would like further detail in the Spatial Annex on distribution of new jobs and employment land, transport improvements to support the RES and the role that mixed use development can play in supporting the RES.</b>	The Spatial Implications Annex will provide a spatial articulation of the RES – it will not say anything that is not already in the RES. It is the role of the RSS to make spatial policy.

KEY POINTS	RESPONSE
<b>The value added of industries and sectors should be a key measure and driver for the region – focus should be on high value added jobs.</b>	The criteria for selecting sectors is clearly stated in the final Strategy.
<b>Should clearly identify budgets for sector support and should explicitly reference national strategies.</b>	The Delivery Framework is not a budgetary document. It sets the context for business planning which will set out how sector support will be taken forward.
<b>Consider more measures than simply GDP.</b>	The RES says that the Vision will be realised when the South West has developed an economy where prosperity is measured by well-being as well as economic wealth – clearly more work needs to be done on this.
<b>RES is ‘a bit light on design’ – protecting and enhancing the built and natural environment as a key element of sustainable development. Work on Design and Historic Champions is about to begin.</b>	Some of the activities under 2B and 2C have been revised, along with 3B to include more on the importance of good design.
<b>Too great an emphasis on supporting service industry growth will undermine the RES.</b>	The majority of activity in the RES is not sector specific and therefore aims to create the conditions for all businesses to prosper. The sector approach has also been revised to reflect a broader range of industries that are important to the region.
<b>Increase emphasis on survival and retention of existing high value added, high skills, high wages companies rather than start-ups.</b>	There needs to be an appropriate balance between business retention/survival and business creation. Whilst there are some specific actions to encourage new businesses, the majority of activity under Strategic Objective One is now focused on supporting existing businesses to become more competitive.
<b>More should be done to encourage women entrepreneurs, e.g. role modelling, mentoring, coaching, networking etc.</b>	This should be taken forward by implementing the Strategic Framework for Women’s Enterprise – a new activity that has been added to the Delivery Framework.
<b>Suggest extending construction skills in the workplace to include built environment skills generally.</b>	There is specific reference to construction skills, and greater emphasis placed on the importance of a good quality built environment.

KEY POINTS	RESPONSE
<b>Mechanisms needed to retain skilled people in higher skilled industries in downturns.</b>	Part of this is retraining and redeployment, which will be supported by the revised activities in 1C undertaken by SWESA partners.
<b>Mechanisms for utilising the knowledge and experience of older people are required – give examples of best practice already happening.</b>	Specific reference now made to this under 1B and 2A.
<b>Please set explicit target to raise percentage of people in the region with entry level ICT skills from 40% to 50%.</b>	An additional proposal has been included to deliver improved levels of ICT in the workforce.
<b>Encourage development of supply chain companies to enable more ‘clustering’ thereby attracting more FDI.</b>	Changes made to priority 1D to strengthen activity around FDI and international trade.
<b>Opportunities for the South West to champion use of flexible working – to improve worker productivity and reduce impact on transport and land.</b>	An additional activity has been added to 2A around promoting the business case for, amongst other issues, flexible working as a method of overcoming barriers to economic participation. There are also activities around home working to reduce impact of transport on the region (3A).
<b>Make more in strategy of SW’s ‘technology belt’ – particularly in semiconductors and wireless networks.</b>	The sector approach identifies semiconductors and wireless networks as key sub-sectors within ICT.
<b>Take advantage of new markets in ICT such as broadband internet, digital interactive TV and mobile communications.</b>	Work to do this is incorporated in 1E within the Regional ICT Strategy.
<b>Improve accessibility and digital engagement.</b>	Additional activity added to 1E on access, specifically through broadband infrastructure. Also activity in Strategic Objective Two on using ICT to improve economic inclusion.
<b>Promoting innovation is vital – monitor the SW R&amp;D as a percentage of the regional GDP.</b>	This is included as a progress measure within the Delivery Framework.

KEY POINTS	RESPONSE
<b>Too much focus for economic activity on a small number of larger settlements – not enough on market towns that are able to accommodate further sustainable economic growth.</b>	This aligns with The Way Ahead but still leaves 1/3 of growth to happen outside of these major towns and cities, in market towns and rural areas. A number of actions in 3B and C of the Delivery Framework identify the importance of continuing the renaissance of market towns and rural areas.
<b>Explicit mention required of the fact that green belt land will need to be released for growth to occur in the PUAs.</b>	This is an issue that will need to be addressed in the Regional Spatial Strategy.
<b>Infrastructure is key. The RES should make clear priorities of second strategic route; improved frequency/journey times by rail to London; need for improved air services to London and European airports.</b>	3A has been revised to provide a focused number of critical regional priorities. These include improvements to Great Western Mainline and the need to make progress on the 2nd strategic route.
<b>Improve the region's transport system.</b>	Priorities and activities are outlined in 3A for improving transport.
<b>The region has an opportunity to lead the UK in environmentally friendly technology development.</b>	Activity under 3B has changed to place greater emphasis on opportunities for the region to exploit its strengths on environmental technology and sustainable development.
<b>High profile regional projects and events should include examples of cultural ones – e.g. Glastonbury Festival, Plymouth Theatre Royal etc.</b>	An activity has been added to the final Delivery Framework to 'Develop the region's cultural infrastructure as an important component of future economic success and quality of life in the South West.'

## ENVIRONMENTAL ORGANISATIONS

KEY POINTS	RESPONSE
<b>Concern that there is no definition of environmental limits. At very minimum include activity to work on this.</b>	Final RES does clarify the definition – using that of the UK Sustainable Development Strategy. Also includes a specific SW Debate on this.
<b>Would like to see more read across to actions in the Regional Environment Strategy – particularly where RDA has signed up to lead.</b>	There is an activity in 3B around strengthening the region’s environmental capital through various activities and through the Regional Environment Strategy.
<b>Need consistency in how the terms sustainable development and sustainable are used.</b>	This has been checked as far as possible.
<b>Sustainability Appraisal/SEA headlines should be included in main RES document.</b>	The SEA/SA will be included in the suite of documents that make up the RES. Many responses congratulated the RDA on the clarity and shortness of The Strategy and this has therefore not been added into it.
<b>Delivery Framework needs to clearly identify how regional activity will incorporate measures to maximise contribution to environmental protection and enhancement.</b>	<p>Some of this is addressed in the sections under each theme where a description of how the environment driver and sustainable development principles should shape activity. An activity has also been added to 3B: ‘Strengthen the region’s environmental capital through initiatives to:</p> <ul style="list-style-type: none"> <li>■ promote sustainable land management</li> <li>■ enhance protected landscapes</li> <li>■ promote green infrastructure</li> <li>■ improve biodiversity’</li> </ul> <p>With a link to the South West Environment Strategy.</p>
<b>Would like RDA to establish and lead group of regional experts to articulate the environment driver concept.</b>	An activity has been added to 3B of the Delivery Framework to ‘establish a network to share best practice in relation to the environment driver’ – with the RDA and Environment Agency leading on this.

KEY POINTS	RESPONSE
<b>Recognise that this is a refresh. However, RES ought to be upfront about tensions/competing objectives – such as airport expansion, and get the debate going now for change in 2009.</b>	One of the SW Debates will be to explore how economic growth can be undertaken within environmental limits. This will help to shape the next RES in 2009. Some of the tensions in the RES on this are outlined in the section at the end of 3A.
<b>Delivery Plan needs to be clearer on what it means to be a partner organisation along with pinning down measures of success.</b>	This has been reflected in the final Delivery Framework in partnership with the organisations identified as ‘leads.’
<b>Strategic Objective One: Lack of examples of environmental connectivity – would like to see more.</b>	There are lots of activities that show how Strategic Objective One will be carried out in a sustainable way. There is also the section at the end of the each priority which demonstrates how the priority can be taken forward in relation to the environment.
<b>More needed on strengthening links between urban and rural – link to sustainable consumption and production agenda.</b>	Sustainable consumption and production has been added to the cross-cutting issues page at the end of each priority.
<b>Strategic Objective Three: Clear tension in promotion of air travel; would like to see environment driver included under leadership.</b>	This tension is explicitly acknowledged in the Delivery Framework in the final section of 3A, with a commitment to including this within the SW Debates proposed under 3C.
<b>Both SEA and SA highlight need for more in RES on promoting activity to protect and enhance biodiversity.</b>	There is an activity in 3B about improving biodiversity with a link to the South West Environment Strategy.
<b>Regional debates – include one on ‘continuing to move towards an environmentally sustainable economy.’</b>	A SW Debate has been included on ‘securing economic growth within environmental limits’ along with one on ‘energy challenges’ which together should address this issue.

## VOLUNTARY AND COMMUNITY SECTOR

KEY POINTS	RESPONSE
<b>Welcome clarified sector approach but would like stronger links between South West RDA and other priority sectors. Also the scope of what sector initiatives do needs to be reviewed – they should not be seen as employer bodies.</b>	The sector approach, in the final Strategy, has been clarified which should address these issues.
<b>There should still be the opportunity to develop sector work outside of those listed if the value of such activity is clear.</b>	The draft and the final Strategy makes it clear that the sector approach is not exclusive.
<b>Suggest that an explanation page be added to the Delivery Plan at the front of each priority.</b>	This has been added to the final Delivery Framework.
<b>RES does not include the Race Relations Amendment Act as a benchmark on equalities issues.</b>	The Race Relations Act is a statutory minimum standard.
<b>RES should refer to public, private and VCS unless clearly inappropriate.</b>	The VCS has been added in a number of cases throughout the document.
<b>RES consistently fails to recognise the economic role of VCS as direct economic and employment generators as well as catalysts, and the expected growth in the sector.</b>	There are many sectors that are not explicitly recognised in the RES as direct economic and employment generators – including the largest of all sectors (the public sector). It is not felt that there is a strong argument as to why the VCS should be explicitly recognised in this way unless all other sectors that have a comparable or larger impact are also explicitly recognised as such.
<b>Sector approach should include reference to VCS.</b>	A matrix has been added to The Strategy to explain the sectors better and which includes those sectors, not supported by the RDA or LSC, but which are important to the region due to their size or links to other sectors. VCS has not been mentioned in this because it is not an industrial sector – part of the VCS, e.g. social enterprises, will be captured by some of the sectors mentioned.



KEY POINTS	RESPONSE
<b>Like Delivery Plan approach. However, there is an issue about whether organisations identified are resourced to do this.</b>	Dividing activities into those that are confirmed and those that are proposed should help this.
<b>Delivery plan measures not developed fully enough.</b>	In the final Delivery Framework there is a measure for every confirmed activity.
<b>South West RDA should lead on Childcare Strategy for the Region.</b>	The RDA's Corporate Plan will be reviewed in 2007. Alongside other organisations, the RES will be used to guide the identification of organisational priorities.
<b>South West RDA to champion UK sustainable development Strategy principles and priorities to private sector.</b>	It is the responsibility of all organisations in the region to champion this and there are a number of activities within the Delivery Framework to take this forward.
<b>Adopt the ecological footprint as a headline indicator – currently unclear how statement of intent could be realised.</b>	The environmental limits aspiration statement will be explored in one of the SW Debates over the next three years. As part of this, the region will research and debate key issues around sustainable development so that the next RES can set clear objectives and targets in terms of operating within environmental limits.
<b>Add the Code for Sustainable Buildings (ODPM) – likely to become a requirement on all publicly funded building projects.</b>	This is no longer a cutting edge document and is therefore not mentioned. Sustainable construction remains, however, a key element of the RES.
<b>Adopt climate change targets to reduce CO<sub>2</sub> emissions by 20% by 2010 and 25-30% by 2015 in line with government targets and recommendations in SA and SEA.</b>	This has been added to The Strategy.
<b>More emphasis on sustainable consumption and production in Strategy (in Vision) and Delivery Plan.</b>	There is a clear commitment in The Strategy to supporting the objectives of the National Sustainable Development Strategy. Additional activities have been added to 3B and within 'cross-cutting' themes in the Delivery Framework.
<b>There should be a SW Debate on footprint stabilisation and reduction strategies.</b>	There will be a SW Debate about securing economic growth within environmental limits which should look at these issues in more detail.

KEY POINTS	RESPONSE
<b>Reinforce the fact that the concept of environmental limits is not ‘anti-development’ – either in sustainable development section of Strategy or on Vision page.</b>	Clarity has been added to the Vision section of The Strategy about what the concept of environmental limits might mean for the region, although there is much work to be done on this.
<b>Include RSS statement ‘all developments will meet a proportion of their energy from renewable sources. Larger developments will be expected to provide, as a minimum, sufficient on-site renewable energy to reduce CO<sub>2</sub> emissions from energy use on site by 10%.’</b>	The RES now includes reference to the regional renewable energy target, and highlights a number of business development activities to support this. However, as this specific statement is about planning policy, it rightly sits within the RSS and is not repeated in the RES.
<b>Would like Voluntary sector included in definition of SME’s and ‘enterprise’ – enterprises should not be defined as ‘profit making.’</b>	The voluntary sector has not been included in the definition of SMEs apart from where it is profit making – e.g. social enterprises. Enterprises are profit making.
<b>In Strategic Objective One, need to recognise the role of the voluntary sector has as employers, contributors to the economy and as partners with public and private sector.</b>	There is an explicit reference to the role of the voluntary sector as an employer in The Strategy. Strategic Objective One is focused on ‘business’ productivity, so activity to support social enterprises is included here, but activity including wider VCS remains under Strategic Objective Two and Strategic Objective Three.
<b>Vision statement needs to put at its heart the need to first stabilise and then reduce our share of greenhouse gas emissions.</b>	In The Strategy, a commitment has been made to reach or exceed the national targets for CO <sub>2</sub> emissions.
<b>Focus should be on encouraging a more sustainable economy which seeks to internalise economic activity more, becoming more self-sufficient and reducing transport impacts and pollution.</b>	The RES seeks to plan for a more sustainable, competitive, productive and inclusive economy. Internalising economic activity would not achieve this and the local economy alone would not be able to provide for the numbers of people living in the region.
<b>RES should promote and support volunteering.</b>	This has been added to the Delivery Framework under priority 2A.

KEY POINTS	RESPONSE
<b>The RES sets out some high and unrealistic targets for economic growth in the future which is at odds with implementing the environment driver.</b>	The growth figures are based on realistic forecasts, checked with colleagues in HMT. The RES is not promoting this level of growth, rather planning for it to ensure that if it does happen it will do so in a sustainable way – this is wholly in keeping with the concept of the environment driver.
<b>The RES is heavily biased towards further development of highly skilled and specialist technologies and not basic skills and job security.</b>	The focus of 1C and 2A is largely on improving basic skills and encouraging those not currently in the workforce back into it.
<b>Need to cross-reference to Regional Environment Strategy and Integrated Regional Strategy.</b>	At the end of each section of the Delivery Framework is a section outlining the links of that particular priority to the IRS. There is also an activity in 3B which links to the Environment Strategy.
<b>Make it clear that economic growth will not be pursued as an end in itself and that productivity and economic growth are not necessarily the same thing.</b>	The revised RES makes it clear that economic growth is a means to an end – a better quality of life for the region’s people.
<b>Approach to delivery is very top down with little explanation or recognition of cultural differences across the region.</b>	As a regional strategy, the Delivery Framework identifies activities that are most important to the region as a whole. These have been identified through extensive consultation, including at a sub-regional level during the process. The Strategy and Delivery Framework now make clearer reference to the role of sub-regional and local delivery frameworks in deciding which activities should be implemented and how this should be done, to reflect differences across the region.
<b>Social Enterprise should be more strongly encouraged.</b>	There is a lot in the draft and final RES about Social Enterprise.
<b>Priority should be given to reducing significant disparities in prosperity (economic and social well being) and not to pursuing above trend growth for its own sake.</b>	There are a number of activities within the Delivery Framework that aim to reduce economic disparities. The RES doesn’t pursue above trend growth for its own sake. See comment regarding growth figures.

KEY POINTS	RESPONSE
<b>Need to address wide variation in incomes, productivity and labour market conditions.</b>	Under Strategic Objective Two, the RES identifies a wide range of activity to support this.
<b>Physical and social infrastructure needs should be appraised, and strategies and needs of neighbouring regions, recognised.</b>	Work has been undertaken with other regions to identify issues that are of mutual importance.
<b>Wants firm commitment to agreeing set of measures around environment and social cohesion before next RES review.</b>	Measures of sustainability will be discussed as part of the SW Debates proposed in the RES.
<b>Inconsistencies in definitions of environmental technologies.</b>	Sector section has been amended, which hopefully clarifies this. Delivery Framework has been checked for consistency.
<b>Bear in mind that some activities will impact on already existing business plans therefore divide activities into full commitment agreed, committed but additional resources or re-alignment of resources need securing, and commitment still required.</b>	This is appreciated and the Delivery Framework has therefore been divided into confirmed activities and proposed activities to reflect whether they are already in organisations' business plans or not.
<b>The Strategy should be focused on encouraging SMEs to meet local needs movement of goods and people. Also focus job creation at local level.</b>	The Strategy is focused on developing a successful, sustainable economy which improves the quality of life for the region's people. Encouraging local sourcing does have an important role in this, and activities are included in the Delivery Framework. However, it is also important that the region's businesses are nationally and internationally competitive – to support increased income levels, to reduce house price-income ratios etc.
<b>Priority one – preamble should refer to enterprises or employers, not companies.</b>	This has been changed to say enterprises.
<b>Definition of SMEs should include micro businesses.</b>	Micro enterprises are included in the definition of SMEs.

KEY POINTS	RESPONSE
<b>Region needs to champion equal opportunities as an economic imperative (as well as a moral right).</b>	In part, this comes out in the ‘diversity’ section under each of the priorities.
<b>Under ‘promote competitive supply chains’ suggest losing word ‘primes’ – not clear what it means.</b>	‘Primes’ relates to first tier companies – the top of the supply chain. As these businesses set the parameters for how supplying companies need to improve, it is appropriate to understand what their future requirements are likely to be, so that appropriate support can be put in place.
<b>Business and enterprise needs to be promoted in a way that makes it feel achievable in terms of the skills that can be acquired and financial independence that can come with it – only then will education leavers feel that business/ entrepreneurship offers a viable future direction for them.</b>	The RES highlights the need for appropriate and realistic advice to students on the opportunities and challenges from new business start-ups.
<b>Surprised no mention of Unions in workplace skills section.</b>	All SWESA partners have been mentioned in the Delivery Framework.
<b>SWRDA to be identified as partner for all activities under ‘ensuring equality of access to work training and business advice.’</b>	The RDA have been identified as a partner for many of these activities (although not necessarily the lead, or funding, partner) in the final RES.
<b>Change ‘promoting language skills for business’ to ‘promoting international communication skills.’</b>	This activity has been changed to say ‘Ensure appropriate supply of language and cultural skills training to support businesses to trade internationally’ due to other responses received in the consultation process.
<b>Should be wider definition of innovation – to include importance of a positive work environment, and the fact that it is also about new partnerships and methods of work.</b>	Introduction to the innovation priority in the Delivery Framework makes it clear that the term should be applied widely, and not just in a technological context. Also, additional activities have been added under 1A and 1C regarding importance of good employee relations, and the use of tools such as Investors in People.

KEY POINTS	RESPONSE
<b>RES should recognise the need to encourage employers to offer more flexible working patterns.</b>	Additional activity added to 2A: 'Promote the business case for recruiting people from diverse backgrounds and of offering flexible working.'
<b>Equalities – good start in draft RES, but would welcome this being even stronger. In particular, need to understand gender pay gaps.</b>	Equalities section has been strengthened in the Delivery Framework following a number of useful suggestions for enhancing equalities in the final RES. An additional activity has been added to support work to improve understanding of equalities and diversity issues.
<b>Recognise the value of, and support the migrant workforce.</b>	Proposed activity has been added in 1C to develop a Migrant Worker Strategy to help address gaps in the labour market. There are also activities in 2A about identifying barriers to work and constraints to accessing employment and skills.
<b>Actions need to be identified to provide effective support to rural areas during a period of change.</b>	Support for rural areas has been mainstreamed across most priorities in The Strategy. Activities are included under 1A,B,C and D, and in 2A, B and C.
<b>Would like to see more emphasis on affordable homes to rent and buy.</b>	There are additional activities in 2B and 2C to reflect the importance of tackling social housing and housing affordability.
<b>The RES should encourage more sustainable travel to work solutions rather than encouraging further growth of road-based and air traffic.</b>	A number of activities have been enhanced to reference the need to promote home working, greater use of ICT, and green travel planning.
<b>Measures to conserve energy and manage energy demand should be of equal priority to the production of renewable energy.</b>	A number of activities have been added to 3B along with 1A and 1E. One of the SW Debates will also focus on energy challenges.
<b>Partnership is not just about government agencies and should be seen as a key to success.</b>	A new activity has been added to 3C about developing capacity of sub-regional and local partnerships to support the implementation of the RES, along with other activities around building capacity.

## OTHER

KEY POINTS	RESPONSE
<b>Welcomes environmental limits aspiration, and highlights the need to ensure that it is fully integrated into the Delivery Plan.</b>	Additional specific sustainable development activity has been included in the Delivery Framework. In addition, the Framework now provides examples of how activity under each theme will contribute to the four objectives of the National Sustainable Development Strategy. Additional work will be done on this through the SW Debates.
<b>Number or lettering system needed for ‘focus for regional intervention’ and ‘how activity will be taken forward’ sections to ensure easy reference in other strategies and delivery plans.</b>	A lettering system has been added for the ‘focus for regional intervention’ (now called delivery activities) but not for the individual activities under that (as this was felt to become confusing).
<b>Clarify definition of ‘sustainable patterns of development.’</b>	Additional text has been added to The Strategy and the Spatial Implications Annex.
<b>Clarification needed on statement ‘we have tried to make rural issues an integral component of most activities.’</b>	Mainstreaming rural issues was added to the draft RES to see how the region would respond. In general the response was positive and this therefore remains in the final RES. The aim is that rural issues are considered in almost all activities identified in the RES, rather than as separate issues.
<b>Strengthen ‘purple boxes’ (in particular in relation to the three drivers) in Delivery Plan to make them more meaningful.</b>	This has been done, where possible, in the final Delivery Framework.
<b>More cross referencing needed between priorities and focus points e.g. Priority 3A – cross-reference with 2B on rural transport issues.</b>	Duplication has been removed from the Delivery Framework and activities have been cross-referenced.
<b>Page ten of strategy – first paragraph – add ‘understanding of local strategy, policy and conditions that drive delivery.’</b>	Framework now includes additional activity in 3C around recognising the conditions and capacity for local and sub-regional delivery.

KEY POINTS	RESPONSE
<b>Request mention of Regional Housing Strategy in introduction – housing provision essential to economic development.</b>	The Regional Housing Strategy has not been mentioned in the introduction – those that have been mentioned are examples. An analysis of some of the strategies that have been taken account of can be found in the Strategic Context Annex – along with the Regional Housing Strategy.
<b>More follow through from Strategy to Delivery Plan required, i.e. specific actions in Delivery Plan that follow through from Strategy.</b>	There is more follow through from The Strategy to the Delivery Framework in the final RES.
<b>Disappointed by lack of mention of diverse nature of SW and different opportunities, needs and priorities of its sub-regions. Insufficient weight given to importance of West of England and its infrastructure and regeneration requirements.</b>	It is not the role of the RES to prescribe WHERE things should happen in the South West but WHAT should happen in the region to improve the economic conditions. It is the role of the Spatial Strategy to say WHERE things should happen. Sub-regional strategies should be produced to provide detail on the needs and priorities of the sub-regions.
<b>Need to ensure that delivery activities in the RES do not have adverse planning and environmental consequences e.g. growth of Bristol airport will need transport improvements and actions to minimise any negative impact on the environment and local people.</b>	The delivery activities set out WHAT needs to happen to ensure sustainable economic success. It does generally go into too much detail about how this should be taken forward, and where, as this is the role of the planning process.
<b>Needs to be more challenging – should give a strong lead on what further interventions are needed on innovation, skills, sectors, access to work etc. and how these can be achieved.</b>	The final Delivery Framework is divided into confirmed and proposed activities. Some of the proposed activities are more challenging for the region.
<b>RES should lead the RSS.</b>	Work has been ongoing with the Regional Assembly to ensure that the development of RSS policy supports the implementation of the revised RES.
<b>Consider the level of growth projected at PUAs to be unachievable.</b>	The level of growth projected at PUAs is entirely realistic. If these levels of growth are not planned for, then if they do happen, the growth will not be sustainable. The RES is not pushing for these levels but planning for likely scenarios.



KEY POINTS	RESPONSE
<b>Migrant workers should be included in the regional debates.</b>	There will be a SW Debate entitled ‘a growing, ageing and more diverse population.’
<b>Promote specific actions that will help protect and enhance biodiversity.</b>	This is already covered in 3B in the Delivery Framework.
<b>Integrate the RSS Greening Infrastructure initiative within urban regeneration.</b>	There is an activity in 2B that refers to the Greening Infrastructure initiative.
<b>Would like energy conservation to be a key priority with solutions developed specifically for rural areas.</b>	An additional activity has been added to 2C about the production of a Land Use Strategy to include energy production, food, tourism etc. in rural areas. Energy conservation is part of 1A – supporting resource efficiency in business – and will be looked at in the SW debate on energy challenges.
<b>Supports the concept of the Environment Driver. Needs strengthening to give it credibility/meaning.</b>	The section on economic drivers has been tightened up in the final RES. The tables at the end of each section of the Delivery Framework have also been worked on and should improve understanding of the environment driver in practice.
<b>Welcomes decision to keep the Strategic Objectives relatively unchanged – need to acknowledge that many Sub-regional Strategies are already being delivered.</b>	Specific reference to the role of sub-regional strategies has been added to The Strategy and Delivery Framework.
<b>‘Wordy and difficult to read.’</b>	This was the only such comment that was received – most commented on the clarity and brevity of the document.
<b>Too long and too many priorities. Perhaps by being ruthless with the priorities and delivery actions a more deliverable strategy and plan would emerge. Needs to be more realistic in what can be delivered.</b>	The final Delivery Framework has been split into confirmed and proposed activities to try and address this issue.
<b>Insufficient clarity about differences between functional economic zones in RES and RSS.</b>	Clarity is given in the Spatial Implications Annex about the differences and the reasons for these differences.

KEY POINTS	RESPONSE
<b>Challenges emphasis on urban areas as growth hubs.</b>	This is in line with The Way Ahead – the Sustainable Communities Plan for the South West.
<b>Argues for specific mention of Objective One and Convergence issues post 2007.</b>	Objective One has been mentioned in the context setting for 2B with a number of activities reflected here and in 3C regarding post 2007.
<b>Would like to see clearer statement about the inter-relationship between sectors – e.g. importance of agriculture to tourism and retail.</b>	Those sectors that are of importance to the region due to their size or linkage with other sectors, have been identified in the final draft RES.
<b>Suggest good practice case studies would be useful in final document.</b>	A decision was made not to include any case studies in The Strategy in order to keep it as concise as possible. This is a helpful suggestion, however, and consideration will be given as to whether case studies could be published as part of the on-going work to support the implementation of the RES.
<b>Develop a matrix of all the important sectors and their support needs.</b>	A matrix has been added to The Strategy to explain the sector approach better.
<b>Index/contents page needed for the Delivery Plan.</b>	One has been added. A reference guide will be produced for the whole suite of documents that will make up the final RES.
<b>Urgent need for more secure, reliable and affordable sources of power as already, South West businesses are suffering from power losses.</b>	One of the SW Debates will be on energy challenges to try and understand these issues better.
<b>Seem to be focusing on protecting the environment as something attractive at the cost of protecting in terms of climate change (CO<sub>2</sub> emissions).</b>	There is a clear statement in the final Strategy which says that the region commits to at least meet, if not exceed, the government targets on CO <sub>2</sub> emissions. Activities have been added to the Delivery Framework to reflect this.
<b>Surprised the effect of peripherality on productivity is not mentioned – 6% loss for every 100 minutes of travel.</b>	This is in the Evidence Base Annex but is less about distance and more about proximity to markets.

KEY POINTS	RESPONSE
<b>Support for the need to provide high quality employment sites and premises.</b>	The section in 1A has been tightened up on this.
<b>Need to protect employment land.</b>	Additional activity has been added to the Delivery Framework – for example in 1A ‘ensure a suitable supply of employment land/business premises to meet the needs of new or growing businesses at the market rate.’
<b>Need to better define incubator space.</b>	The sections on incubators have been refined to make a distinction between building incubation workspace, and the process of incubation. Further definitions/detail on how this will be taken forward will be include in the revised Innovation Strategy.
<b>Need to address ‘demand’ side of encouraging economic growth:</b> <ul style="list-style-type: none"> <li>■ increasing demand for jobs</li> <li>■ improving quality of employment</li> <li>■ encouraging expansion of existing businesses</li> <li>■ attracting inward investment</li> <li>■ diversification</li> </ul>	A number of revisions have been made to activities in the Delivery Framework to reflect this.
<b>Challenges the primacy of productivity to development of the Cornish economy and the direct time/distance from markets productivity analysis.</b>	Increasing productivity is not the primary purpose of the RES. However, there is robust evidence that demonstrates why productivity is important to competitiveness, which in turn improves quality of life. The components that make up productivity – skills, investment, innovation etc. – may have a different emphasis in different parts of the region, but productivity improvements as a whole remain a central part of the revised RES.

KEY POINTS	RESPONSE
<p><b>Need to strengthen the business case for environment driver. Key business benefits of sound environmental practice are:</b></p> <ul style="list-style-type: none"> <li>■ improved resource efficiency/lower costs</li> <li>■ increased supply chains efficiency</li> <li>■ better Corporate Social Responsibility</li> </ul>	<p>This is picked up through the boxes at the end of each priority .</p>
<p><b>Need to mention Corporate Social Responsibility.</b></p>	<p>There is a new proposed activity in 3B of the Delivery Framework about developing incentives for businesses to adopt Corporate Social Responsibility principles.</p>
<p><b>Possibility of using the ‘environmental challenge’ as a way of engaging young people/engineers/professionals in wealth creation for the future.</b></p>	<p>A number of challenge/award proposals are being considered to promote the environment driver. This is included as an activity in 3B.</p>
<p><b>With regards engagement with schools – lead organisation must be the Local Education Authorities and not the LSCs.</b></p>	<p>Both organisations have a role in this; LSCs are specifically required by the DfES to look at this within their business plans.</p>
<p><b>Applauds attempts to introduce ‘enterprise’ into schools but concerned that small businesses will lose out in favour of larger national firms.</b></p>	<p>Enterprise training in schools is now part of the National Curriculum. Unsure whether this favours large firms over small business.</p>
<p><b>Good to see technical skills included, but still severe deficit in skills at the intermediate level.</b></p>	<p>These should be met through the development of the SWESA Delivery Framework.</p>
<p><b>Sections on higher level skills, R&amp;D, etc. do not appear to be followed through in the detail, particularly in the sectoral approach.</b></p>	<p>Some additional detail has been provided in the revised Delivery Framework. However, most of the information within the plan remains at quite a high level to ensure that the document does not become unwieldy. The aim is to provide appropriate prioritisation and ‘hooks’ that will steer the development and delivery of more detailed plans and strategies in these areas, such as the SWESA and revised Innovation Strategy.</p>

KEY POINTS	RESPONSE
<b>Concern that insufficient recognition is given within the RES to problems of literacy and numeracy skills, within workforce and school leavers.</b>	Recognition has been given to the problems of literacy and numeracy skills within the RES – both in 1C and 2A – and is felt to be a very important issue for the region.
<b>Measures to address chronic long-term shortages of certain key skilled workers e.g. dentists, plumbers etc. should be given high priority.</b>	There is an activity within 1C of the Delivery Framework that looks to Identify and provide co-ordinated responses to emerging skills gaps and shortages to address such issues.
<b>Need for greater recognition of importance of public sector as an employer.</b>	Additional references have been made to this in the final RES.
<b>Specific action needed to embed sustainability and the environment driver within the region's priority skills actions.</b>	There is a specific activity to increase sustainable development skills under 1C.
<b>'Provide education for sustainable development' – is appropriate for schools and colleges but not really part of the skills agenda.</b>	This has been removed from The Strategy and instead reads 'Develop and deliver appropriate sustainable development modules within vocational and academic courses.'
<b>Exploiting global demand for environmental technologies is important but emphasis should be on how sustainability skills will help win business across all sectors.</b>	Additional information has been included in The Strategy and the 'cross-cutting' sections at the end of each Delivery Framework priority which makes this clearer.
<b>Include reference in environment driver section to the way maintenance and enhancement of a 'high-class environment' is helpful in terms of attracting inward investment.</b>	This has been added.

KEY POINTS	RESPONSE
<b>Grave reservations about the Inward Investment Strategy. Must be more strategic in deciding the kinds of business we want to attract, and ensure local businesses are given the same assistance with recruitment and training as incomers.</b>	Investment must be appropriate for the region/locality in which it lies. Different types of support may be appropriate to attract and retain new investors to ensure the region does not lose out to other national and European regions.
<b>Expand the provision of skills to fully embrace sustainability including those that facilitate industry adopting a low carbon approach.</b>	Activity on skills for sustainable development added to 1C.
<b>Would like clear links made to Science City initiative and consideration of how this status could be utilised for the benefit of the region as a whole.</b>	Activity around Science City is recognised in The Strategy and Framework under 1E.
<b>Believe that investment should not only be on three regionally significant science parks but on a more distributed strategy – to include Yeovil's education offer in conjunction with the innovation and engineering base.</b>	Other than Bristol, no specific proposals for science parks have been identified in the final RES. The revision of the Regional Innovation Strategy will provide further detail on science parks and incubators.
<b>Need to invest in science/innovation in rural areas.</b>	Many of the activities listed under 1E are generic and apply equally across rural and urban areas of the South West. In addition, there is specific focus on ensuring broadband connectivity – as an important tool for innovation – is rolled out to all rural areas by the end of 2006.
<b>Environment Driver section makes it sound as if the only reason for business resource efficiency is to help the environment, rather than to help South West business. Mention Business-to-Business networks around, for example, waste management/reduced energy bills/energy security and stress importance of eco-innovation.</b>	The environment driver sections at the end of each priority in the Delivery Framework have been comprehensively revised to make the economic benefit clear.

KEY POINTS	RESPONSE
<b>Ensure South West, in particular rural areas, is 'kept up' in terms of the size of broadband connection.</b>	A proposed activity has been added to 1E of the Delivery Framework – to ensure that the region's broadband infrastructure continues to develop in line with international benchmarks for bandwidth. There will, however, inevitably be a 'digital divide' between rural and urban areas where large band widths are involved.
<b>Promote actions to prevent poor health including workforce well-being.</b>	Health is referenced at the end of a number of the priorities in the final Delivery Framework with regards sustainable development.
<b>Affordable housing needs defining to include the whole life cost.</b>	Full life cost needs to be considered in the development of not only affordable housing, but all developments. Partners will be working with the Assembly to see how this can be incorporated into RSS policies.
<b>Co-ordination and flexibility of the planning authority is required to enable meaningful delivery in the area of affordable housing in rural areas.</b>	The RDA is working with the Regional Assembly to help ensure that appropriate policies are developed within the RSS to support this objective.
<b>Need to better address convergence issues. How can lagging cities and their hinterlands be helped to become more competitive and more prosperous.</b>	There are a number of activities within 2B and C that look at addressing this issue.
<b>Concern about growth focused on Bristol without resolution of transport issues.</b>	A number of specific activities have been identified under 3A highlighting the regional importance of addressing the transport issues around Bristol.
<b>No mechanisms identified to connect rural hinterlands with key cities and towns.</b>	There is a reference to activity under 2C around improving transport links between rural and urban areas.
<b>Remove the word 'affordable' from final delivery activity under 2C – housing should be more affordable for all and not just be more affordable housing.</b>	The Delivery Framework makes distinction between affordable (social) housing, and broader housing affordability.

KEY POINTS	RESPONSE
<p><b>Section 2C fails to recognise the need for small scale, affordable provision in rural areas to meet the employment needs of local businesses. The work of the 'Rural Housing Trust' could be usefully quoted here.</b></p>	<p>An activity has been added to 1A around ensuring greater flexibility in the planning system to increase supply of rural business premises at the market rate.</p>
<p><b>Argues that the development of more than one regional airport should be a priority.</b></p>	<p>In the final Delivery Framework there is an activity about enhancing the region's main airports, particularly Bristol, to improve connectivity to key economic markets and support the region's tourism sector.</p>
<p><b>Would like recognition of the strong link between regional distinctiveness and tourism.</b></p>	<p>This has been included under 3B.1.</p>
<p><b>Olympics – Strategy should take a wider view of the opportunities rather than just regeneration of Weymouth and Portland. In particular, RDA support for improved infrastructure in Dorset to support this.</b></p>	<p>An activity has been added to 3B about developing a regional 'Towards 2012' Strategy to secure maximum benefit for the South West from the 2012 Olympics.</p>
<p><b>Include migrant workers in list of regional debates.</b></p>	<p>The issue of migrant workers will be considered as part of the debate on 'a growing, ageing and more diverse population.'</p>
<p><b>Promote strong regional leadership to take a long-term approach to sustainability.</b></p>	<p>An activity has been included to promote regional leadership.</p>



## CONSULTATION RESPONSES – STRATEGIC ENVIRONMENTAL ASSESSMENT

KEY POINTS	RESPONSE
<p><b>The RES objective of ‘high and stable levels of economic growth and employment’ must be balanced by ‘effective protection of the environment and prudent use of natural resources’, as well as being consistent with the RSDF.</b></p>	<p>The vision, aspiration statement and drivers highlight the importance of maintaining the region’s high environment quality, and the need to ensure that future economic growth can be secured within environmental limits. Specific links to the South West Environment Strategy have been added as this is the primary document for setting out the region’s environmental objectives.</p> <p>The context section of The Strategy makes it clear that sustainable development underpins the development and delivery of The Strategy. Following the completion of the Sustainability Appraisal, a number of changes have been made to The Strategy and delivery framework to ensure it reflects RSDF objectives more effectively.</p>
<p><b>Modelling of the three economic models would be beneficial.</b></p>	<p>The delivery framework now includes a specific activity to use expand the use of the REEIO model and other environmental modelling techniques to develop a better understanding of the impacts of three scenarios, and wider activity to deliver the RES.</p>
<p><b>Note that the SW Regional Forestry Framework emphasises the importance of protecting ancient woodland – it is an omission on the part of the RES that it does not offer absolute protection if economic development is to be secured within environmental limits.</b></p>	<p>Given the wide scope of the RES, it is not possible to include detail on all specific environmental priorities. However, the document now links into the South West Environment Strategy which sets out the region’s environmental objectives.</p>
<p><b>Emphasise the role of the environment in encouraging the diversification of the farming sector as well as adding value to farm produce and local food. Note the importance of this sector in shaping the region’s landscapes, habitats and culture and the economic significance of this.</b></p>	<p>We have amended the ‘cross-cutting issues’ pages in the delivery framework to make this more explicit.</p>
<p><b>Highlight the links between health and well-being and the quality of the environment.</b></p>	<p>The RES has been amended to make clearer links between economic development and health/well-being, and between economic development and the quality of the environment. However, we feel it is more appropriate for the link between health and well-being and the quality of the environment to be articulated through the regional environment strategy and appropriate health strategies.</p>

KEY POINTS	RESPONSE
<b>Adopt climate change targets to reduce CO<sub>2</sub> emissions by 20% by 2010; 25-30% by 2015 and by 60% by 2050.</b>	The RES vision section has been amended to state that the region is committed to meeting, and perhaps exceeding, the national targets for CO <sub>2</sub> omissions and renewable energy generation. There is also a specific commitment, through the economic debates, to research and discuss key issues around sustainable development – including reducing CO <sub>2</sub> omissions – so that the next RES can set clear objectives and targets in terms of operating within environmental limits.
<b>Include more emphasis in both The Strategy and Delivery Plan on sustainable consumption and production; make explicit reference to the SCP Network in the Delivery Plan.</b>	This has now been included as a specific activity in the delivery framework.
<b>One of the regional debates should focus on ‘continuing towards and environmentally sustainable economy.’</b>	One of the confirmed regional debates will now be ‘Securing Environmental Growth within environmental limits.’ There will also be a specific debate on how to address energy challenges faced by the region, which will contribute to the former.
<b>The delivery plan needs to clearly identify how regional activity will incorporate measures to maximise its contribution to environmental protection and enhancement, and sustainable development.</b>	There is now a specific activity in the delivery framework to develop and use measures and tools such as the REEIO model to inform decisions on how economic development activity is taken forward.  In addition, we have strengthened the cross-cutting themes section at the end of each priority in the delivery framework to provide examples of how activity should contribute to the four objectives of the national sustainable development strategy.
<b>Establish and lead a group of regional experts to articulate the environment driver concept, and ensure it is integrated into the activities of relevant organisations in the South West.</b>	This has been added as a specific activity in the delivery framework.

**A glossary of terms and abbreviations can be found at the back of the Delivery Framework.**

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The South West of England Regional Development Agency has made all reasonable efforts to ensure that all the information is accurate at the time of inclusion. However, there may be inadvertent and occasional errors for which the South West RDA apologises.

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