



Attendees

AS	Cllr Andy Smith	Lewes DC	KG	Cllr Keith Glazier	East Sussex CC
BK	Beth King	Locate East Sussex	KT	Kate Thorpe	University of Sussex
BS	Cllr Bob Standley	Wealden DC	LR	Lisa Rawlinson	Lewes DC / Eastbourne BC
CC	Clive Cooke	East Sussex College Group	ME	Martin Ellis	Recruitment South East
CE	Christina Ewbank	ACES	MS	Martin Searle	FSB
CM	Cllr Carl Maynard	Rother DC	NL	Nick Ludford	Plumpton College
CS	Clive Soper	FSB	PC	Cllr Peter Chowney	Hastings BC
DE	Dave Evans	East Sussex CC	PJ	Philip Johnson	Locate East Sussex
DG	Derek Godfrey	Ellis Builders	PS	Penny Shimmin	Sussex CDA
DSm	David Smith	Independent Consultant	RD	Richard Dawson	East Sussex CC
DS	David Stokes	Plumpton College	SD	Stewart Drew	De La Warr Pavilion
DT	Cllr David Tutt	Eastbourne BC	SH	Simon Hubbard	Hastings BC
GP	Graham Peters (CHAIR)	ES Rural Partnership	TL	Tony Leonard	Rother DC

Apologies

DSH	Dan Shelley	East Sussex College Group	JK	Jeremy Kerswell	Plumpton College
EH	Eduardo Hernandez	University of Sussex	NH	Nigel Hannam	Wealden DC
GB	Georgina Button	South East LEP	RS	Cllr Rupert Simmons	East Sussex CC
JH	James Harris	East Sussex CC	SB	Sue Baxter	University of Brighton

All of the presentations delivered at the meeting can be viewed on the following page of the ESCC website: www.eastsussex.gov.uk/business/eastsussex/selep/tesminutes/tes180430

1. Welcome & introductions

- 1.1. **GP** welcomed the attendees and delivered the apologies; round table introductions were made.
- 1.2. **GP** asked for any additional interests not already held on record and for any specific conflicts of interest with today's agenda items; no interests were declared.

2. Review of previous minutes (12 Mar 2018)

- 2.1. **GP** ran through the actions of the previous TES minutes: for action 8.2, further revisions to the TES Terms of Reference (following the deep dive audit) will be completed ahead of the next TES meeting in Jun 2018. All other actions were completed.
- 2.2. **BS** highlighted action 4.2, stating that he does not recognise or agree with the figures on housing and employment space quoted in the letter sent from TES to Wealden DC in respect of the Ashdown Forest on 20 Mar 2018.
- 2.3. **DSm** highlighted a small typo in paragraph 11.1 where 'CS' should be 'CC' (to be corrected by **DE**). The minutes were otherwise approved by the group as an accurate record of the meeting.

3. South East LEP update

- 3.1. **RD** provided a brief update on the SELEP Strategic Economic Plan (SEP), noting that TES has previously provided written submissions back to SELEP on the ambitions and priorities, all of which have been considered and included to date; consultations have also taken place with East Sussex business/public sector partners, including politicians and senior officers through TES, ACES events plus the 10+ SELEP working groups (particularly the Creative, Rural, Growth Hub and Coastal Communities groups). **GP** commented that he's been disappointed with the frequency of SEP engagement visits to TES meetings since Jim Sims's departure in Oct 2017 but fully appreciates the amount of work going on in the background.
- 3.2. The overall narrative is now being written and the expectation is that a final draft document will be shared with the federated boards toward the end of May, to go to the SELEP Strategic Board on 29 Jun 2018 for final sign-off. An additional TES consultation meeting has been suggested for early-Jun.

- **Post-meeting update:** the three SELEP Vice Chairs have discussed the SEP timetable with the Secretariat and decided that the best course of action is to hold a single engagement session in

Purfleet immediately after the next SELEP Strategic Board meeting on 29 Jun 2018; a separate SEP-engagement meeting with TES in early-Jun will not therefore be necessary. The final draft SEP document will now go to the SELEP Strategic Board meeting on 28 Sep 2018 for final sign-off.

- 3.3. **RD** advised that updated governance documents will be prepared in line with the Mary Ney review and the deep dive audit. For TES this will include updating how we address TES membership and making funding calls more 'open'.
- 3.4. **RD** also advised that SELEP currently has an unallocated £8m that will need to be defrayed by 2020/21. This will mean an imminent funding call, most likely between Jun and Sep this year. ESCC colleagues will ensure our project pipeline is up to date and (to the previous point on openness) that the funding call is spread more widely than through our usual networks.

4. Locate East Sussex: Marketing & Communications

- 4.1. **PJ** and **BK** delivered a presentation on Locate East Sussex, providing some background on what they do, the make-up of the team, their network of business relationships and how they're currently performing in terms of targets (e.g. investment/reinvestment success, job creation, business interactions etc.)
- 4.2. The annual budget for Locate, which includes contributions from all of the County, Borough and District Councils, has now doubled to £420k with the addition of ERDF funding. A large percentage of this budget is now going towards *marketing* which has seen a great deal of development in recent months, including a brand-refresh and a new website. Locate has a 'digital first' approach, and as such the new website is quite innovative with self-selecting content to provide the user with a more engaging, bespoke interface. Photography, video and animation are all key elements making the site look and feel dynamic and up-to-date to keep people interested.
- 4.3. **RD** queried whether Locate has seen a change in demand over the years in terms of the business workspace required; **PJ** stated that the greatest demand is now on the types of workspace rather than the size, with enquiries leaning towards shared, managed and creative workspace.
- 4.4. **PJ** also provided an update on the ongoing 'image' work, which is continuing to look at ways to communicate the business message alongside the visitor economy message.

5. TES Discussion Group – Innovation & Productivity

Plumpton College:

- 5.1. **DSt** delivered a presentation on Plumpton College, providing some background to the college and its structure and a summary of the courses delivered at their four sites across the region, including courses up to Level 3 for school leavers, Apprenticeships, and Higher Education courses to BSc and MSc level.
- 5.2. Plumpton College is a specialist provider of Land Based & Rural education and training. People's perceptions of the Land Based sector are that it's largely in decline with a low skill base and poor pay. In fact it's very much in demand – a huge number of new entrants are needed in the UK over the next 10 years, with job roles becoming more skilled than ever leading to higher salaries and far greater progression opportunities.
- 5.3. Plumpton College is working with businesses to upskill the existing workforce as well as develop new entrants, achieved through such things as knowledge transfer networks, skills workshops/demos, monthly briefings, and coaching/mentoring for business proprietors. **DSt** commented that delivery could be greatly helped by the Government agreeing to allow more local flexibility in the delivery of adult education budget funding. More focused specifications for ESF (informed by employers and providers), direct procurement for skills, and more joined-up approaches in the longer term would also be helpful.

East Sussex College Group (ESCG):

- 5.4. **CC** updated the group on the merger of Sussex Coast and Sussex Downs Colleges, which officially came together on 29 Mar 2018 to form the *East Sussex College Group* (ESCG) – now the largest FE/HE college in East Sussex with 18,000 students. For the time being the 'public face' of ESCG will remain

unchanged, i.e. Sussex Coast College Hastings, Sussex Downs College and Sussex Skills Solutions. A senior ESCG team is now in place.

- 5.5. **CC** ran through what ESCG is doing in relation to our key growth sectors, including developing a new curriculum for the Construction & Built Environment sector in partnership with our Developers East Sussex and Skills East Sussex groups; developing innovative approaches to the ageing population in the Care sector; growing provision in the Digital & Creative sector; looking to expand specialisms in the Manufacturing & Engineering sector; and modernising the offer to the Visitor Economy, e.g. through a 'hotel school'.
- 5.6. **DSm** discussed wider planning for the future, using the ESCG merger as a case study in 'collaborative' education provision in a rural/coastal economy, and asked whether there's any appetite to further develop this sort of collaborative framework. Funding would be necessary (such as from the Gatsby Foundation) and a compelling case would need to be put together. It's actually one of ESCG's ambitions to put together such a case and apply, ideally during the summer.

Group discussion:

- 5.7. Some of the key points from the discussion included:
- There's definitely a strong case for getting our colleges together, and our universities too, along with Locate East Sussex.
 - We need a cohesive plan across education providers, not competing, so it's great that we're talking about partnership working in this regard.
 - There's certainly a lot to commend in **DSm's** proposal, but getting a critical mass together is crucial.
 - Our ambition should not be limited in the future delivery of HE/FE; any new collaborative group should also look to drive up standards.
 - Let's not be too focussed on the coastal regions; there's lots of opportunity and potential in the north of the county too.
 - It's vital that we build on existing good practice.
 - We really need to start thinking about our county's Unique Selling Point in earnest, e.g. viticulture or elderly care provision.
 - We have an opportunity to look at the wider challenges of the ageing population and should invite any contacts in 'innovation' to such a conversation; we also have a lot of 'creative thinkers' through our networks that could contribute.
 - Reputation is key – raising the profile of our courses to attract people from elsewhere, and being considered a Centre of Excellence. Plumpton College already has an excellent reputation in delivering winemaking courses, so it would be good if we could gain a similar reputation in, say, elderly-care/ageing-population and their associated courses.
 - Plumpton College develops new entrants to businesses but crucially also provides *upskilling* of the existing workforce. Generally there isn't enough upskilling provision in the county, but if we're to become a Centre of Excellence then we need to be exceptional at delivering courses to both of these groups.
 - The provision of training does not have to be free – people are willing to pay realistic pricing.
 - Be agile in course delivery – there are plenty of businesses that are willing to offer onsite rooms to deliver courses.
- 5.8. Overall TES is very much in support of ESCG moving forward with developing a collaborative framework, and in exploring a potential bid to the Gatsby Foundation, to support skills development countywide.
- [Action: DSm and ESCG to explore developing a collaborative framework for education provision in the county and report back to TES at a future meeting]***
- 5.9. TES also supports the principle of prioritising sectors (such as elderly care) in determining the 'unique selling point' of our county.

6. TES round table / AOB

- 6.1. **SH** advised that Hastings BC is submitting a bid to bring Channel 4 to Hastings. The broadcasters are moving out of London in 2019 and will create three new Creative Centres, the largest of which will become its new headquarters. Hastings BC has been working with Locate East Sussex to develop a brochure. It's a highly competitive tender, with submissions to be made by early-May.
- 6.2. **BS** advised that the £32m Housing Infrastructure Fund (HIF) bid focusing on interventions in the Wealden area has been successfully shortlisted at the first stage. A full business case will now be developed and submitted within the funding rounds.
- 6.3. **CE** advised that the date for the next Best4Biz Conference has now been provisionally agreed as 1 Mar 2019. She also noted separately that access to Ultrafast Broadband is now available at several locations across East Sussex – something to be aware of when promoting the county.
- 6.4. **MS** requested that any new groups being set up on the back of the earlier discussions on the county's USP (e.g. looking at specific sectors such as care and the ageing population) should give consideration to allowing digital input to the meetings – not specifically 'Skyping-in' but even just being allowed to submit questions beforehand by email.

Summary of actions:

- 5.8 ***DSm** and **ESCG** to explore developing a collaborative framework for education provision in the county and report back to TES at a future meeting.*