

One Surrey Growth Board, Wednesday 13 December – Meeting Note

Matt Furniss (Chair) – Welcome and Introductions	
Welcome to all members and thanks to them for their attendance. List of apologies and welcomes in minutes (see Appendix A).	
George Hamburger – Tannery Studios Welcome	
Welcome from George to Tannery Studios – a unique video studios and office space, designed to support creative, digital and media businesses in Surrey.	
Michael Coughlin – Context Setting: delivery plan progress	
<ul style="list-style-type: none"> • In 2018 work commissioned to establish the Community Vision for Surrey which contained aspirations around the Surrey economy (growing a sustainable economy from which everyone can benefit). • The Surrey economy in comparison to other similar economies had begun to stagnate – undertook the Hammond Commission (by University of Surrey) feeding areas of focus into the Growth Board. 4 priorities and 6 Growth Challenges were identified through this work. • Fast moving national agenda regarding the economy and growth through to 2022 - priorities were focused on bringing partners together (influencing, building the evidence base, and convening partners). • We are now well placed for the future – including LEP integration and the expected level 2 County Deal. • Overview of achievements – moving from a convening and influencing role to frontline delivery (including the Careers Hub, CoSTAR funding, Skills Bootcamp funding). • Looking ahead at future opportunities and the programme of work, which will continue to include links to place work. 	
Katie Stewart – aligning economic interests with spatial planning / infrastructure	
<p>Provided an update on the infrastructure and spatial agenda, with the Economy and Land and Property teams now moving into her department which also includes Highways, Waste, Countryside, Placemaking, and Infrastructure. With a background in economic development, Katie recognises place as a key constraint to growth and will look to focus efforts on core objectives to drive growth.</p> <p>Following the creation of a joint ambition around place with D&Bs, Surrey County Council and other partners, we now have the Surrey Infrastructure Steering Group (SISG), with place directors across the county working together to identify joint priorities and a forward plan of practical changes. An overview of identified joint priorities (slide 16 on pre-reading deck) was presented.</p>	<p>Discussion Points and Actions:</p> <ul style="list-style-type: none"> • Housing challenges are affecting recruitment, mental health, etc. This should be a key joint priority. • Surrey using its own estate for key worker housing but need to look at how we can use the estate more effectively to support local businesses too. • Fibre connectivity is an issue, there is a changing work environment, and limited connectivity in some areas. Improvements could help encourage people to come to the area. Need continuity in initiatives particularly with potential changes to national government. Recognised the popularity of reverse commuting, and the need to ensure our towns become vibrant centres of activity to attract young people. Housing needs to be provided together with a vibrant leisure and culture offer. • The interconnectivity of these matters needs to be recognised, identifying a few priorities which will have a positive impact on other matters. Housing is impacting education providers/key workers, having to hire staff from outside the county, as the cost of housing is a barrier to staff living in the area. We also need more health care access if we are going to increase housing. • Previously had the One Public Estate. Is there appetite from the D&Bs to reinvigorate?

One Surrey Growth Board, Wednesday 13 December – Meeting Note

<p>A collective call to action was proposed – subject to future conversations in the new year. It was recognised that:</p> <ul style="list-style-type: none"> - Lobbying – hands are often tied by national policy and regulation, joint funding opportunities, and influencing at a regional and national level. - Co-design – working together around specific spaces and opportunities will be key. - Delivery – resource will become increasingly challenging, we need to consider how we better coordinate our resources to drive delivery. <p>We discussed specific gaps and the alignment of these priorities with the Growth Board challenges.</p>	<ul style="list-style-type: none"> • It is key to address what are we going to do differently to drive the change needed. It is difficult to get these schemes off the ground with the state of the economy. Intensive collaboration is the only way to unlock these opportunities. D&Bs have a role in investment and regeneration but might not always have expertise and skills at their disposal – opportunities to share expertise should be explored. • ‘Re-zoning’ raised and change of planning use across D&B assets to realise change with private funding that would provide civic benefit. <ul style="list-style-type: none"> - This is challenging as assets have fallen in value (up to 70%) and it is difficult to get enough return to justify refurbishments. • A national wholesale change to the planning system is needed, which forces the issue around supportive infrastructure. • South East Construction Expo event taking place next May. There is appetite from construction sector to explore partnerships and work together on these developments. • Place based priorities, reinforces linking of other initiatives and the spatial envelope (considering upcoming changes such as LEP integration) that will help the Surrey geography focus and coordinated delivery in partnerships. Surrey universities currently developing a Civic Agreement to effectively mobilise an enhanced capacity and a partnership to drive change. • In London there are urban design skills/academies for a skill-based programme finding solutions for similar problems. Integration with these groups to help with the skills problem which is a key challenge to infrastructure. <p>ACTION: a delivery plan will be developed with SISG and partners kept updated.</p>
<p>Michael Coughlin – Challenge 2: Housing Affordability (Housing, accommodation and homes strategy for Surrey)</p>	
<p>Initiative came from business reps and health organisations that had challenges around recruiting and retaining staff.</p> <p>Developed a strategy – challenges are affordability, underlying funding issue, more fragmentation in the two tier structure, planning (local and national policy). Michael Gove recently made an announcement that less housing should be built on green field land. There is a limited supply and high demand which</p>	<p>Discussion Points and Actions:</p> <ul style="list-style-type: none"> • importance of influencing up to policymakers. National bill for housing people in temporary accommodation would be decreased if these proposals are actioned. Offer to host an activity at the Construction Expo next year to discuss this further. • We need a singular body as a centre of excellence. • Baseline assessment was completed (ONS and D&B data), data shown on slides 20-22 of pre-reading deck. • Need to identify preferred suppliers across Surrey, developing the knowledge and skills so that councils have more confidence (tend to be risk-averse). Housing crisis has been growing for years –

One Surrey Growth Board, Wednesday 13 December – Meeting Note

<p>cause an increase in prices. Rent has also significantly increased.</p> <p>Overview of recommendations – framed as a call to action. We will need creativity about how we drive change (e.g. accommodation for those discharged from hospital as extra care housing) and different consideration of risk.</p> <p>Recognised that there won't be a solution without additional support and changes by Government to national policy.</p> <p>A report going to SCC Cabinet in February – series of measures SCC can make to improve housing (particularly for essential workers, investment and use of assets). Working with D&Bs to also identify their assets to support with affordable housing. Intended to act as a role model for others to act in the same creative way to problem-solve.</p>	<p>young people leave the area after finishing education. Talent doesn't follow the business if they can't afford it. Other issue is many people don't want the area / environment to change.</p> <ul style="list-style-type: none"> • Often young people don't want to be in Surrey because of the lifestyle offer, more drawn to London. • Over 5 years there has been a large increase in proportion of students who are commuting out of central/west London to Surrey universities. Now rethinking sustainable transport strategy due to the dramatic changes. • Investment parks and green areas helps attract people to the area. Can we initiate more of these schemes? • West and east Sussex currently building thousands of houses, affordability drawing people into the area. • Consider tying the offer for young people into the Surrey Cultural Partnership. <p>ACTION:</p> <ul style="list-style-type: none"> - Share Housing Strategy with members. - Discussion with D&Bs regarding the reinvigoration of One Public Estate.
<p>David Stedman – Challenge 6: Branding and Promoting Surrey (Our Surrey Story update)</p>	
<p>Achievements since this item was last discussed by the Board include the development of the brand, the recruitment of the Brand & Marketing Manager, and the establishment of the representative board. Louise Punter is the current cross-OSGB and Our Surrey Story Board rep.</p> <p>The brand is represented by three themes – innovating future economy, natural landscape and lifestyles, and connecting people and places.</p>	<p>Discussion Points and Actions:</p> <ul style="list-style-type: none"> • There is a strong narrative but visual identity needs to be more vibrant to promote Surrey's strengths. Connection with businesses seemed weaker than a connection of the identity with places. • It is important we benchmark and ask ourselves who are we competing against. We need to clarify our audiences for this narrative and direct the messaging accordingly. • Business focus held by Economy & Growth Inward Investment work (referring to the visuals on the Commercial Prospectus as a way of integrating the brand). This branding is more about the general place and shifting the perception of the area, the audience is everyone that currently has a perception of Surrey. <p>ACTION: to encourage more people to begin deploying the imagery so that people outside of Surrey recognise it and become familiar with the narrative.</p>
<p>Cllr Matt Furniss – OSGB Governance 2024/25 onwards (Implications of Local Enterprise Partnership Integration)</p>	
<p>Progressing with integration planning with both LEPs. At a good stage to take on these new functions</p>	<p>Discussion Points and Actions:</p>

One Surrey Growth Board, Wednesday 13 December – Meeting Note

<p>and will allow us to drive a focused Surrey footprint. Will be doing a Growth Board review over the coming weeks to address the key commitment from the Government to increase representation from businesses. We will be in contact in January – virtual opportunity to contribute to be scheduled.</p> <p>Report going through to Cabinet at the end of February with next steps and a LEP integration meeting to be held in the new year to provide further information.</p> <p>Loans from LEPs will be ringfenced to support business – focusing on bids, sectors and where targeted support should be invested.</p>	<ul style="list-style-type: none"> • Opportunity to input into skills agenda and how that sits in the picture. Enterprise Advisor Network in C2C – would be a shame to lose that support. Keen to be part of the conversation. • Currently planning how we want to structure the support that is needed which includes deciding on continuing current LEP initiatives / establishing new support. • Haven't yet had detailed information from C2C or Government. Currently anticipating being granted a County Deal which will offer more control of the Education Budget. • Query around transition of LEP staff. Risk between requirements and capacity to deliver. Could be an opportunity to build a multi-stakeholder partnership to create framework for place-based initiatives. • SBLF requested a paper on LEP integration updates and will have an additional session to propose how business could be involved. Knowledge transfer key as part of integration. • Different levels of support required (corporate, multi-national vs SMEs and start-ups).
---	---

Matt Furniss (Chair) – AOB (Commercial Prospectus)

Commercial Prospectus

Pivot move to supply-side focus, understanding key investment opportunities. Flexible digital document to be updated, to promote investment opportunities as they emerge. Hard copy will be produced – UKRieff in May 2024 to promote the investment opportunities. **Due to be finalised in January and looking for comments/feedback.**

- Document could be static but map needs to be live to ensure stakeholders can feed in opportunities. Much fewer public assets identified than private – need to expand public opportunities. Recent Gatwick video launched which sells Gatwick and connectivity with various areas / regions.
- Offer to tailor IoD event to discuss further and promote.
- Is there a plan to complement the prospectus with video material? People attracted by quick video messaging content.
 - Comment made at SBLF regarding creating testimonials by business reps, encouraging growth and new investment in the area.
- Thanks to Members for their input and commitment this year.

Ends

One Surrey Growth Board, Wednesday 13 December – Meeting Note

Appendix A:

Representative	Organisation	Role	13th Dec Notes
Cllr Matthew Furniss	Surrey County Council	Chair	
Prof. Klaus Dodds	Royal Holloway, University of London	Member	Professor David Simon to deputise
Richard Grainger	Chair of Surrey Business Leaders' Forum & Director: McKay Securities Plc and Liberation Group	Member	
Louise Punter	Surrey Chamber of Commerce	Member	
Mike Brennan	Chair: Surrey Skills Leadership Forum	Member	
Prof. Mark Ellul	University for the Creative Arts	Member	Amer Alwarea to deputise
Jarmila Yu	Yunique Marketing Ltd	Member	
Frances Rutter	Lord Lieutenant's Business Group	Member	
Damian Roberts	Surrey Heath Borough Council	Member	
Board Observers to be			
Daniel Murray	SCC	Observer	
Bethany Reeder	SCC	Observer	
Patricia Huertas	SCC	Observer	
Michael Coughlin	SCC	Observer/Speaker	
Dawn Redpath	SCC	Observer	
Katie Stewart	SCC	Observer/Speaker	
David Stedman	SCC	Observer/Speaker	

Attendees

Apologies

Philip Hammond: Former Chancellor and Surrey MP

Chris Grayling: Former Secretary of State for Transport and MP for Epsom & Ewell

Cllr Bruce McDonald: Elmbridge Borough Council

Joanna Killian: Surrey County Council

Julie Kapsalis: Coast to Capital LEP

Karen McDowell: Surrey Heartlands ICS

Michael Queen: EM3 LEP

Prof. Mark Ellul: University for the Creative Arts

Prof. Max Lu: University of Surrey

One Surrey Growth Board, Wednesday 13 December – Meeting Note

Prof. Klaus Dodds: Royal Holloway, University of London

Julie Llewelyn: Community Foundation for Surrey

Shona Johnstone: Homes England

Steve Sharratt: DBE Energy

Cllr Rob Humby: Hampshire County Council

Emma Smith: BEIS.