

**Minutes of a Meeting of the External
Partnerships Select Committee held at
Council Chamber, Surrey Heath
House, Knoll Road, Camberley, GU15
3HD on 12 June 2018**

+ Cllr Rebecca Jennings-Evans (Chairman)
+ Cllr Max Nelson (Vice Chairman)

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|------------------------|-----------------------|
| + Cllr Bill Chapman | - Cllr Chris Pitt |
| Cllr Ian Cullen | + Cllr Nic Price |
| + Cllr Ruth Hutchinson | Cllr Wynne Price |
| + Cllr David Lewis | + Cllr Joanne Potter |
| - Cllr Oliver Lewis | + Cllr Darryl Ratiram |
| + Cllr Jonathan Lytle | - Cllr Ian Sams |
| + Cllr Robin Perry | |

+ Present

- Apologies for absence presented

Substitutes: Cllr Nick Chambers (In place of Cllr Chris Pitt) and Cllr Valerie White (In place of Cllr Oliver Lewis)

Members in Attendance: Cllr Mrs Vivienne Chapman and Cllr Paul Deach

In attendance: Jayne Boitoult, Community Development Officer
Teresa Hogsbjerg, Economic Development Manager
Louise Livingston, Executive Head: Transformation
Jon Murrell, Consentricare
Kevin Travers, Enterprise M3 Local Enterprise Partnership

1/EP Minutes of Last Meeting

The Minutes of the meeting held on 13 February 2018 were confirmed and signed by the Chairman.

2/EP Consentricare

Jon Murrell, Executive Partner, gave a presentation in respect of Consentricare a local privately-owned business set up to simplify the act of arranging and monitoring elderly relatives' care.

Consentricare was born out of the personal circumstances of the executive partners' experiences and difficulties in arranging care for elderly relatives. They identified a need for a free, mobile product to make it easier for relatives and friends to organise care and support for elderly loved ones. It was acknowledged that there was little NHS funding for someone who needs relatively little help and it was still a difficult task organising the required additional care, such as preparing meals, getting in and out of bed, so elderly relatives would still live independent lives.

Concentricare's first product, a mobile app called Carehound would be launched in late-summer. The app would simplify the "Care conundrum", and allow elderly people's relatives easy access to the right information, and enable a suitable care package to be implemented. The various specific ways which Carehound guided its customers through the "care maze" were outlined. The app would collate advice from non-governmental bodies such as Care UK and Age UK, act as a directory of Care Services and trades who can adapt homes, and provide progress reports and alerts to relatives.

It was recognised that the help and support the Concentricare team had from Surrey Heath's Economic Development, Transformation and Community Partnerships teams had been invaluable. It was explained that the Economic Development team had helped to develop the company's Public Sector contacts and indirectly refined and developed the Company's business idea by encouraging entrance to the Surrey Heath Business Awards.

It was also noted by not coming from a background within the Care System the two founding executive partners of Concentricare, had brought a fresh approach to the industry and a focus to the customer experience.

Arising from Members' comments and questions the following points were noted:

- Carehound would be funded by advertising revenue and eventual sponsorship of the app further down the line. Social care companies and private meal services were mentioned as potential advertisers.
- Initially Carehound would be primarily advertised via targeted Facebook advertising campaigns. Concentricare had also been in contact with the NHS chaplaincy programme to discuss the promotion of Carehound during their work.
- Even though there were currently only test users, it was aimed that there would be 2000 Carehound users by the end of August 2018.
- There was consensus that the app would be hugely beneficial in increasing accessibility to elderly social care provision in the more rural areas of the Borough.
- Carehound would be a free to use information and contact directory which would be accessible to all even though the target market were relatives who were "Cash rich and time poor".
- The app would log care-arrangers previous phone calls and notes against the directory of Care Services, and aim to facilitate eventual face-to face meetings about elderly relatives' care.

It was noted that Members would like to see Concentricare present to the External Partnership's Select Committee in a year's time to hear about the company's progress.

The Committee thanked Jon Murrell for his informative update.

3/EP Surrey Heath Economic Development update

Teresa Hogsbjerg, Economic Development Manager, Surrey Heath Borough Council, gave a presentation in respect of the work of Surrey Heath's Economic Development Team including its strategy to promote economic development throughout Surrey Heath.

It was noted that the Economic Development team had three wider goals for Surrey Heath:

1. A sustainable place to live, work, shop and play.

- This featured supporting major development works. For example the team facilitated a breakfast meeting for local business people to inform them how the Meadows gyratory works would affect their businesses.
- Data collation has given the Council a better understanding of the Borough's Visitor Economy. It has been better determined where the Borough's non-resident visitors come from and via which mode of transport.

2. A Great Place for Business to Flourish

- The Economic Development Team has supported local businesses to enable them to reach their growth aspirations.
- Local businesses and start-ups have been advised of local funding and support sources available to them. Small businesses have been advised on how to acquire funding from bodies such as The EM3 Growth Hub and Innovate UK.
- Recently work with the Department of International Trade has been conducted to develop an inward investment strategy.

3. A Great Place for People to Succeed

- The Economic Development team has worked with businesses to support training programmes prior to opening of large developments.
- Work with partners has ensured programmes would be in place for personnel leaving the military. Programmes have been catered to ensure the skills that are developed match the needs of the local economy.
- Work with the DWP (Department Work and Pensions) has enabled links to programmes that would train those looking for work in new business areas.

Arising to the subsequent discussion to the presentation the following points were noted:

- Much of the data that was currently extrapolated in relation to Surrey Heath's visitor economy was restricted to footfall numbers. A longer term aim was to liaise with the specialist data companies (that include methods such as collecting data mobile and iBeacon communication) to expand the depth of information possible to enable an improved understanding of the reasons why visitors come to Camberley.
- Camberley's lack of presence on signage on the Motorway Network had an ongoing negative effect. It was recognised that having Camberley more prominent on signage would help support many of the town's economic aspirations. It was noted that the Council and the Local MP were currently

lobbying the Highways Agency for greater presence for Camberley on the network.

It was also acknowledged that Surrey Heath firmly maintained its presence at Highway's Agency meetings and gave it a greater voice on such issues.

- There had been ongoing discussion regarding the Council's response to the planned closure of the House of Fraser store in the Square shopping centre. It was recognised, although the closure was a setback, Surrey Heath was in an advantageous position to deal with the closure. It was noted that the Council owned the building meaning the Council would make sure whatever took over the vacated space, suited and met the needs of Camberley. Additionally there was potential for the vacated space to become Camberley's unique selling point, and there was need for greater Council communication to residents regarding the closure.
- The Executive Head for Transformation and the Economic Development Manager were developing a formal document setting out the Council's Town Centre development strategy.

Members thanked Teresa Hogsbjerg for her informative presentation and her work organising the Business Breakfast meeting on the Meadows Gyratory works. The committee also stated they look forward to working with Teresa on the London Road Block redevelopment.

4/EP Enterprise M3 Local Enterprise Partnership (LEP)

Kevin Travers, Transport Project Manager, gave a presentation in respect of the work of Enterprise M3 Local Enterprise Partnership (LEP).

The Enterprise M3 Local Enterprise Partnership (LEP) was a public/private partnership which had been set up to support and sustain economic growth within the M3 corridor. Since 2014, the M3 LEP has acted as a facilitator to promote economic growth and bring businesses and local government closer together. The LEP spends, secures and supports various streams of funding to help start-up businesses and to promote business and enterprise in the area. The partnership has also emerged as an advocate and champion of the Local Area.

The Enterprise Area covered the region between the port city of Southampton and Heathrow Airport and had a Gross Domestic Product similar to that of Denmark. It was recognised the Enterprise Area was home to 3.1% of UK businesses and its main export partner was the USA; primarily in the field of defence products and services. Camberley has been identified within the Enterprise Area as a 'step-up town', which had unfulfilled economic potential.

Since 2014 the LEP has secured £219.1 million of Growth Deal funding from the Department of Communities and Local Government and in total money has been spent on 45 different projects. Of this £18 Million had been spent on projects within Surrey Heath including improvements to the Blackwater Valley Connectivity project, the ongoing Camberley Town Centre Public Realm project and a £1.5 million loan to develop Chobham SANG and mitigate the impact of 80 new homes. Future projects funded by the LEP would include improvements to the Meadows

Gyratory, Blackwater Valley Gold Grid and a package of junction, streetscape and highway improvements to the A30, London Road in Camberley.

The LEP planned to develop a 5G Gaming Hub in Camberley and the surrounding M3 Enterprise Areas in the upcoming years. The proposed Gaming Hub would build upon the existing games design communities in Camberley, Guildford and Aldershot and would aim to foster growth in the creative and digital industries. The LEP had aims to develop the area's infrastructure to enable it to harness new technologies in the future such as electric and driverless cars. A local Low-Carbon Strategy was also being developed for the Enterprise Area.

Arising from the Committee's questions and comments the following points were noted:

- Securing of greater Central Government funding had enabled the onset of various Camberley 'Step-up Town' initiatives such as the Blackwater Valley Gold Grid Project, which would provide significant improvements to transport links between Camberley and the surrounding towns, and would fund the Camberley Town Centre Public Realm improvements.
- Even though there was potential for greater opportunities and faster connectivity via the growth of 5G, there were still improvements to be made in regard to local 4G and 3G connectivity particularly between Camberley Town Centre and the Meadows Roundabout.
- The M3 Enterprise Area was in a good geographical position to capitalise on the new potential trade opportunities resulting from the UK leaving the European Union. It was noted the M3 is a major gateway to Heathrow Airport and the Port of Southampton.
- LEP funding streams were often staggered across several year periods. The Local Growth Fund allocations for 2014- 2021 were supplied in three separate parts: in 2014, 2015, and 2017. The LEP allocated the majority of these funds as loans or grants to partners' projects, such as those of local authorities, universities and businesses. Between £7 million and £8 million allotted for project loans in 2018 had not yet been allocated.
- There was a balance to be struck between sustainable transport projects such as the creation of the pedestrian and cycle route on the Blackwater Valley Relief Road and the allocation of funding towards maintaining the conditions of existing infrastructure.

The Committee thanked Kevin Travers for his informative presentation and update.

5/EP External Partnerships Work Programme 18/19

The Committee received and noted a report setting out its proposed work programme for 2018/19 municipal year.

Chairman