

Visioning exercise from the inaugural meeting of the new Devon Strategic Partnership , January 2007

(group of approx 20 people, mainly leaders of councils and agencies (elected members) plus a few very senior officers)

Based on the evidence we have, what might we want Devon's future to look like in 20 years time

- Opportunity - which includes skills
Retaining young people, Education (inc Higher)
- Balance – eco and make up Devon, young and old, working and non-working
- Environment – Achieving this without depleting the environment including housing planning density.
- Net exporter of energy
- Connecting – A well connected working community, good access to services.
- Need good communication inside and outside to achieve the above.

- High aspiration
- Famous for things
- Cohesive – Economic and Social
- Energy and Leadership
- Climate change

- Vibrant, Sustainable economy with which communities feel comfortable
- Pride in the environment – adaptive, progressive stewardship
- Cohesive communities – creative and maintaining vibrant and inclusive communities
- Sustainable transport
- Made the most of climate change and prepared for it
- More balanced demographic profile – support for young people

- Climate change
- Influencing private behaviour through public policy and public health
- Create conditions for 'Green Technology'
- Encourage support for youth focus

- Narrowing of health inequalities
- Higher levels of productivity across the economy
- Demographic change – 'A younger County'
- Housing need met sustainability
- Sustainable transport / Communication Networks / Practice
- World class environment

- People and communities – joined up leadership

What else / extra does the DSP need to do to create this future?

- This group can act as a single voice for Devon – a Devon advocate
- Vehicle of commitment – act not just talk
- Group is the link between parties looking outwards
- Role of DSPs: Pull together central issues to own picture of whole of Devon and maintaining balance of delivery
- Recognising distinctive community needs e.g. Exeter has a greater influence on its hinterland than Plymouth
- Communication is key role – ownership by people of DSP
- Ownership by DSP of issues

- Communication – marketing, media
- Driving delivery
- Scrutiny
- Wider involvement

- Developing a demographic vision for Devon
- Developing a shared vision and priorities
- Establishing cohesive planning
- Evaluating and responding to the impact of climate change

- Evaluation, communication and delegation
- (Collecting and seeing the whole)
- Coordination, mapping
- Driving the delivery
- Role of delivery board as signposter, also – what is DSP responsibility
- Strategic job in assessing it as a priority and deciding capacity
- Influence a “futures” group and make the links
- Delivery and anticipation

- Danger of passing on and it being lost
- Prioritisation might mean saying “we can’t do it”
- Making join up conceptually btw “your issue is my problem”
- See business as part of the delivery board – both issues
- Making climate change an opportunity
- Informal aspects – ambassadorial role, marketing. Not to do mechanics, focus on the influencing role and commissioning of evidence

- Tactical issues need to be delivery board to avoid rumination
- Whose role to “end” DSP projects? OURS
- Identify “BIG” issues and all unite around them (even if not priority for your organisation)
- VOICE – argue the case to reflect Devon’s priorities and set our agenda
- Needs robust argument
- Therefore we are about leadership (rep) not management

- Create the environment
- Focus on a few agendas

So What?

- Conference – play out today on larger scale
- Caroline clarify who sits where on which table
- Terms of engagement
- Roles btw meeting – what is it, what do we do outside
- Role of economic and sustainable group
- Clarity of structures, issues where trying to go, who is doing what

Mari's Summary

- Influence private behaviour through public policy on Climate Change and link to public health
 - Develop a demographic vision for Devon
 - High aspiration
 - Vehicle of commitment – action not talking
 - Achieve better balance and keep 18yr old
 - A more cohesive approach to the Sp Planning process – spatial and community
 - Explain what DSP will do marketing, business plan, task group, scrutiny
 - Link between LAA and priorities – catalyst
 - Single voice
 - Wider involvement. 7 Private sector and wealth creators
 - Ruthless prioritisation, alignment of energies
 - Create conditions for green technological industries. As an example of a way to grow the health of SMEs, not large industry.
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- People and communication
 - How influence and education
 - Healthy Wealthy and Wise