

SKILLS FOR SUCCESS – SHOREHAM HARBOUR

17TH SEPTEMBER 2008

WORKSHOP NOTES

Workshop 1: “What are the key skills required for the successful delivery of the project? What are the skills gaps?”

Group 1

1. Funding – attracting it/knowledge/co-ordination and monitoring.
2. Co-ordination of PROJECT, e.g. infrastructure.
3. Economic development expertise – look across business spectrum.
4. Understanding environmental impacts of jobs + housing – mitigation/H&S
5. (Members) Leadership – links with having information and organisational support. To be able to communicate to community.
6. Organisational support – model.
7. Sustainable community understanding what it means – helps with leadership.
8. (*Vital) Media and PR – getting right messages across and identify benefits for residents.
9. Communication/information on the project – important for members/leadership and relationships.
10. (*Vital) Community engagement – identify needs and look at options, e.g. facilities, leisure, open spaces.
11. Full engagement (SEEDA support) in strategic level of project – local members and community.
12. Linking into areas of deprivation – engage community.
13. Bargaining/negotiating skills – attracting range of business.
14. Provision of skills/technical training.
15. How to understand development economics and viability – members need to understand.

Group 2

1. Community Vision – show stopper
How do we sell this?
2. Technical – can be purchased
Human – more difficult to find – head – hearts
3. Who is the community? Attracting people in and developing the community for the present residents.
4. Assets in Shoreham. What needs to be developed in 14 – 19 agenda to drive project forward?

5. What is the 'true' economic situation?
6. Technical aspects, e.g. waste, energy, flooding. Do we need more expertise in MAAS?

Summary of Workshop Outcomes

ISSUES IDENTIFIED

1. Organisational support structures – co-ordination of project, information to members.
2. Information on MAA – technical issues , e.g. waste.
3. Local skills + training provision for local business.
4. True information on economics.
5. 14 – 19 year old agenda in the area.

SKILLS GAPS

1. Community engagement – understanding needs, winning over hearts and minds, vision.*
2. Communication + PR/media.
3. Leadership – members + community, ownership of vision.*
4. Financial/Funding.
5. Environmental impacts.
6. Understanding sustainable communities.
7. Understanding development economics and viability.
8. Negotiating.
9. Economic development.

Workshop 2: “What are the benefits of working in partnership with the 5 Towns Network?”

Group 1: Leadership

WHAT	OUTCOME
1. Adur Group plus all members, mentoring meeting – information sharing/awareness raising.	1. Members have a shared vision and are confident in communicating it (whole partnership) (1 st October)
2. Cross boundary working – WSCC + BH, political mentoring?	2. Community. Share the vision and are aware of benefits.
3. Support with PR – managing communications viewpoint 'panel' message whole district benefit. Peer support.	
4. Support from others who have been through – visits Portsmouth, Gunwharf Quay MK – roof tax – share experiences, bigger picture – push MAA	

Group 2: Community Engagement

HOW	WHAT	WHO	TIMESCALE	OUTCOME	WHY
Visible results	Schools	Community devpt worker	'20 yrs versus 1 yr'	ownership	'Non imposition = ownership
Early wins	Health living	champion	JAAP in 2 yrs	ideas	Cynicism – previous history
Big? new employer	Legacy from Portsmouth Power Metal Box	'badge' new developments	2 yr comms strategy + next March '09 is key	investment	Declining? Area low expectations
Answer to questions (viability, benefits etc)	'loss leaders'? anchor employer (IKEA?)	Winners & losers – managed 'Wider Shoreham@ = 3-4 communities + more		Wider engagement	opportunity
Community engagement	Airport – port links Pride and wellbeing	Business engagement	immediate	Better scheme	

Recommendations for Way Forward

Caroline Bosdet (Improvement & Development Agency) & Ed Watson (Planning Advisory Service)

- Partnership/Vision

There still needed to be some work done around developing the vision and partnership approach/working to develop and buy into this vision. It appeared as though everyone was not clear what was going on and who was doing what? The links to the LAA, sustainable community strategy or LAA's outcomes from each council were not clear.

PAS has a common vision and collaborative working module:

<http://www.pas.gov.uk/pas/core/page.do?pagelid=80684>

PAS has worked on collaboration between local authorities generally and in particular on LDF production including the 'Lets Stick Together' case study:

<http://www.pas.gov.uk/pas/core/page.do?pagelid=77001>

- Leadership

Identified as a key priority during the workshop session, PAS offer guidance on Leadership Academiess:

<http://www.pas.gov.uk/pas/core/page.do?pageld=11638&path=11636.11217>)

The IDeA run a programme of local leadership academy's (LoLA) development modules and workbooks focus on the key skills and knowledge councillors need to be effective and equipped to guide the fast pace of change in local government.

LoLA's councillor development programmes are offered on a wide range of contemporary themes and adapt to the diversity of individual councils and the challenges and changes they face. They also recognise that councils are at different stages in their development and that individual members have different skills and competencies and varying development needs

- Community engagement

There appeared to be confusion over what may need to be done around this but it was acknowledged there was a need to do something quickly.

PAS has a case study on Community engagement 'Getting Engaged':
<http://www.pas.gov.uk/pas/core/page.do?pageld=48779>)

Including a module which can be delivered 1:1 with Councils:
<http://www.pas.gov.uk/pas/core/page.do?pageld=51834>

There is a new guide about good practice in consultation arising from the New Deal for Communities project which may contain some interesting stuff here:
<http://www.communities.gov.uk/documents/communities/pdf/969847.pdf>

- Development Finance/Economics/Infrastructure Planning

An area which needs skills developments – potentially - some as specialists but mostly (from a cllrs perspective) to be able to understand some of the development options that they will need to consider. This will be particularly important given the links between the viability of the scheme and the need to ensure that it is fully supported by a range of deliverable infrastructure. This will link to the likely emergence of Community Infrastructure Levy (CIL).

There are not finished products in this area yet but the IDeA are delivering Infrastructure Planning seminars in Nov/Dec and developing a support package for the introduction of CIL:

<http://www.pas.gov.uk/pas/core/page.do?pageld=85827>

- Member Mentoring

Member mentoring could act as an opportunity to facilitate discussions between councils or with political groups.

List of Workshop Participants

Group 1 (Facilitated by Caroline Bosdet of IDeA)

Peter Latham Adur District Council
Cllr Brian Boggis Adur District Council
Rod Johnstone Shoreham Port Authority
Shannon Kelley BBP Regeneration
Rod Hotton Adur District Council
Jane Proctor Adur District Council
Chris Moore SEEDA
Cllr Jim Funnell Adur District Council
Abigail Lee SEEDA

Group 2 (Facilitated by Christine Channon)

Richard Emmens GOSE
Natalie Brahma-Pearl Adur District Council
Peter Davies Shoreham Port Authority
Cllr Julie Searle Adur District Council
Cllr Emma Evans Adur District Council
Ruth McCarthy English Partnerships
Sean Hambrook Brighton & Hove City Council
Cllr Steve Harmer-Strange
Jim Redwood Adur District Council/West Sussex County Council/B & H City Council