



**EAST MIDLANDS
REGIONAL ASSEMBLY**

*· Progress Through
Partnership*

UPDATE

SEPTEMBER 2001

REGION'S CULTURAL STRATEGY LAUNCHED AT ASSEMBLY MEETING



- MP Martin Linton, Parliamentary Private Secretary to the Minister of the Arts, Baroness Blackstone, was on hand to launch the region's Cultural Strategy at the Assembly's recent meeting. He's pictured above with Venu Dhupa, Chair of the region's Cultural Consortium and below, with Consortium members.



GOVERNMENT GO-AHEAD FOR JOINT ASSEMBLY FUNDING

THE Government has agreed a £1m bid from the English Regions Network – the funds will be used for joint initiatives by the eight English regions.

Welcoming the decision Councillor Robert Jones, Chair of the East Midlands Assembly and the English Regions Network, said:

'I am delighted that the government have agreed funding for the collective activities of English Regional Assemblies and Chambers. The English Regions have made tremendous progress in the past three years in particular.

'Our proposals to Government set out key areas that we can address collectively to ensure that we can share best practice between regions, and that Regional Assemblies play a leading role in the important agenda which is now unfolding.

'Through its agreement to this funding, the government has shown clear commitment to the importance of the English Regions in delivering improvement to quality of life. The key role of Regional Assemblies in delivering that joined up action at the Regional level has also been recognised.'

As well as coordinating the overall programme, the East Midlands will lead on the Sustainable Development theme.

ASSEMBLY AGREES FRAMEWORK FOR ECONOMIC SCRUTINY

SEPTEMBER'S meeting of the Assembly agreed the framework for the new Economic Review Group - the region's interface with *emda*.

The new group will comprise five local authority representatives, five from the business sector and five of the Assembly's voluntary and social partner representatives.

The group has been established following the confirmation of funding for the Assembly and its enhanced scrutiny role over the development of the Regional Economic Strategy. The Economic Review Group will be chaired by business sector representative Richard Brucciani, a member of the East Midlands Business Forum.

DIARY DATE...

The next meeting of the Assembly will be held on December 7 at Mickleover Court Hotel, Mickleover, Derby. Please contact the Assembly's Communications Officer for further details.

emda **FACES** **'QUESTION TIME'** **DEBATE**

BUSINESS leaders and representatives from the region gathered in Loughborough on September 27 to consider the progress of East Midlands Development Agency (emda) in its drive to make the East Midlands one of Europe's top 20 regions by 2010.

The Regional Development Agency (RDA) for the East Midlands was put under the spotlight at a breakfast question time session chaired by news broadcaster and writer, Martyn Lewis.

More than 150 delegates attended emda's annual public meeting, held at the Advantica Conference Centre and were given the chance to challenge emda chairman Derek Mapp and chief executive Martin Briggs, as well as the chair of the Assembly, Councillor Robert Jones.

Before taking questions, Derek Mapp reported on emda activities for its second year (April 2000 - March 2001) and called for a step change to propel the East Midlands into Europe's Top 20 regions.

He told the invited audience that although the region enjoys lower than average unemployment and created 21,000 jobs last year (more than the total number of jobs lost), the region's rate of economic growth still lags behind the best in Europe. There are pockets of deprivation in local towns and rural areas, whilst skill shortages in the East Midlands are proving to be increasingly significant.

He highlighted emda's key commitments in:

- creating a learning region
- encouraging enterprise and innovation
- building a climate for investment
- supporting sustainable communities
- exploiting new information and communications technologies

Looking back at the previous year, the chairman emphasised the enthusiasm shown by so many individuals and organisations in playing their part to help develop the East Midlands economy. He said:

"Our partners have increasingly focused their collective efforts behind the Regional Economic Strategy, the blueprint for our region's sustainable economic development."

Mr. Mapp outlined a target of adding a further 4,000 business start-ups to the 30,000 new ventures already launched each year in the East Midlands (in the last five years over 70% of jobs in the East Midlands were created in successful start-up businesses).

He also highlighted the drive by emda to develop new business clusters in the region's key growth areas,



including high performance engineering (motor sports and aerospace), technical textiles, healthcare, food technology and the creative industries (film, media and design).

His speech concluded by welcoming the greater flexibility given to RDAs by the Government to spend their budgets to meet the specific needs of their respective regions.

In the East Midlands, this sees the introduction of Sub-Regional Strategic partnerships to ensure effective links between regional strategy and action taken to benefit local communities.

Councillor Jones commenting on the Assembly's enhanced scrutiny role in regard to the Regional Economic Strategy said that partners needed to ensure that scrutiny by the Assembly genuinely adds value.

He told the audience that it was not the Assembly's aim to merely duplicate what Government would scrutinise through its relationship with emda or what other partners would do. Discussions were now taking place, he said, to ensure there was agreement on the best way forward.



In Brief...

Newsletters are being produced for each of the Assembly's Task Groups. If you would like to be included on the mailing list for a specific group, please email Simon Brian at simon@emrlga.clara.net.

The Assembly's website is undergoing a complete facelift and should be completed before Christmas. Users can continue to access the site as usual while the redevelopment work is being done. Visit the site at www.eastmidlandsassembly.org.uk

Copies of England's East Midlands and the Marketing the Region Toolkit are still available. Please contact the Assembly's office on 01664 502563 to receive your free copies, or email simon@emrlga.clara.net

REGIONAL LEARNING CAMPAIGN RETURNS WITH ITS 'HANDS UP'

THE 'Get into Learning and Get On' campaign launched by East Midlands Development Agency (*emda*) last year returns this month following the success of introducing 50,000 East Midlanders to learning in the campaign's first year.

Now, the Agency is aiming even higher, hoping to introduce a further 60,000 people in the region to 'Get into Learning and Get On.'

The new campaign, called 'Hands Up – Get into Learning and Get On', kicks off with a series of 15 briefing days being held from 20 August – 19 September, where all those in front line positions in the learning sector will be involved.

From Leicester to Lincoln, Northampton to Nottingham, Chesterfield to Corby – the events will invite hundreds of representatives from colleges, universities, Local Education Authorities and training providers, as well as employers, trade unions, the voluntary sector and local community workers to find out how they can get involved in the campaign and help more people to 'Get into Learning and Get On'.

"The East Midlands has to get to grips with the fact that its economy currently has a low skills base and generally a low level of involvement in learning activity," said Sue Otter, head of skills at *emda*.

"We need to persuade people that gaining knowledge and learning new skills can be key to improving their quality of life; we need to encourage people to put away their doubts and come forward to find out how learning can help them to get on," she added.

"Getting the support of those working in and committed to education is essential and that's where the briefings, as the first phase of the 'Hands Up – Get into Learning and Get On' campaign, comes in."

The hour-long briefings will include an introduction to the campaign, informal teamworking exercises, the opportunity to register as a regional 'Learning Champion' and the distribution of campaign materials.

This month, the 'Hands Up - Get into Learning and Get On' project will begin a massive marketing drive, featuring a campaign leaflet going to 1.2 million East Midlands homes and backed by a TV and radio advertising campaign, followed by further media activity and local learning markets.

Anyone working in the learning sector who would like to get involved in one of the 'Hands Up – Get into Learning and Get On' briefings, should phone the campaign administrator, Julia John on (0115) 950 7800.



THE EAST MIDLANDS GEARS UP FOR ECONOMIC INCLUSION

ECONOMIC INCLUSION is top of the agenda as East Midlands Development Agency (*emda*) prepares to launch the Economic Inclusion Development Plan (EIDP).

Based around three catalysts the EIDP will work towards closing the margin between disadvantaged areas, excluded people and the mainstream economy – resulting in an economically inclusive East Midlands where everyone can participate, contribute and share the benefits of a growing economy.

The three catalysts are:

- **Enterprising Communities** – unleashing the potential of inner cities, outer estates, former coalfield areas and disadvantaged rural and coastal zones
- **Support for Social and Micro Enterprises** – ensure enterprise is the driver for change and that support is made available to allow not for profit and micro enterprises to achieve their potential
- **Community Development Financial Initiatives** – provide investment support for local development linked to advice and mentoring

Head of economic inclusion at *emda* Alison Simpson said: 'The gap between disadvantaged areas, groups and individuals and the mainstream economy can't be allowed to widen, it has to be closed.'

'The Economic Inclusion Development Plan is integral to the priorities of the region's Economic Strategy - job creation, improving skills, opening up access to ICT, and creating sustainable communities. We believe our job at *emda* is not only to improve the competitive position of the region as a whole, but also to address the inequalities within.'

'With a separate launch in five counties the agency hopes to catch the imagination of the private, public and voluntary sectors at a local level and not only raise awareness, but get people actively involved.'

The launches will take the form of workshops and will include presentations from local examples of best practice as well as sessions that cover the three catalysts.

If you feel that you could contribute to the work of the Economic Inclusion team in your area please contact *emda's* economic inclusion officer Jane Kovelmaz on 0115 988 8503.

HOW TO CONTACT THE ASSEMBLY

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