

20:20 Vision

Ten steps to success for Devon and Cornwall



We know what a great place Devon and Cornwall is for businesses. We have enterprise, innovation and industry. How do we build on this? Realising our potential means making sure everyone knows just how good we are – and how good we can be. We need to be celebrating our strengths in the region and beyond. Which means working together, pooling ideas and making things happen.

There's no shortage of pride in, and passion for, our region. Now it's time to channel this in practical ways and get results. It's up to us all to be resourceful and ingenious. Everyone has a part to play. Public sector, private sector and third sector. Between us, we have the skills, connections and influence to help Devon and Cornwall be even better, for everyone who lives and works here.

This is a plan for how we can do that. Get involved (if you're not already).

What's happened so far?

PwC started the debate by writing and publishing 20:20 Vision – The Strategic Potential of Devon and Cornwall. (If you'd like a copy, just let us know). Then we talked to businesses, universities, councils, local enterprise partnerships (LEPs), charities and more. Like us, everyone is proud of what we've got and eager to make it even better. The consultation gave us clear messages about where our region is now, where it could be and how we can get there.

What do we know?

Our consultation underlined some key issues...

Perception needs to catch up with reality – our region's brand is strong. Well-known businesses and big employers are here. So are enterprising, innovative, creative companies. Businesses can and do thrive; people can and do have careers, not just stopgap jobs. A top-ten university, and high-performing schools and FE colleges show our education is in good shape. Everyone inside and outside the region needs to know it. When they do, key sectors in our economy will have the skills they need. And more people making career choices will see their future here.

Our retired people need a chance to contribute – their skills, their know-how, even their financial clout. People of all backgrounds come here to retire. That doesn't mean they've finished thinking, or working, or no longer want a chance to be involved. So how can we tap into their wealth of experience in business or other fields? And what part could they play in new enterprise, from crowdfunding to Community Interest Companies and social enterprise?

We need to work with our infrastructure – our broadband is the best in the UK. By 2015, 95% of the region will have superfast fibre-optic. We have high-quality airports. But we need a wider mix of housing to attract more employers. Some sectors would benefit from more, or upgraded, roads. Better railways would cut the time it takes to get to and from towns and cities beyond the region.

What can we do – and how can you help?

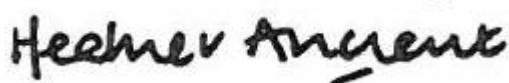
Our consultation told us these are the ten steps to get our plan off the ground. But we don't have all the answers. We need your ideas and energy.

Which of the ten steps sound like they need you to make them happen?

- 1. Work with education providers**
The earlier pupils find out– and get curious – about the great businesses in our region, the more likely they are to feel they can have careers here. That means having influence where it counts – by joining boards and becoming school governors, for example. That way we'll weave business deeper into the fabric of education.
- 2. Get close to higher education**
The higher the profile of business at degree level, the more likely we are to hold onto our graduates. There's a chance to play a hands-on part in courses, careers advice and budding businesses, as well as milk rounds.
- 3. Get business noticed in further education**
Building the skills the region needs is about getting business on students' radars at school and college. It's about building their confidence and their interest through apprenticeships, mentoring, young enterprise and placements.
- 4. Bridge the experience gap**
Putting experienced and inexperienced people together can spark ideas. The same goes for large and small organisations. It all starts with the introduction.
- 5. Work together**
Our region is full of networks, large and small. It's time for them to pool ideas and insights. At every step, let's ask ourselves if it's better to collaborate than compete. Then we'll be greater than the sum of our parts.
- 6. Get big and small businesses together**
Big business and small business are largely separate worlds here. But they could learn from each other. And big business can make the first move by getting more involved in business forums.
- 7. Shout about infrastructure**
Our virtual infrastructure is the UK's best. But does everyone know? We need to make the most of the capacity we've got. Investment in our physical infrastructure matters to some sectors. But making it happen is about mobilising support beyond the region.
- 8. Shout about service industries**
We're strong in services, so let's celebrate them. Share success stories. Show how services can equal careers and entrepreneurship.
- 9. Get retired people involved**
Retired people bring income to the region. They bring expertise too. They want to contribute. Let's make it happen, from non-exec directorships to crowdfunding. Let's give them a way into the working life of the region and its future. (Now they have more control over their pension pots, they could even be investors.)
- 10. Spread the word**
We need as many people as possible to know about our 2020 agenda. We need ambassadors to take our messages beyond the region: we're a great region to do business in; we're skilled, energetic, resourceful, innovative and collaborative. Are you one of those ambassadors?

Want to get involved?

People and organisations are coming forward, taking responsibility, getting behind the plan. Let's talk.



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