

The Chief Economic Development Officers Society (CEDOS) provides a forum for Heads of Economic Development in upper tier local authorities throughout England. Membership includes county, city and unitary Councils in non-metropolitan areas, which together represent over 47% of the population of England and provide services across over 84% of its land area. The Society carries out research, develops and disseminates best practice, and publishes reports on key issues for economic development policy and practice. Through its collective expertise, it seeks to play its full part in helping to inform and shape national and regional policies and initiatives.

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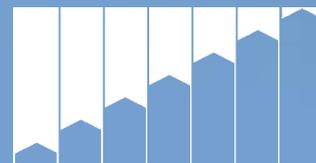
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## 1992-2007

# 15 Years Promoting the Economic Development Agenda

# CEDOS

The forum for  
local authority  
Chief Economic  
Development Officers





## CEDOS: What we did to get here...

It's ironic that as technology develops and our capacity to produce and store new media increases, organisational memories seem to falter. So, when I picked up an old CEDOS file recently, I found I'd half forgotten much of the background to CEDOS and I spent an hour or so indulging my nostalgia. Having done this it struck me that some CEDOS colleagues might share my interest. So, before the file and the memories finally go into the recycling bin, here's a short history of CEDOS.

CEDOS is still very much as it started – the meetings have the same feel, and in some cases our concerns are very much as before. What is different is the impact we are making. Over the last couple of years we have had more resources that have enabled us to have a bigger influence. CEDOS' well considered contributions to a wide range of national policy debates, including evidence to Parliamentary Committees, the Lyons Inquiry and HM Treasury's Review of Sub National Economic Development and Regeneration, have gained it a great deal of respect. Its research and publications have been well received and a joint CEDOS/CURDS conference is scheduled for 2008 on the themes explored in the CEDOS "Beyond the City Regions" report.

Growth of CEDOS has been steady. From the start it has depended on the generosity of its members both in kind and in cash. Although the organisation is first and foremost a forum for communication and discussion for chief economic development officers its impact has grown substantially. Taking on a bigger role in policy based research, it spends around £25k per year on meetings, publications, consultancy and research. For the results achieved, this is a lot of "bangs for the bucks" and CEDOS remains the only effective organisation representing the specific interests of local government chief economic development officers in England, and it thrives under its current Chair, Linda Edworthy, of Durham.

*David S. Williams,  
Wanick, November 2007*



**CEDOS Meeting at the Menzies Room.  
Linda Edworthy (Chair of CEDOS), Durham;  
Derek Walker, consultant; John Rees-Evans,  
Hampshire; John Berry, Cornwall.**

## The Nuneaton Group

In 1992 Shropshire's Economic Development Officer, **Bruce Crawcour**, had the idea of holding a meeting of the heads of economic development of West Midland counties. Interest spread, and as a result of a conversation with **David Williams** from Warwickshire the first meeting of a Midlands group of County EDOs (invited on the basis of whether they were within 100 miles of Nuneaton) was organised by WCC at their Business Initiatives Office in Nuneaton.

12/16 invitees attended the meeting on 21<sup>st</sup> October 1992. They included **Derek Walker** from Lincolnshire, **Tony Burley** from Gloucestershire and **Martin Stott**, then of Oxfordshire. With Bruce in the chair the agenda included items on unitary authorities and regional plans (how little has changed). Leicestershire's EDO spoke of plans for a county based unitary and all complained about Training and Enterprise Councils operating in areas in which they had "little or no expertise". We all expected cuts to our budgets and decided there was a need for strong regional bodies to "deal with inward investment."

## Working with the ACC:

### A County Economic Development Officers' Group

The second meeting of the "Nuneaton Group" took place on 3<sup>rd</sup> February 1993 and following representations to the Association of County Councils about the need for an advisers group for economic development, the first meeting open to all English Shire County EDOs was held at the ACC on 7<sup>th</sup> July 1993. 26 county councils were represented at this meeting of the "County Economic Development Officers Group" that became CEDOS in 1994. Amongst those new to the group were **Jez Goodman**, then of Avon CC, **Brian Holdsworth** from Nottinghamshire, **John Ashby** of Durham and **Jonathan French** from North Yorkshire. Here again the themes of discussions will be familiar... the Rural Economy, Local Government review, and how to influence the ACC (LGA) to take more note of economic development.

In October 1993 CEDOS appointed its first regional representatives and these became an "advisers group" to the ACC.

## First steps in contributing to Government consultations

In 1994 CEDOS took on a new role by contributing to a consultation on "Greening the Local Economy" and this seems to be the first time the group put its views forward, formally, to government. Around this time we were commissioned by the ACC to produce a report about "County Councils and Economic Development". This was published a few months before the ACC was absorbed by the LGA. If you have a copy on your shelves it is probably unique but is not expected to have much value on E-Bay.

In 1996 we contributed to the "Helping Businesses to Win" consultation that led to the creation of Business Link. At that time we noted "there is concern that the local authorities' contribution to business support... is not recognised." and "the time is ripe to examine the wider business support system."

## The Birth of "Best Value"

In 1998, with **Miles Butler** as Chair, **Alan Tuppen** of Leicestershire took over as Secretary from **Jeremy Howell** of Warwickshire, and in that year CEDOS discussed the need for Performance Indicators for economic development to help measure "Best Value."



## Expanding the membership: A Chief Economic Development Officers' Society

In 1999, **John Rees-Evans** of Hampshire was chair and it was his initiative that led to a widening of the membership beyond counties to include the non-metropolitan unitaries. At that time CEDOS income amounted to £1000 per year but our outgoings during that year were only £250, helped no end by the LGA providing a meeting venue free of charge.

**Jenny Gammon** of Lincolnshire became the first female Chair of CEDOS in 2000. During her tenure Business Link made its first attempt at creating a national gateway for its services – to be based on a model created in Nottinghamshire.

During this period CEDOS started developing its approach to performance measurement and benchmarking.



## Expanding the research agenda - and the resources

The performance measurement and benchmarking agenda was taken forward under **Brian Holdsworth's** chairmanship from 2001 onwards. At this stage it became evident that the annual CEDOS membership subscriptions alone were insufficient for us to fulfil all our ambitions for research. As a result we opened a research fund which raised over £10,000 from members' voluntary subscriptions.

Early in 2002, encouraged by **John Deegan**, the Chair of the County Surveyors Society SPARC Committee, CEDOS entered into agreements with the CSS to produce a number of joint research projects; CSS providing the money and CEDOS the content. The first related to performance measurement of economic development in local authorities and provided an initial stimulus to what was to become a long drawn out and ultimately frustrating collaboration with the Audit Commission to establish voluntary indicators and benchmark service performance.

During the chairmanship of **Daniel Mouawad** of Suffolk, from 2003-2004, CEDOS achieved a higher profile with the launch of its website, an expanded research programme and the issue of a number of reports. The most noteworthy report was the first "County Sub regions" study, again backed by CSS, "England's Sub regions: Cornerstones of Economic Growth". Copies were widely distributed to stakeholders who included MPs, Government Departments, chief executives of local authorities, members of the Institute of Economic Development, CEDOS, and the media. The principal objective of recognition for the role of county councils and unitary authorities in economic development was achieved through press releases and features in the professional press as well as a launch event held at the LGA Regeneration Conference at Bristol.



**John Sellgren, County Councils Network; and David Williams, CEDOS launching the "England's Sub regions: Cornerstones of Economic Growth" study at the LGA, Smith Square in 2004.**

**Sue Smith**, of Devon, was elected chair in September 2004 and during her tenure to September 2006, after an initial period of consolidation, CEDOS continued to develop its relationship with the CSS. On the back of its work on performance measurement CEDOS was in an excellent position to contribute to the development of performance measurement by the Audit Commission. It is perhaps worth noting that CEDOS benchmarking work continues whilst that of the Audit Commission is currently at a standstill.

It was Sue's initiative that led to the first and highly successful CEDOS 2 day members' conference held in Exeter in association with the AGM in 2006. This has quickly become a feature of the CEDOS calendar with a top quality 2007 event hosted by Slough Borough Council. The 2008 conference will be held in Durham.



**CEDOS AGM and Conference at Slough, November 2007**  
**L to R: Helen Griffiths, DCLG; John Rees-Evans, Hampshire; Paul Hickson, Somerset; Mark Pembleton, Cheshire; Derek Walker, Consultant; David Hill, Warwickshire; Ruth Bagley, OBE, Chief Executive, Slough; Miles Beale, DCLG; Linda Edworthy, Durham; Barry Deller, Association of Councils for Thames Valley; Rafiq Chohan, Slough; Kieran McNamara, East Sussex; David S. Williams, Warwickshire; Sue Smith, Devon**

## *Increasing resources, increasing influence: Contributing to national policy debates*

With its additional resources, CEDOS has been able to increase its impact and influence. In 2007, with Linda Edworthy in the Chair, we have contributed evidence to Parliamentary Committees, to the Lyons Inquiry and HM Treasury's Review of Sub National Economic Development and have had a seat on the Steering Group of the Business Support Simplification Programme. Our views on the Supplementary Business Rate were published in the report of the Communities and Local Government Parliamentary Select Committee and we have submitted views to the LGA on proposals for performance indicators for the economy. Our work has gained CEDOS and its members a great deal of respect. And now we look forward to the conference at the University of Newcastle in the new year when the themes explored in the CEDOS "Beyond the City Regions" report are to be highlighted.

**L to R: Rafiq Chohan, Slough EDO, John Deegan, President of CSS, Mark Pembleton, EDO Cheshire. at the launch of the CEDOS report 'Making the Most of Our Economic Potential - Looking Beyond the Core Cities' in 2007**



## Office Holders at CEDOS

### Chairs of CEDOS

**1994: Bruce Crawcour** took early retirement from his role as County Economic Development Officer for Shropshire County Council during the 90s. Since then he has acted as a consultant to a number of voluntary sector and tourism organisations, mainly in Shropshire. We have no current contact details

**1995: Chris Thorne** moved on from Wiltshire County Council in the late 90s and was until recently (in 2003) a director of Great Western Enterprise in Swindon. We have no current contact details

**1996: Derek Walker** left Lincolnshire County Council and is now a consultant in Economic Development, providing a great deal of support to CEDOS and is author and editor in chief of the bulk of CEDOS reports.  
Tel: 01673 828 400  
Email: dawconsult@ricsonline.org

**1997: Jonathan French** was seconded by North Yorkshire County Council from his post as Head of Economic Development to York and North Yorkshire Partnership Unit in 2002. He manages the unit and, in particular, leads work on Sub Regional Investment  
Tel: 01904 477974  
Email: jonathan.french@ynypu.org.uk

**1998: Miles Butler** is Director for Environment for Dorset County Council and is Chairman of the CSS Planning & Regeneration Committee.  
Tel: 01305 224216  
Email: m.butler@dorsetcc.gov.uk

**1999: John Rees-Evans** continues as Head of Economic Development at Hampshire County Council  
Tel: 01962 846628  
E-mail: john.rees-evans@hants.gov.uk

**2000: Jenny Gammon** shares the post of Assistant Director of Economic Regeneration (Job Share) at Lincolnshire County Council and leads delivery of activities in West Lindsey, North and South Kesteven  
Tel: 01522 550511  
Email: jenny.gammon@lincolnshire.gov.uk

**2001-2: Brian Holdsworth** left Nottinghamshire County Council in 2003 to become a consultant in Economic Development which he continues to practice  
Tel: 0115 9231193  
Email: b.holdsworth@btopenworld.com

**2003-4: Daniel Mouawad** moved from Suffolk County Council in 2004 to become Director of Economic Development at Manchester Enterprises. He is now Chief Executive of pro.manchester and Chairman of the Institution of Economic Development.  
Email dcm@pro-manchester.co.uk

**2005-6: Sue Smith** is Head of Economic Development & Regeneration at Devon County Council.  
Tel: 01392 382655  
Email: sue.smith@devon.gov.uk

**2007-8: Linda Edworthy** is Economic Policy Team Leader, Durham County Council,  
Tel: 01913833699  
Email: lindaedworthy@durham.gov.uk

### Hon. Secretaries

**1994-5: Stuart Morris**, formerly of Shropshire County Council, with whom we have lost track.

**1996-8: Jeremy Howell** took early retirement from Warwickshire County Council in 2000 and has recently retired again from a successful second career as a consultant.  
Email: AHowell@Berryfield.freenetname.co.uk

**From 1999: Alan Tuppen** is Group Manager Regeneration & Community Development, Leicestershire County Council  
Tel: 0116 265 7028  
Email: atuppen@leics.gov.uk

### Hon. Treasurer

**2004-2007: David S. Williams**, is retiring as County Economic Development Officer at Warwickshire County Council in December 2007. He intends to do some consultancy.  
Tel: 01926 499 350  
Email: davswil@msn.com

