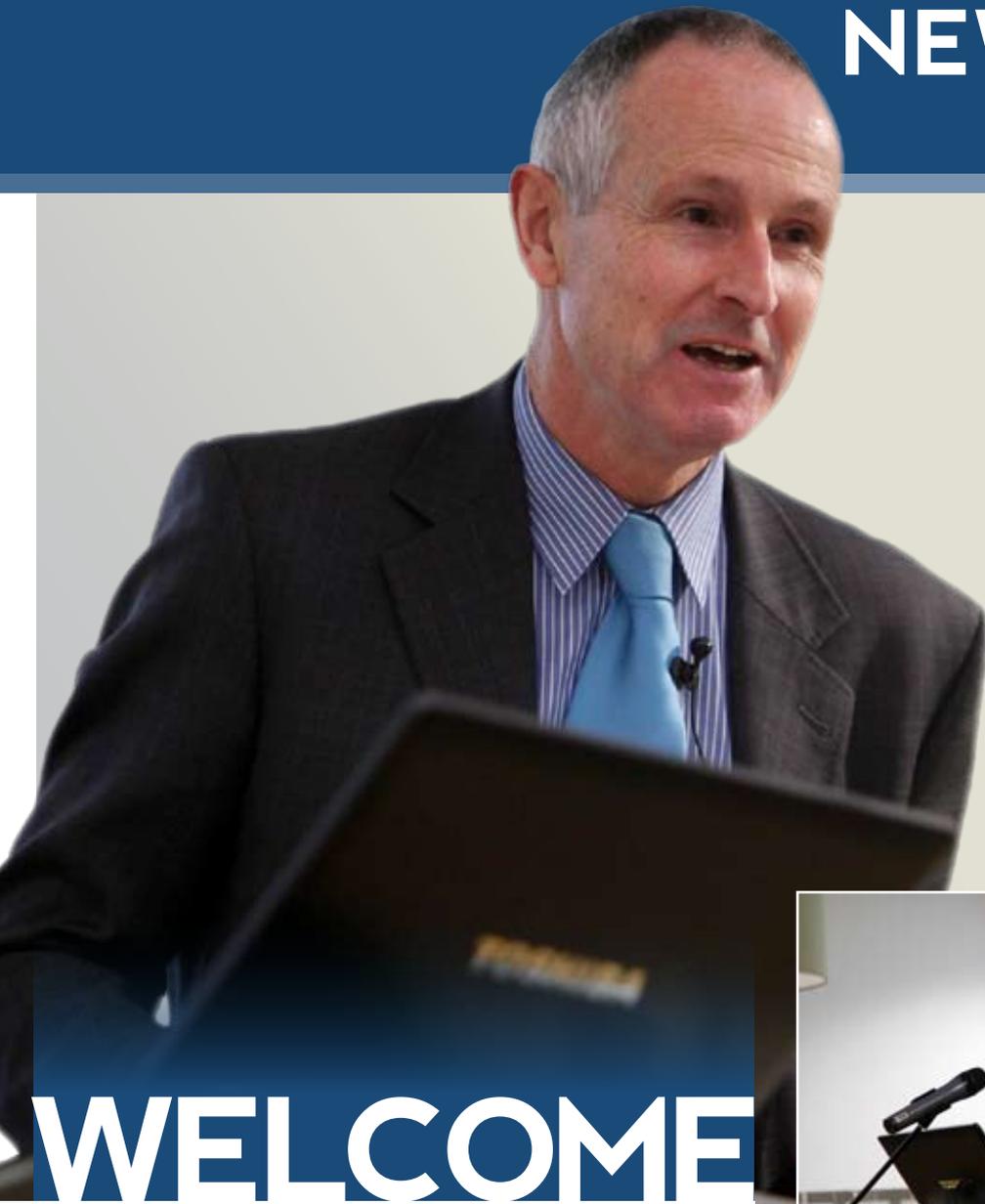




# NEWSLETTER

February 2011



## WELCOME

Welcome to the Partnership's second e-bulletin, which focuses on the successful business-to-business event held at Keele Hall, Keele University on 7th January 2011. We were delighted that over 250 of you were able to attend. Representatives from small and large businesses, voluntary sector organisations and the public sector came together to find out more about the LEP. It was great to meet some of our thriving local businesses and discuss how we could use the event to take the LEP forward. We hope everyone who was able to attend found the day informative, interesting and engaging. We apologise to any delegates who we were unable to allocate a space to, but due to the exceptional response we received, maximum venue capacity was reached very quickly.



The objectives of the day were to:

- Clarify what the LEP is and what its role will be in the region.
- Involve you in the LEP, so that we can kick-start activity based on your priorities, views and specialism.
- Answer your queries and questions about the LEP.

96% of you who have provided feedback so far indicate that the above objectives were either fully or partially met.

After introductory speeches, a lively question and answer session followed and the discussions generated will help us prioritise the key elements of the LEP.

**CONT...**

## Common themes that were raised included:

- Marketing of Staffordshire
- Business support
- Low carbon economy
- Importance of the rural economy
- Regional Growth Fund
- Recognition of the third / voluntary sector
- Infrastructure and communication

Thank you to all those who attended and expressed their desire to get involved with the LEP. We're really pleased with the enthusiastic support received to date.

If you attended the event but have not yet submitted your feedback form, please do so at [www.stokestaffslep.org.uk/news](http://www.stokestaffslep.org.uk/news)

To find out more about the event and download the presentation from the day visit [www.stokestaffslep.org.uk](http://www.stokestaffslep.org.uk)





## Next steps . . .

The LEP board met on Thursday 13th January and discussed a number of items and the emerging feedback from the event. In summary:

- Steve Burgin of Alstom was elected as Vice Chair.
- The Board agreed to support directly seven bids for Regional Growth Fund Round 1 funding: Keele University Science and Business Park – IC5, Energy reduction in ceramics, Media Place – Staffordshire University, Renaissance – a world class R&D facility in Stafford, Centre of Refurbishment Excellence – Longton, East West Centre Redevelopment – Hanley, Central Business District (phase 1) – Hanley.
- The Board also agreed that it would benefit from including a member with experience in running a smaller enterprise in a rural area, and a representative of the Universities. Sue Prince of Beechenhill Farm has agreed to being co-opted onto the board. Sue was previously a board member of Advantage West Midlands and brings that experience to the partnership. The Board agreed its Governance Framework and a process for the evolution of membership by inviting applications as future vacancies arise over the next three years.
- Working groups have been set up to examine Skills and Enterprise, Broadband, Low Carbon, and Inward Investment in addition to the existing Regional Growth Fund working group.

## Your feedback counts

The LEP would like to ensure that businesses are at the heart of everything they do and drive the partnership's activity in the future. To do this they need to find out what you think. Please help by giving us your feedback.

Go to [www.stokestaffslep.org.uk/get-involved/](http://www.stokestaffslep.org.uk/get-involved/)

Jim Rickard

Chair of the Shadow Board