

**STOKE-ON-TRENT AND STAFFORDSHIRE
LOCAL ENTERPRISE PARTNERSHIP
Note of a Board Meeting held on the
21st September 2011, at Staffordshire University, Weston Road, Stafford**

Present

Maitland Hyslop	(Internet Central) - Chair
Mark Kerrigan	(Alton Towers)
Ron Dougan	(Trent and Dove Housing)
Brian Edwards	(Leader, South Staffs Council)
Stephen Sweeney	(Leader, Newcastle Borough Council)
Nick Bell	(Chief Executive, Staffordshire County Council)
Philip Atkins	(Leader, Staffordshire County Council)
Mohammed Pervez	(Leader, Stoke-on-Trent City Council)
John Van de Laarschot	(Chief Executive, Stoke-on-Trent City Council)
Simon Morris	(Keele University – representing the University Sector)
Sue Prince	(Beechenhill Farm)
Kerry Diamond	(Zytek)

Observers / In attendance

Philip Bradbourn MEP	
David Darlaston	(Business in the Community)
Ian Binks	(BT)
Paul Richards	(Staffs University)
Steve Willis	(Association of Staffordshire Colleges)
Cllr Gordon Alcott	(Cannock Chase District Council)
Bob Philips	(Cannock Chase District Council)
Cllr Mike Wilcox	(Lichfield District Council)
Peter Farmer	(Chair – Tamworth and Lichfield Business and Economic Partnership)
Kevin Postones	(BIS - Local)
Catherine Raines	(Staffordshire County Council)
Ben Adams	(Staffordshire County Council)

Advisory/Secretariat

Hardial Bhogal	(Stoke on Trent City Council)
Bryan Carnes	(North Staffordshire Chamber of Commerce)
James Hinton	(Broadband - SCC)
Gerry Clarke	(Governance – SoTCC)
Peter Davenport	(Staffordshire County Council)
Jeremy Herbert	(Communications - SCC)
Paul Rigby	(Staffordshire County Council – for item 6e)

1. Introductions

Maitland welcomed everyone to the meeting. He expressed his disappointment on failing to secure an Enterprise Zone for North Staffordshire. This disappointment was tempered by the success in securing JLR on I54 and the constructive dialogue with CLG.

2. Apologies

Stephen Burgin	(Vice-Chair (Alstom))
Ken Stepney	(JCB)
Stephen Dixon	(Johnson Tiles)

3. Guest Presentations

- (a) David Darlaston – Business in the Community – outlined the role of the group. All board members to be aware of the work of the Princes Trust and its active interest in Burslem. The initiative presents an opportunity to attract and promote the LEP area to major national businesses.
- (b) Ian Binks – BT – gave a presentation entitled “Next Generation Broadband – the time is now”. A copy of the presentation has been circulated. Subsequently an email has been distributed to members clarifying the position on 4G mobile solutions.
- (c) Philip Bradbourn – MEP – Outlined the importance of the LEP and partners looking at EU Funding and programmes and highlighted some of the opportunities. He offered to assist the LEP in dealing with EU issues.

4. Declarations of Interest

The Chair asked all members and alternates who hadn't yet done so to complete the requisite form.

Action

Outstanding forms to be forwarded to the Chair and PD.

5. Notes of the meeting held on 13th July and Matters Arising

These were agreed.

Matter Arising

The LEP Sub Group is the Branding and Communications Group. The Destination Management Partnership will continue to work with the LEP under the leadership of Mark Kerrigan.

NON CONFIDENTIAL

6. For Decision:

6. a. Broadband

The board considered the circulated paper and a further note which summarised areas that should be considered to address the funding gap including, reducing the capital cost, improving the revenue forecasts, and seeking other gap funding from ERDF and others

Action

LEP board members to assist by

- 1. carrying out the survey, and
- 2. making sure that their networks are aware of it – we need accurate data to address the real issues.
- 3. by providing information on any community projects or business-led broadband projects that they are aware of.
- 4. by encouraging the active support and promotion of the project within the business community PD to draft response and circulate to Board Members for comment before approval by the Chair.

6. b. Business Plan

Content to be reviewed to take into account the following comments

- Priorities – these need more explanation
- Business Development – need to look at business support more generally in the context of changes in national provision and local activity

- Inward Investment – 3 should precede activity 4
- Enterprise and Skills – links to Governors and Schools need to be strengthened
- Low Carbon – The industrial symbiosis work needs to look at opportunities across the whole LEP area.

Action

Document to be amended and circulated – PD/Secretariat

Prospectus to highlight priorities from the business plan - Secretariat

- Developing and introducing a single investment brand
- Delivering a 'red carpet' for Business Development and Inward Investment in Stoke and Staffordshire
- Simplifying planning and associated procedures across Stoke and Staffordshire and introducing a "kite mark" scheme
- Speeding up the deployment of Super-fast Broadband to Stoke and Staffordshire and levering in at least £18m of additional investment
- Create a Stoke and Staffordshire Risk and Growth Fund to enable local businesses access to finance at different risk levels
- Winning a "green" investment
- Developing the Enterprise and Skills Group into an Education Trust which brings together business and education to lead the development of an integrated approach to employment and skills

Business Plan to be monitored to review progress - Secretariat

6.c. **Draft Prospectus**

This was covered by the previous item.

6.d. **Principles of the Red Carpet**

The principles set out in the report were noted

Action

More detailed presentation on the Inward Investment Red Carpet to be given at the next meeting

6.e. **National Planning Policy Framework**

The report was noted and it was agreed that a response should be submitted by the LEP highlighting in particular the importance of promoting the use of brownfield land.

Action

Secretariat to prepare a response on behalf of the LEP for approval by SP and the Chair.

7. For discussion

Nil

8. For Endorsement And Information

8.a. **Task and Finish Groups**

Planning

Sue outlined the results of the research work and her proposal for a Stoke on Trent and Staffordshire LEP Planning Charter Mark to be awarded to LAs that have achieved the following:

- Have completed their LDFs
- Have compulsory training for planning committee members

- Have completed a formal review process eg: Systems Thinking Intervention (Stoke) or Process Review (Lichfield) to include ongoing monitoring and customer feedback
- In the planning committee, institute a formal 'right of reply' for applicants (and objectors) to check matters of accuracy after a debate and before a vote (need only be 30 seconds- 1 minute)

It was agreed that these would be discussed at a seminar with planning and business colleagues

Funding

The update was received.

KD to review potential for a sub regional growth fund with potential contributors and report on progress at the next meeting.

Branding and Communications

Mark advised the Board that the next meeting was to be held on the outlined his proposals for the DMP including a strategic review of its structures and a clarification of its approach to leisure and business tourism.

MK to report to a future board meeting.

Enterprise and Skills

Facilitated session to be held on the 13th December – KS

Land and Property

RD and Secretariat to arrange briefing sessions with Housing Associations

8b. **LEP Capacity Fund**

The paper was noted.

9. Any Other Non Confidential Business

9.a. Brian Edwards circulated a paper which set out the outcomes of a recent economic summit in South Staffordshire for the information of the board. He also highlighted the District Council's ownership of 150 small industrial units.

9.b. Catherine Raines outlined the structure of the new Place directorate in the County Council.

CONFIDENTIAL

These agenda items are not for publication.

The meeting concluded at 21:25

Date of Next Meeting

20th October September 2011 – 1900 hours – NSCCI