

**STOKE-ON-TRENT AND STAFFORDSHIRE
LOCAL ENTERPRISE PARTNERSHIP
Note of a Board Meeting
9 June 2011, Staffordshire University, Weston Road, Stafford**

Present

Steve Burgin	Vice-Chair (Alstom)
Kerry Diamond	(Zytek)
Stephen Dixon	(Johnson Tiles)
Ron Dougan	(Trent and Dove Housing)
Maitland Hyslop	(Internet Central)
Mark Kerrigan	(Alton Towers)
Sue Prince	(Beechenhill Farm)
Ken Stepney	(JCB)
Simon Morris	(Keele University – representing the University Sector)
Philip Atkins	(Leader, Staffordshire County Council)
Nick Bell	(Chief Executive, Staffordshire County Council)
Mohammed Pervez	(Leader, Stoke-on-Trent City Council)
John Van de Laarschot	(Chief Executive, Stoke-on-Trent City Council)
Brian Edwards	(Leader, South Staffs Council)
Sybil Ralphs	(Leader, Staffordshire Moorlands District Council representing the northern Districts on behalf of Stephen Sweeney)

Observers

Paul Richard	(Staffs University)
Steve Willis	(Association of Staffordshire Colleges)
Cllr Ben Adams	(Staffordshire County Council)
Cllr M. Meredith	(Stoke-on-Trent City Council)
Cllr Andrew Hart	(Staffordshire Moorlands District Council)
Cllr Mike Wilcox	(Lichfield District Council)
Tony Goodwin	(Tamworth Borough Council)
Jeff Marlow	(Southern Staffordshire Partnership)
Kevin Postones	(BIS)

Advisory/Secretariat

Hardial Bhogal	(Stoke on Trent City Council)
Bryan Carnes	(North Staffordshire Chamber of Commerce)
Catherine Raines	(Staffordshire County Council)
Steve Burrows	(Staffordshire County Council)
Peter Davenport	(Staffordshire County Council)
Jeremy Herbert	(Staffordshire County Council)

Apologies

Stephen Sweeney (Leader, Newcastle Borough Council)

1. **Introductions**

Steve Burgin, Vice Chair, welcomed Members and observers.

1.1 **Declarations of Interest**

Simon Morris, Keele University – interest in 3, 8 and 9

Stephen Dixon – possible bid for RGF item 9

Kerry Diamond – possible bid for RGF item 9

Steve Burgin – item 3 as Chair of Governors Staffordshire University

2. **Election of New Chair**

Maitland Hyslop was proposed by Sue Prince seconded by Steve Burgin. Maitland took the Chair and outlined his desire to see the LEP developing as an effective partnership between business and the Local Authorities. He emphasised the importance of supporting local political leaders and influencing Members of Parliament.

3. **Place Marketing Presentation and Discussion**

David Hope (HCL Marketing) and Adam Breeze (Breeze Strategy) presented the findings of their work on Place Marketing. The presentation explored the pattern of jobs generated by Inward Investment and Tourism, how to make the area attractive, and some thoughts on the Tourism and Inward Investment proposition. It proposed the development of a unified strategy for Stoke and Staffordshire for tourism, and the same for inward investment with delivery thereafter.

Mark Kerrigan thanked David and Adam; and sought the Board's approval to the creation of two groups to take the work forward. This was agreed.

Discussions on inward investment were already under way led by Paul Richards.

Action:

1. Tourism Group to be led by Mark Kerrigan.
2. Inward Investment Group to be led by Paul Richards.
3. Programme to be reported to the next meeting.

4. **Growth Hubs**

Caroline Mairs, Sian Dunning, and Ian McLaughlan outlined the work that the Universities and Chamber of Commerce were doing to promote and support high growth companies through their Business Innovation Group.

The presentation was welcomed by the Board and the approach was supported.

It was also agreed to support the West Midlands Science Parks in bidding to delivery "Business Coaching for Growth".

Action:

1. West Midlands Science Parks to be advised of LEP support.

5. **Notes of the meeting held on 14 Aprils and matters arising**

These were agreed.

The importance of emphasising Stoke-on-Trent and Staffordshire in communications was highlighted.

6. **Away Day Outcome and Next Steps**

The Board confirmed the outcome of the Away Day;

- Its role – in acting as the business "Critical Friend" of the area, acting as a focus for representation of the strategic view of business, advocacy and influencing for the benefit of the area.

- Its priorities (Board leads in brackets)
 - Promoting the benefits of our area
 - Attracting new businesses (Paul Richards)
 - Encouraging new business formation (Kerry Diamond to lead on Business Development), amended subsequently to Stephen Dixon
 - Making our area a good place to do business
 - Developing the skills and aspirations of our people (Ken Stepney)
 - Investing in our centres
 - Low Carbon/Energy (Simon Morris)
 - Making sure our approach to planning facilitate economic development (Sue Prince)

Action:

1. Supporting prospectus to be developed to support the priorities.
2. Supporting Business Plan to be developed.
3. Second Engagement Event to be held in early September.

7. **Governance**

It was agreed that the LEP will now circulate an outcome note following each Board meeting which will also be found on the website. Partners in the LEP will all receive copies of the papers. Where a Local Authority representative is unable to attend they will be able to nominate an alternate to maintain continuity. Where items are confidential these will be identified in accordance with established practice.

To support these arrangements the agenda of future Board meetings will be subdivided into non confidential and confidential matters, with items identified for decision, discussion and endorsement and information.

Action:

1. Secretariat to action the agreed changes.

8. **Enterprise Zones (CONFIDENTIAL)**

9. **Funding (CONFIDENTIAL)**

10. **High Speed Rail Consultation**

As a consequence of the level of discussion about the previous items. It was agreed that this item needed to be discussed in detail at the July meeting.

11. **Task Group Updates**

Enterprise and Skills – The report was noted. All Board members were asked to promote the benefits of apprenticeships.

Low Carbon – Simon Morris was appointed as Board Sponsor.

Branding and Communications – The group was seeking a manufacturing representative. Stephen Dixon offered to join the group.

12. **Any Other Business**

(i) Meeting with Mark Prisk MP - Board Members were advised that the visit was scheduled for 6 July at Alstom between 10.30 a.m. and 12.00 noon – Secretariat to prepare briefing.

(ii) The LEP had been successful in securing £48,000 from the LEP Capacity Fund. A revised schedule of activity was being prepared.

Action: Secretariat

(iii) It was agreed that a bid should be submitted to the LEP Start Up Fund. The guidance had been circulated to the Board on 23 May.

Action: Bid to be developed by Secretariat and agreed with the Chair.

13. **Date of Next Meeting**

13th July 2011 – 1800 hours – Staffordshire University