

# Stoke-on-Trent & Staffordshire Local Enterprise Partnership



## **Board Meeting - 9<sup>th</sup> June 2011**

*This note briefly summarises the outcomes and actions agreed at the Board Meeting.*

### **Chairmanship**

Maitland Hyslop, Internet Central, was elected as the new Chair of the Partnership.

### **Place Marketing Presentation**

David Hope, and Adam Breeze gave an interesting presentation on the work they had done, on behalf of the LEP, to assess the current impact and future direction of place marketing activity. The presentation identified the importance of building on the strong local brands as a vehicle for promoting the area. The Board agreed that two groups were needed to take the work forwards;

- Inward Investment to be lead by Paul Richards (Paul has already been working with the Local Authority Teams on this) in conjunction with a group led by Kerry Diamond on Business Development.
- Tourism to be lead by Mark Kerrigan.

### **Growth Hubs**

Keele and Staffordshire Universities, together with North Staffordshire Chamber of Commerce, outlined the work they were doing to support high growth businesses and "gazelles" across the area. The Board welcomed the work, and also supported "West Midlands Science Parks" in bidding to deliver the BIS "Business Coaching for Growth" programme.

### **Away Day Outcome**

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)
  - 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 facilitates economic development (Sue Prince)

These priorities will be developed further and discussed at an engagement event in the late summer.

### **Governance**

The LEP will now circulate an outcome note following each Board meeting which will also be found on the web site. 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.

### **Enterprise Zones (Confidential Item)**

The Board considered a comprehensive report on the potential shape of the bid, and the options. As the matter considered financial and property issues the report is confidential to the Board.

There was an extensive debate about the options following which the Board resolved to submit a bid for North Staffordshire which would comprise three related elements;

- Etruria Valley, a large brownfield area in the centre of the City with 24 hectares of land cleared and ready to go which has already been successful in providing development and expansion space for many local businesses.
- Keele Science Park Phase 3, a 10.3 hectare site which will be targeted at the high technology businesses we need to develop and attract to broaden our areas employment base and retain local university graduates.
- The former Creda Factory at Meir Heath which is a large brownfield site with good road access that could be available for development in six months and provides an attractive location for inward investors, and larger users.

In adopting this approach the Board believed that there is a clear rationale for targeting these sites at different markets and sectors that could create sustainable jobs quickly.

The Board also welcomed the Black Country LEP's desire to include the I54 site in its approved Enterprise Zone and noted that proposals for an Enterprise Belt being promoted by the Greater Birmingham LEP.

### **Funding (Confidential Item)**

The Board noted a number of expressions of interest and delegated to its Funding Sub Group the provision of letters of endorsement as necessary.

It was agreed that the Chair, and Chair of the Funding Group as his deputy, should be nominated as the representatives of the LEP on the ERDF Local Management Committee.

## **High Speed Rail Consultation**

As a consequence of pressure of time this item was deferred to the next meeting to allow for a fuller debate.

## **Task Group Updates**

Ken Stepney reported that the Enterprise and Skills group was up and running and included representatives of business and the colleges. It was agreed that the LEP should promote apprenticeship opportunities to business.

Simon Morris was appointed as Board Sponsor for Low Carbon/Energy.

Work on Broadband is being done to prepare the ground for a bid to BDUK for funding. Board members were asked to promote the survey and circulate the information through their networks.

## **Other Items**

The Board was pleased to learn that £48,000 had been secured from the LEP Capacity fund. Proposals are being developed to use the funding to best effect.

A bid is to be prepared for the LEP Startup Fund.

Finally, the Board will be meeting Mark Prisk, Minister of State for Business and Enterprise on the 6<sup>th</sup> July.