

Stoke-on-Trent & Staffordshire Local Enterprise Partnership



Board Meeting – 20th October 2011

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

The Board welcomed Paul Richards – Staffordshire University – as the new Further Education representative.

Non Confidential

Developing the Red Carpet

The Board received a presentation which set out the approach to Red Carpet Investment support. This explained how investment interest should be generated, the investment decision supported, and the decision de-risked.

The Board were pleased to learn that the teams in Stoke-on-Trent and Staffordshire had been brought together to provide a single point of contact for investment enquiries.

The December Board meeting will consider the performance indicators for the team and a business plan will be developed by the team and sub-group.

The Board was keen to support a pro-active approach to marketing the area including following up overseas leads directly.

Sub Groups

Business Development – Stephen Dixon

The Board supported the LEP's participation in the Business Link syndication project. The Sub Group was asked to consider in more detail the business support landscape following the closure of Business Link with recommendations to be brought to a Board meeting.

Inward Investment – Paul Richards

The presentation had outlined the process. A further report will be presented to the Board in December setting out priorities and resources.

The opportunities presented by future European Funding programmes are to be investigated.

Branding and Communication – Mark Kerrigan

The Board agreed to use Start Up funding to secure assistance and develop a communications and marketing strategy and delivery plan as well as developing the brand. This work will support inward investment and business development.

Enterprise and Skills – Ken Stepney

The group is continuing to focus its work on three broad priorities.

- Developing a more enterprising culture both at school and beyond.
- Ensuring that young people are equipped with basic employability skills required by local businesses.
- Ensuring that we are delivering the education and skills needed to fill jobs now and in the future.

The group will be hosting a session highlighting STEM on 13 December to which headteachers, universities, colleges and local employers will be invited.

Land and Housing – Ron Dougan

The Board asked the group to work with partners to identify priority sites where the LEP could assist and support bids for funding. The Board were pleased to learn about the work Local Authorities were undertaking to merge property assets. The Group will be meeting with the HCA and reviewing land use data to understand trends. In addition Ron has been working with colleagues across the West Midlands on construction.

Low Carbon and Energy – Vacant

The LEP has expressed an interest in being the location for the Headquarters at the Green Investment Bank. A new Board lead for this area is to be appointed.

Planning – Sue Prince

A seminar is being held on 25 October to share good practice and develop a "LEP Planning Charter Mark". The seminar will be attended by businesses, members and officers and will be lead by an experienced facilitator.

Broadband – Sue Prince

The draft Local Broadband Plan has been submitted to BDUK. The team are liaising with neighbours and seeking support for the inclusion of broadband within the West Midlands ERDF programme priorities. All residents and businesses were asked to register their interest in improved services with their network providers.

Funding – Kerry Diamond

The group is investigating a Growth and Risk Fund to stimulate economic growth and job creation. The scope and operation of the fund is being developed for discussion at the December Board meeting.

The group is developing proposals for an Access to Finance Forum event.

Any Other Business

The potential opportunity of a Rural Growth Zone which is being developed by DEFRA is to be investigated.