

**STOKE-ON-TRENT AND STAFFORDSHIRE
LOCAL ENTERPRISE PARTNERSHIP
Note of a Board Meeting held on the
17 November 2011**

The Octagon Boardroom, Staffordshire University, Weston Road, Stafford

Present

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

Observers / In attendance

Jenny Tucker	(Keele University)
Steve Burrows	(Staffordshire County Council)
Darryl Evers	(Staffordshire County Council)
CLlr Gordon Alcott	(Cannock Chase Council)
Bob Phillips	(Cannock Chase Council)
CLlr Mike Wilcox	(Lichfield District Council)
Jeff Marlow	(Southern Staffordshire Partnership)
John Sellgren	(Chief Executive, Newcastle under Lyme Borough Council)

Advisory/Secretariat

Bryan Carnes	(North Staffordshire Chamber of Commerce)
Peter Davenport	(Staffordshire County Council)

1. **Introductions**

The chair welcomed all guests and visitors.

2. **Apologies**

Peter Coates	(Bet365)
Stephen Dixon	(Johnson Tiles)
Philip Atkins	(Leader, Staffordshire County Council)
Mark Meredith	(Stoke-on-Trent City Council)
Jeremy Herbert	(Staffordshire County Council)
Kevin Postones	(BIS - Local)

3. **Declarations of Interest**

There were none declared. The Chair asked all members who hadn't yet done so to complete the requisite form.

Action

Forms to be forwarded to the Chair and PD.

4. **Notes of the meeting held on 20 October and Matters Arising**

Page 3 change:

The Land and Housing reference to assets should be changed to asset information.

Matters Arising

European Funding are being investigated by the Funding Group.
Education Trust has been progressed by the Universities.
Low Carbon – Ron Dougan has agreed to cover this area in the interim.
Brian Edwards reported on nominees identified in his recent letter.

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5. **For Decision**

5(a) **Sub Group Reports**

Branding and Communications (Mark Kerrigan)

Mark gave a presentation setting out the results of research into tourism perceptions.

Discussion

- Peak District is a Visit England attract brand.
- Derbyshire use "Peak District" as the brand.
- It was suggested that we need a similar piece of work on business tourism perception.
- Gateways are a key area and need attention.
- Don't know represent an opportunity.
- PR advised that Staffordshire University have also done some work.
- Messages from HCL/Adam Breeze work need to be built on.

Action:

Circulate presentation.

Inward Investment (Paul Richards)

The approach to marketing work is to be discussed at the next meeting.
There have been 62 enquiries through the single number with 150+ currently being dealt with.
The Board welcomed the progress made.

Action:

Business Plan to be reported to the next meeting.

Skills (Ken Stepney)

Ken reported that 100+ people were interested in the 13 December STEM event.
A report on progress would be given at the next meeting.

Land and Housing (Ron Dougan)

There had been a positive discussion with the Home and Communities Agency (HCA) and representatives would be attending the first meeting of the Stewardship Panel shortly.
HCA volunteered to attend a meeting – possibly the December one.

Low Carbon/Energy (Ron Dougan/Maitland Hyslop)

Ron Dougan volunteered to assume the lead role on an interim basis.

RD advised that he was attending a SHAP meeting.
The Chair advised of an approach he had received from Joan Walley MP to attend a seminar in Berlin and Hamburg. He asked for volunteers to attend.

Action:

John Van de Laarschot to advise the Chair.

Planning (Sue Prince)

The "Kite Mark" meeting had been very constructive and welcomed by all participants.

A report has been circulated to participants and a number of good ideas were highlighted during the discussion.

Sue intended to review the proposal and bring a formal proposal to the next meeting to conclude the work.

The potential role of the Staffordshire Planning Forum in taking the work forward was highlighted by Brian Edwards.

Action:

SP to bring a final draft to the next meeting.

Broadband (Sue Prince)

SP expressed a wish to hand the lead role over to another Board Member.

The team were lobbying on ERDF and will need support to secure match from the private sector.

BT have been identified as a potential funder. It was agreed that we need to look at ERDF, BT and seek local match.

Action:

1. NB to take ERDF debate forward and report back to the next meeting.
2. LEP letter to be sent should that be necessary.

Funding (Kerry Diamond)

The report was discussed and the progress on investigating the Growth and Risk Fund noted.

The proposal for a series of Access to Finance Forums was welcomed.

RGF2; due diligence costs are a concern; the process has been taking 4 weeks; expenditure will be paid against Q4 2011/12; due diligence for Round 2 being done locally.

Action:

1. Prospectus to be brought to the December meeting.
2. Access to Finance events to be arranged.

Transport

The report was noted and it was agreed that a response be sent regarding the Network Rail Infrastructure Investment Plan.

Action:

PD to draft response highlighting the importance of the Chase Line and Manchester Airport links.

Business Development

The paper was discussed and the proposal to undertake a trial based on a single number was welcomed. The trial would be a joint effort between both Chambers covering the whole LEP area, and would include an independent evaluation. The funding request would be considered later on the agenda.

Action:

1. Trial to be developed on the lines set out.
2. Evaluation approach to be set out.

Rural

The Chair reported verbally that the Peak District were seeking an integrated approach between LEP. It was agreed that a more formal proposal would be needed.

Action:

Peak District meeting to be explored further.

6. **For Discussion**

6(a) **Princes Regeneration Trust – Middleport Pottery**

The opportunities set out in the email were discussed. It was agreed that the initiatives were to be supported and that they would be most beneficial if they complemented the wider plans for North Staffordshire.

Action:

MK to meet Cilla Snowball regarding the tourism potential.

6(b) **Growing Places Fund**

- RD introduced paper and outlined the timescale.
- It was agreed that the opportunity needed to be treated as a priority.
- It would be possible to develop a programme for the reimbursement of funding.
- The LEP would have to focus on delivery and need to have assurance about recycling to raise our credibility.
- There was an expectation of match where projects in GB and S LEP and seek shared funding.

The report was agreed.

Action:

1. Land and Housing Group to develop the PQQ.
2. December Board meeting to consider the draft PQQ.

7. **For Endorsement and Information**

None

8. **Any Other Non-Confidential Business**

- (a) JvdL expressed his concern about the lack of response to his letter to DCLG and requested the LEP's support in securing an urgent response.

Action:

Formal response from CLG to be requested.

- (b) The value of headline economic information was highlighted. The economic bulletin which was being circulated could provide a good starting point.

Action:

Report to be reviewed to develop a headline report for the LEP.

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9. **For decision**

Not available.

10. **For discussion**

Not available.

11. **For endorsement and information**

Not available.

12. **Any Other Non-Confidential Business**

None.

Date of Next Meeting

14 December 2011 at 6.00 p.m. at Staffordshire University, Weston Road, Stafford.