

**STOKE-ON-TRENT AND STAFFORDSHIRE  
LOCAL ENTERPRISE PARTNERSHIP  
Note of a Board Meeting held on the  
22 February 2012  
Staffordshire University, Weston Road, Stafford**

**Present**

Maitland Hyslop	(Internet Central) - Chair
Ken Stepney	(JCB)
Sue Prince	(Beechenhill)
Mark Kerrigan	(Alton Towers)
Kerry Diamond	(Zytek)
Stephen Dixon	(Johnson Tiles)
Paul Richards	(Staffs. University – representing the University Sector)
Cllr Mohammed Pervez	(Leader, Stoke-on-Trent City Council)
Cllr Brian Edwards	(Leader, South Staffordshire Council)
Philip Atkins	(Leader, Staffordshire County Council)
Nick Bell	(Chief Executive, Staffordshire County council)

**University/Further Education Observers**

Jenny Tucker	(Keele University)
Steve Willis	(Stafford College)

**Observers / In attendance**

Cllr Ben Adams	(Staffordshire County Council)
Catherine Raines	(Staffordshire County Council)
Cllr Gordon Alcott	(Cabinet Member, Cannock Chase Council)
Bob Philips	(Cannock Chase Council)
Kevin Postones	(BIS)
Richard King	(Lichfield District Council)
Jeff Marlow	(Southern Staffordshire Partnership)
Paul Masterson	(Staffordshire County Council)

**Advisory/Secretariat**

Peter Davenport	(Staffordshire County Council)
Darryl Eyers	(Staffordshire County Council)
Jo Tyzzer	(Stoke-on-Trent City Council)
Sara Williams	(North Staffordshire Chamber of Commerce)

1. **Introductions**

The chair welcomed all guests and visitors.

2. **Apologies**

Ron Dougan, Cllr Stephen Sweeney, John Van de Laarschot, Cllr Mark Meredith, Steve Burrows, Kathryn Cooper

3. **Declarations of Interest**

None in addition to those previously registered

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

The notes were agreed subject to the addition of Jeff Marlow and amendments to Cllr Allcott's portfolio.

The Chair reported back on the discussions with CLG and BIS. Government is open to working with Stoke-on-Trent and Staffordshire to develop a "deal" which brings together a series of offers. The chair thanked the Chief Executives and Officers of Stoke-on-Trent City Council and Staffordshire County Council for their support in this work.

The Chair reported that he would be meeting financier Ron Armstrong and Joan Walley on the 7<sup>th</sup> March. He also thanked colleagues for their assistance in launching the Planning Charter Charter.

Unfortunately the joint bid for a Rural Growth Network in the Peak District had been unsuccessful.

It was noted that the Cheshire LEP, North Staffordshire Chamber and Stoke-on-Trent City Council were working on developing a business case for a station following the discussions at the last meeting.

Board members and partners were thanked for their support for the Green Investment Bank Bid.

**NON CONFIDENTIAL**  
**For Decision**

5.

5(a) **Strategy / Business Plan**

A presentation was made to the board by Darryl Eyers. Copies were circulated at the meeting.

Main aim – agreed with the facility for progression of both short term and mid to long term aspirations simultaneously.

Priorities the how – agreed with a desire to see more evidence of any sectoral strengths and opportunities

Role of the LEP – agreed.

- The need to Unify, Lobby and Invest should be emphasised.
- Ambition to create 40,000 additional jobs and double the size of the economy in 5 years (this requires a different approach to 10 000 jobs)
- Business representation should be based on recruitment supported by a network of business organisations which NSCCI offered to coordinate.

Structure of the LEP

- Principles agreed
- Support for the thematic approach but we also need to cross check and engage businesses in terms of their size and likely needs

Measures of success

- 40,000 additional jobs
- Double the economy in 5 years
- Report back to Board on a regular basis on jobs

**Action:**

Revised summary to be circulated and short document prepared.

6. **For Discussion**

6(a) **Agenda Forward Plan**

The Chair outlined his desire to ensure that the Board looked at strategy with delivery input from the partners and observers. The LEP would encourage participation in groups, and use Board meetings to discuss strategic issues and pursue the strategy. The Chair assured District and Borough Council colleagues that they would continue to be involved in the sub groups. He assured board members that papers would be circulated in as timely fashion as possible.

**Action:**

1. Add Cllr. Alcott to circulation.
2. All Board members to comment on the forward plan.

7. **For Endorsement and Information**

7(a) **Green Investment Bank Bid**

Discussed above.

7(b) **Sub Group Reports**

**Marketing and Communications** (Mark Kerrigan)

More contributions from members were needed on the Wall of Influence to allow it to be used as the basis for a workshop to influence the public affairs agenda. This will help to prioritise activity. PA supported the need for this work.

The marketing strategy brief is being re-established and finalised following the commissioning of HCL.

**Action:**

1. Workshop to be arranged in March.
2. Contributions to the Wall of Influence requested from members.
3. The board agreed that the work should proceed.

**Land and Housing Group**

Kerry reported that the current focus of the group was in finalising the Growing Places Fund proposals for the approval of the board. The Group was working with Greater Birmingham and other neighbours.

**Funding** (Kerry Diamond)

Various groups and advisors are expressing an interest in participating in the work of the group.

The next Access to Finance Event was to be held in Hanley.

The board discussed the time taken for approved RGF projects to progress towards delivery. It was noted that due diligence was done in advance in Wales before decisions were made. In England these processes were taking a far longer time.

The board was concerned about the delays and was keen to facilitate good quality bids and a speeded up process.

It was noted that BIS are seeking to publicise details of bids.

**Action:**

1. LEP to write expressing concerns about RGF progress and proposing that a devolutionary approach would mitigate these.
2. PA offered to support this approach.

**Enterprise and Skills** (Ken Stepney)

Discussions about the Regional Education Trust were continuing. Concerns expressed by Colleges about the potential for overlaps. The approach was being debated by all involved. In discussion it was agreed that the Trust needs to take into account structures and understand where it fits and what it replaces.

The Work Foundation were currently undertaking skills research which would be reported shortly. A series of apprenticeship events had been very successful.

**Action:**

1. Board members to respond to Melody Butters on the Education Trust proposal by 1<sup>st</sup> March. – *All*
2. Overlaps and duplication to be sorted out.
3. KS and the Group need to understand how the Trust approach will work. – *KS/Group*

**Business Development** (Stephen Dixon)

74 calls had been received to the telephone helpline (SPOC) so far in three weeks. This was an encouraging start but we now need to communicate more to promote the number.

A supporting database has been developed.

SD reported back on a mentoring event he had attended. He was pleased to report that "SPOC" had been mentioned. He was however concerned about the approach being promoted nationally on mentors which was resulting in the majority of them being "professional" rather than active business people.

**Action:**

1. Mentoring a key area that needs to be progressed in conjunction with existing initiatives by the Chambers.
2. SW to progress business representative group network
3. SW to circulate current mentoring offer and present to a future meeting

**Inward Investment** (Paul Richards)

Paul reported that good progress had been made.

Performance would be measured against jobs gained / lost at a headline level. More work was needed to link the Inward Investment and marketing activity together. It was agreed that the Universities play an important role in the region's offer.

**Action:**

1. PR to report back on improving the linkage between the Inward Investment and Marketing work.
2. Headline jobs gained/lost to be reported on a regular basis to future meetings. This will be based on a review of media announcements and will provide a flavour of trends based on the Economic Bulletin. – PD/Matthew Shufflebotham

**Broadband** (Sue Prince)

Philip Atkins reported that a paper was to be considered by SCC cabinet on Broadband funding.

We need to seek funding to match the BDUK allocation. RDPE Rural Broadband Fund call for bids in April. MH proposed that businesses should be approached to support this investment. Chambers are to be invited to support this. Chambers will work with all networks, and contacts of Districts to be exploited.

**Action:**

1. RDPE Community Broadband Fund to be promoted – *Broadband Group*
2. Need to work with businesses, Chambers, District and Borough Councils to secure match funding – *MH/Broadband Group*

**Planning** (Sue Prince)

The Charter Mark had been launched. The Chair expressed his thanks for Sue's efforts. Responses were awaited from the Local Planning Authorities

Sue felt that LEP has empowered her to make an impact in an open minded environment where working together was valued.

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

None.

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NOT FOR PUBLICATION

**Close of Meeting**

Date of Next Meeting: Thursday 15 March 2012 at 6.00 p.m.  
Windsor Room, Stoke-on-Trent City Council