

**STOKE-ON-TRENT AND STAFFORDSHIRE  
LOCAL ENTERPRISE PARTNERSHIP**

**Note of a Board Meeting held on  
12<sup>th</sup> July 2012**

**The Oak Room, County Buildings, Martin Street, Stafford, ST16 2LH**

**Present**

**Board Members**

Maitland Hyslop	(Reiver Marketing) - Chair
Mark Kerrigan	(Alton Towers)
Ron Dougan	(Trent and Dove Housing)
Kerry Diamond	(Zytek)
Sean Parry	(Michelin)
Cllr Mohammed Pervez	(Leader, Stoke-on-Trent City Council)
Alison Knight	(rep. Chief Executive, Stoke-on-Trent City Council)
Cllr Mrs Sybil Ralphs	(Leader, Staffordshire Moorlands District Council)
Cllr Brian Edwards	(Leader, South Staffordshire Council)
Cllr Philip Atkins	(Leader, Staffordshire County Council)
Nick Bell	(Chief Executive, Staffordshire County Council)

**Associate Members**

John Carr	(Barrington Engineering Ltd.)
Judith Kirkland	(BES)
Jeremy Mellor	(Wood Goldstraw Yorath LLP)
Geoff Riley	(Staffordshire & Black Country BIC)
John Smart	(Kapability Associates)
Ian Jenkinson	(Stilwell LLP)
Jonathan Dale	(Longton Avia (UK) Ltd.)
Richard Ward	Vistage International (UK) Ltd.

**University/Further Education Observers**

Jenny Tucker	(Keele University)
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**Observers / In attendance**

Cllr Mark Meredith	(Cabinet Member, Stoke-on-Trent City Council)
Cllr Ben Adams	(Deputy Leader, Staffordshire County Council)
Cllr Mrs. Frances Beatty	(Cabinet Member, Stafford Borough Council)
Cllr Gordon Alcott	(Cabinet Member, Cannock Chase Council)
Cllr Richard Grosvenor	(Leader, East Staffordshire Borough Council)
Cllr Eddie Boden	(Deputy Leader, Newcastle under Lyme Borough Council)
John Sellgren	(Chief Executive, Newcastle under Lyme Borough Council)
Ian Thompson	(Chief Executive, Stafford Borough Council)
Chris Khamis	(CSK Consultants)
Mike Smith	Ditto
Paul Masterman	(Communications - Staffordshire County Council)
Jeff Marlow	(Southern Staffordshire Partnership)
Kevin Postones	(BIS)

**Advisory/Secretariat**

Sara Williams	(NSCCI)
Peter Davenport	(Staffordshire County Council)
Darryl Eyers	(Staffordshire County Council)

## **1. Introduction**

The Chair welcomed members to the meeting and explained that as a consequence of transport delays it would be necessary to re-order some of the business.

## **2. Apologies**

Ken Stepney, Kevin Oakes, Richard Cotterell, Paul Richards, John van de Laarschot, Marie Stevens, Stuart Adams, Adrian MacLaughlin, Sarah Robinson

## **3. Declarations of Interest**

To be circulated tomorrow to all business members for completion.

## **4. Minutes and Matters Arising**

(a) Previous Minutes – Councillor Heenan declared an interest in Beacon Business Park in relation to Growing Places Fund.

(b) Matters Arising

BIS advised that Ministers would require the board to have an equal number of Business and public sector representatives including Universities.

Confidential - Discussions were continuing with the developers of Gallan Park jointly with GB&S LEP.

## **5. Key Performance Indicators**

A paper highlighting Inward Investment, Business Start Up, Unemployment, Job Vacancies, and House Prices on a monthly basis was tabled. It was agreed that a monthly analysis of business bank accounts should be acquired.

It was agreed that each sub group needs to define its own performance indicators for presentation to the board and the "Future Economy Group" should advise the Board on future developments. Each meeting to continue to receive an updated table.

## **6. Positioning and promoting Stoke-on-Trent and Staffordshire Local Enterprise Partnership**

The paper outlined a strategy and programme of communication and benchmarking activity to promote Stoke-on-Trent and Staffordshire as a great place to do business. The plan identified five areas as key priorities;

- Developing from the high-level action plan a full communications strategy that delivers improved communications, engagement with and access for our key audiences
- Engaging with and influencing key influencers such as Government ministers who can deliver benefits to the region via potential channels such as the second wave of City Deals (this includes building our database and establishing benchmark of perceptions/needs)
- Develop a proactive media relations and social media programme to demonstrate to stakeholders that the LEP is delivering its objectives

- Launch a comprehensive web presence as a key delivery channel for the LEP and its individual partners
- Complete and implement new branding as a basis for strong brand promotion of the LEP's work and achievements.

This was to be supported by a programme of investment.

The approach was welcomed. The funding required to deliver this activity and other areas such as the Business Helpline needed to be brought together in a funding plan given the lack of any central government general funding in 2012/13. The fund would also need to seek contributions from public sector and other partners. Where appropriate GPF should be utilised to support planning and development work.

**Action**

**Report to be brought to the next board meeting outlining how a fund could be created. This should make use of existing resources i.e. GPF and contributions.**

**7. Evaluation of the Business Helpline**

Chris Khamis presented the paper (CSK Consultants). He outlined his recommendations;

- (i) that the level of demand and satisfaction with the service has demonstrated a business need and the pilot should be extended.
- (ii) that an experienced and networked business support agency is retained to deliver the service.
- (iii) that to improve value for money, marketing the service, and its integration with other activities should be examined.
- (iv) that the telephone service is of value.
- (v) that the service had been frequently contacted about start up advice. This included a high proportion of women.
- (vi) the service should consider the needs of minority groups by learning from good practice
- (vii) Further marketing particularly in the south was needed.

The Board discussed the recommendations and concluded that whilst the results were promising the level of use needed to be increased by marketing by all of the partners.

The Board agreed that

- a. The board wished to see a bigger impact
- b. The pilot should be extended,
- c. That the continuation should be funded from the new fund and other sources.
- d. The LEP works with the City and County Councils to cover the short term financing of the service
- e. A tender for a continuation should be developed by the Business Development Lead in conjunction with the City and County Councils in accordance with the proposals in the report.

**Action:**

- 1. Tender to be developed and costed**
- 2. Proposal to be considered as part of the potential general LEP Fund**

## **8. Sub Group Updates**

### **(i) Business Development Group – Sean Parry**

Initial discussions had been held regarding the business helpline.

### **(ii) Inward Investment – Paul Richards**

The suggestion of sharing trade delegation opportunities coupled with Birmingham Airport's offer to help provide a Red Carpet was welcomed.

The Inward Investment Team Lead was asked to attend next Board meeting and cover the above, and the outcomes that the team was achieving compared to our competitors.

**Action:**

***Inward investment team lead to present to the September meeting***

### **(iii) Marketing – Mark Kerrigan**

Wall of Influence workshop held and compiled with people identified who are able to help move Staffordshire forwards. This had been segmented into sectors and targeted groups who could be contacted to support Stoke-on-Trent and Staffordshire.

The Chair thanked Paul Masterman for his efforts.

**Action:**

**Wall of Influence to be circulated.**

### **(iv) Access to Finance and Funding – Kerry Diamond**

The Board asked the Chair of the Funding Sub Group to manage and monitor the BIS LEP Capacity Fund allocation.

A Funding workshop had been held on the 18<sup>th</sup> June and a further Access to Finance event would be held on the 26<sup>th</sup> July.

The Big Lottery Talent Match programme would be targeting parts of Newcastle, Cannock, and Lichfield. It was agreed that Judith Kirkland should represent the LEP on the working group.

### **(v) Providing the Right Sites and Infrastructure – Ron Dougan**

Good progress is made in developing the sites and infrastructure proposals for inclusion in the work with Government. A Rapid Action Team was meeting and developing supporting documentation.

The Growing Places Fund Due Diligence process is progressing. The Board agreed that the Chair of the Sub Group should agree to a delay in the start date of one scheme until November. Round 2 would be advertised shortly.

### **(vi) Skills – Ken Stepney**

A further meeting would be held next week to increase progress on the Education Trust. The Enterprise and Skills group would be meeting in two weeks time.

The work with Government included a lot of work on developing the supporting skills ask.

The Heseltine review team had visited JCB Academy.

Cllr Ralphs reported that SMDC have introduced an employment and apprenticeship charter, also looking at disadvantaged groups such as those with learning difficulties.

**9. Confidential - Update on the development of a potential Deal with Government**

Not for publication - confidential.

**10. Chairmanship**

The Chair proposed that Ron Dougan becomes Vice Chair of the Board with a view to taking the Chair in September. This was agreed.

**11. Any Other Business**

- (i) The website will now need updating.
- (ii) The Capital for Enterprise which manages ex RDA Funds needs to meet with the Funding Sub Group.
- (iii) The LEP needs to reinforce its sustainability messages.
- (iv) RGF messages about delays picked up by Sentinel
- (v) The partnership's position on HS2 remains as agreed previously. i.e. that if it is constructed there should be a station in northern part of the County.
- (vi) City Deals have an impact on neighbouring areas including transport in particular and this will result in some challenges for the LEP.

**Date of Next Meeting**

Thursday 13<sup>th</sup> September at 6.00 p.m. The Octagon Board Room, Staffordshire University, Weston Road, Stafford. ST18 0AD