

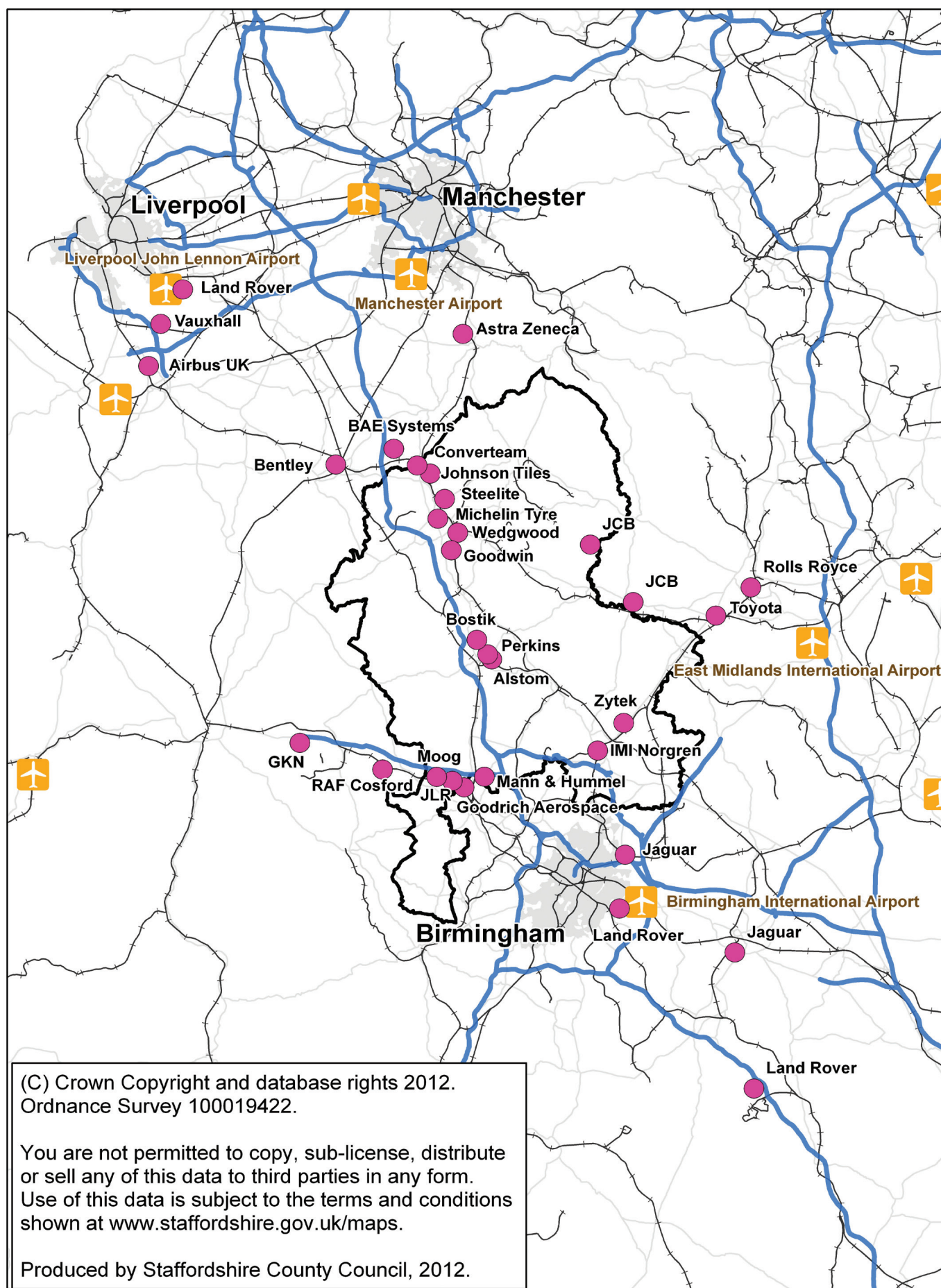
Stoke-on-Trent & Staffordshire
Local Enterprise Partnership



Strategic Business Plan 2012 - 2013



Stoke-on-Trent and Staffordshire - well connected





WELCOME FROM THE CHAIR

Maitland Hyslop

Welcome to the first Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP) Strategic Business Plan for 2012/13. This strategic business plan sets out our ambition to make Stoke-on-Trent and Staffordshire the best place to do business in the Country.

The Stoke-on-Trent and Staffordshire LEP is a strategic partnership between representatives of local business and public sector leaders. We are clear on our mission to create 50,000 jobs and increase the size of the economy by 50% over the next 10 years. We know that this ambitious mission can only be achieved by developing radical and innovative solutions.

Our aim is to create the right conditions to increase the number of private sector jobs in Stoke-on-Trent and Staffordshire; and to sustainably grow our economy with a particular focus on those opportunities that have the most potential for economic growth.

We will do this by unifying partners, lobbying local and central government and securing investment. As a board and a place we have:

Ambition – we want to be number 1 for job creation in the whole country, and a market leader in key sectors particularly ones where we have a competitive advantage.

Agility – we will remain flexible and responsive to maximise opportunities as they arise and roll out the red carpet for all businesses in Stoke-on-Trent and Staffordshire.

Attitude – we all share a common mission, are confident of our strengths and focussed on achieving our ambitions.

In 2011/12 these values helped us to achieve a range of successes including:

- 7 Regional Growth Fund bids worth over £15million.
- Co-operation with the Princes' Charities over a further £10 million of investment
- Supporting the development of joint working to take advantage of the Peak District
- Creation of a single inward investment team for the whole of the LEP area - makeitstokestaffs.co.uk.
- Creation of a single business helpline.
- The development of a Planning Charter Mark.

This Business Plan sets out very clearly what we want to achieve to attract and support businesses to grow and create jobs. We will work with a range of businesses and organisations to deliver this ambition and look forward to celebrating our successes throughout the year.

Yours

Maitland Hyslop

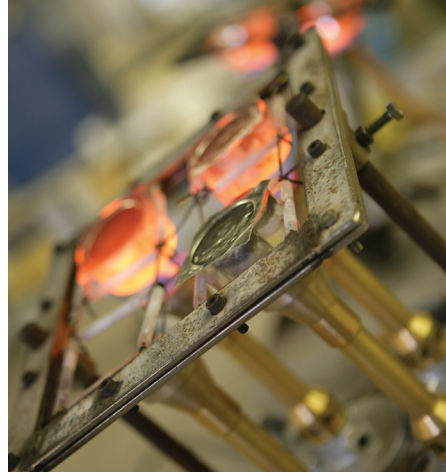
Chair - Stoke-on-Trent and Staffordshire
Local Enterprise Partnership

OUR VISION

Stoke-on-Trent and Staffordshire is the best place to do business in the UK.



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Our Mission

To create 50,000 jobs and increase the size of the economy by 50% over the next 10 years.

Our Aim

Our aim is to create the right conditions to increase the number of private sector jobs in Stoke-on-Trent and Staffordshire; and to sustainably grow our economy with a particular focus on those that have the most potential for economic growth.

The scale of this approach is such that the Board will have to look at how to do it in a completely new and radical manner.

Our Priorities

We will focus on the priorities where the LEP can add the most value, ensuring that we are as effective and efficient as possible and avoiding duplication of effort. Our priorities will ensure that Stoke-on-Trent and Staffordshire offers the ultimate red carpet experience to existing and new businesses. This unique offer will support businesses to grow and succeed.

1. Production line at JCB
2. Research at Ceram Research Ltd
3. MIG welder at JCB
4. Nemesis ride at Alton Towers

The Red Carpet



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The Stoke-on-Trent and Staffordshire Red Carpet for Business provides a single point of contact, individual case officers and a streamlined process for business development, inward investment, planning and funding. The Red Carpet for Business is a process by which any business gets their needs dealt with in the fastest and most effective manner.

The Stoke-on-Trent and Staffordshire Red Carpet for Business leads the UK in the way it encourages businesses to develop and locate. The Red Carpet for Business defines the Local Enterprise Partnership's approach to it's work.

5. Michelin Driving Experience F1
6. Artist impression of the Jaguar Landrover facility at i54
7. Air Traffic Control (centre) and military radars designed by Easat and manufactured at its Trentham factory.
8. Veolia Enviromental Services, Cannock

OUR PRIORITIES

Our six key priorities are:

1. Supporting Existing Businesses to Grow
2. Increasing Inward Investment
3. Successfully Marketing Stoke-on-Trent and Staffordshire as a place to do business
4. Improving Access to Finance and Funding
5. Providing the Right Sites & Infrastructure
6. Ensuring the Skills & Training of our Workforce meet Business Needs

These are supported by providing and maintaining an evidence base needed to deliver our Future Vision.



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Priority One - Support existing businesses to grow

We believe it is essential to understand the needs of existing businesses to be able to provide the right kind of support and conditions that will allow them to grow. That is why our local Chambers and the Federation of Small Businesses (FSB) are so important in Stoke-on-Trent and Staffordshire. We will:

- Develop a customer insight model through the local Chambers and FSB.
- Pilot a Single Point of Contact model for business advice.
- Promote business mentoring initiatives
- Work together to ensure public and private sector procurement opportunities are maximised.
- Encourage all existing businesses in the LEP area to take up Super Fast Broadband and to develop an eCommerce site.
- Champion the improvement of our exporting performance.
- Encourage every existing business in Stoke-on-Trent and Staffordshire to grow their workforce over the next 4 years.
- Support growth in advance manufacturing and medical technology sectors through links with the development of Staffordshire and Keele Universities as international leaders in research.
- Ensure the planning charter mark is applied across all Local Planning Authorities in the LEP area.

Priority Two - Increasing inward investment

We have developed a “red carpet service” for all potential inward investors and will use an evidence based approach to focus our efforts on key sectors. To continue our impressive track record of securing new investment in Stoke-on-Trent and Staffordshire we will:

- Ensure all enquiries are dealt with professionally and a key account manager allocated to the business.
- Help to “de-risk” the process of investment by working closely with colleagues in planning and advising on potential grants and finance.
- Continue to support the business once it has relocated to the area.



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Priority Three - Successfully marketing Stoke-on-Trent and Staffordshire as a place to do business (Marketing & Public Affairs)

We will continue to build on the reputation of Stoke-on-Trent and Staffordshire as the leading location in the UK to do business. We will:

- Develop a marketing strategy and brand to be used to promote our area.
- Enhance the reputation of Stoke-on-Trent and Staffordshire as a place to do business.
- Make the most of the opportunity presented by our strong visitor economy
- Develop an Ambassador Programme to promote Stoke-on-Trent and Staffordshire through individuals and organisations who care passionately about the area.

11. Jaguar Landrover at i54

12. Moog Aerospace at i54

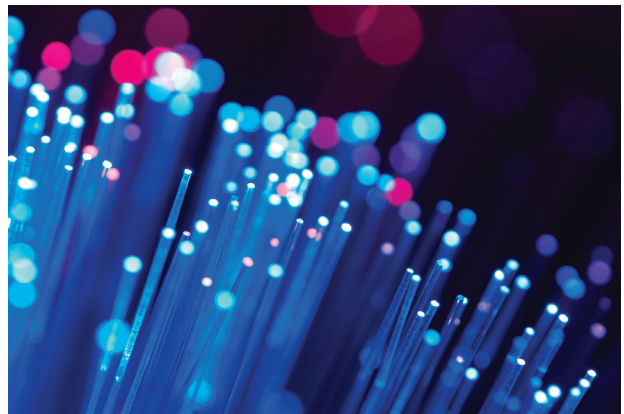
13. HRH Prince Charles at Middleport Pottery

14. Opening of the Stoke-on-Trent and Staffordshire Business Helpline

Priority Four - Improving access to finance and funding

We will support business to access finance and ensure any gaps in the market are filled. We will also do our best to secure as much external funding as possible for Stoke-on-Trent and Staffordshire. We will:

- Develop a Risk and Growth Fund to meet a gap in the market.
- Access funding to allow for necessary development.
- Encourage and support bids for funding which deliver our objectives.



Priority Five - Providing the Right Sites and Infrastructure

We will continue to develop the infrastructure of Stoke-on-Trent and Staffordshire to ensure it remains at the heart of a connected economy, both in terms of our transport networks and super-fast broadband. We will make sure we have the right sites in place to attract new investment and to support existing businesses who wish to expand. We will:

- Ensure the quality and mix of housing meets local needs.
- Lobby for the M6 and connecting roads to be improved throughout Stoke-on-Trent and Staffordshire.
- Lobby for a HS2 station in North Staffordshire.
- Continue to lobby for the improvement of the West Coast Main Line and other rail services, to ensure easy access to all 4 airports and to become the centre of 'virtual' Britain.
- Maintain a current and detailed list of all sites across the LEP area to support existing business to grow and inward investment opportunities.

Priority Six - Ensuring the skills and training of our workforce meet business needs

We will bring learning and skills providers' closer together to ensure the workforce in Stoke-on-Trent and Staffordshire has the aspirations and skills required to meet business need. We will:

- Develop an Education Trust model for the LEP which gives responsibility and accountability across the geographic area.
- Prioritise Science, Technology, Engineering, and Maths as key curriculum areas
- Encourage the take up of apprentices across all businesses in the LEP area, with Board Members acting as champions in this field.
- Embed employability skills into provision at all levels of the education system.



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Maintaining our Future Vision

Our Universities will be at the heart of our evidence based approach, ensuring we have the intelligence required to successfully prioritise sectors where we have existing strengths, a competitive advantage, and a clear unique selling point. We are building on the research that has already been undertaken by our Observatory, the Work Foundation, KPMG, and our Universities to inform our offer to investors

and Government. Our offer builds on our strengths in manufacturing, energy, and innovation as a platform for future growth.

Throughout the year we will remain agile and respond to opportunities as they occur. We recognise that circumstances change rapidly and we will keep our finger on the pulse to ensure our priorities do not stifle other opportunities to attract new business, and to support businesses to grow and create jobs.

- 15. Apprenticeships
- 16. Student nurse training at University Hospital of North Staffordshire
- 17. Taste of Staffordshire Master Chef Competition
- 18. CoRE - Centre of Refurbishment Excellence

THE LEP BOARD

Our Board Members

Chair - Maitland Hyslop



The LEP Board consists of representatives from the private, and public, and skills sectors, working in collaboration to achieve our overall aim. We want to re-write the rules of the game to put Stoke-on-Trent and Staffordshire on the map as the place to locate and grow businesses. We will do this through unifying, lobbying and securing investment. Our Board Members can be found at **www.stokestaffslep.org.uk**

The Board will:

- Act strategically, not as a delivery board but...
- ...challenging delivery agencies as a critical friend.
- Influence local and national government.
- Represent the voice of business.
- Link partners and issues together.
- Challenge the status quo and silos.

MEASURING SUCCESS

How we will measure our progress

To ensure we are achieving our main aim of supporting businesses to grow and create jobs we will monitor our progress throughout the year. We will measure our general progress against the following measures:

- Growth in the value of the economy measured by change in employed earnings. Our target is to be consistently in the top quartile when compared to other similar areas.
- The net change in the number of employee jobs. Our target is to be consistently in the top quartile when compared to other similar areas.

These will provide us with the evidence to test that we are progressing towards our overall mission.

The Local Enterprise Partnership is pleased to work with businesses across Stoke-on-Trent and Staffordshire including:

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|---|---|
| • Alton Towers | • National Memorial Arboretum |
| • Alstom | • North Staffordshire Chamber of Commerce and Industry |
| • Chase Chamber of Commerce | • Perkins |
| • Enjoy Staffordshire | • Staffordshire University |
| • Federation of Small Businesses | • Stafford Chamber of Commerce |
| • Internet Central | • Steelite International |
| • JCB | • Stoke-on-Trent College |
| • Keele University | • Trent and Dove Housing |
| • Lichfield and Tamworth Chamber of Commerce | • Zytek Automotive |
| • Michelin | |



Contact details:

Web: www.stokestaffslep.org.uk

Email: contactus@stokestaffslep.org.uk

Or write to us at:

c/o Staffordshire Place 1, Staffordshire County Council,
Wedgwood Building, Tipping Street, Stafford ST16 2DH