

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

**Note of a Board Meeting held on  
14<sup>th</sup> June 2012**

**The Octagon Board Room, The Octagon, Staffordshire University,  
Weston Road, Stafford, ST18 0AD**

**Present**

**Board Members**

Maitland Hyslop	(Reiver Marketing) Chair
Ken Stepney	(JCB)
Mark Kerrigan	(Alton Towers)
Ron Dougan	(Trent and Dove Housing)
Kerry Diamond	(Zytek)
Kevin Oakes	(Steelite)
Richard Cotterell	(Perkins/Caterpillar)
Sean Parry	(Michelin)
Cllr Mohammed Pervez	(Leader, Stoke-on-Trent City Council)
John van de Laarschot	(Chief Executive, Stoke-on-Trent City Council)
Cllr Mrs Sybil Ralphs	(Leader, Staffordshire Moorlands District Council)
Cllr Brian Edwards	(Leader, South Staffordshire Council)
Cllr Ben Adams	(Deputy Leader, Staffordshire County Council)
Nick Bell	(Chief Executive, Staffordshire County Council)

**Associate Members**

Judith Kirkland	(BES)
John Carr	(Barrington Engineering Ltd.)
Jeremy Mellor	(Wood Goldstraw Yorath LLP)
Geoff Riley	(Staffordshire & Black Country BIC)
Marie Stevens	(Burnt Gate Inn)
Stuart Adams	(Endeka Ceramics Ltd.)
Adrian MacLaughlin	(Dunston Business Village)
Richard Ward	Vistage International (UK) Ltd.

**University/Further Education Observers**

Sarah Robinson	(Stoke-on-Trent College)
Jenny Tucker	(Keele University)

**Observers / In attendance**

David Frost	LEP Network
Cllr Mark Meredith	(Cabinet Member, Stoke-on-Trent City Council)
Cllr Gareth Snell	(Leader, Newcastle under Lyme Borough Council)
Cllr Mike Wilcox	(Leader, Lichfield District Council)
Cllr Mike Heenan	(Leader, Stafford Borough Council)
Cllr Gordon Alcott	(Cabinet Member, Cannock Chase Council)
Kevin Postones	(BIS)
Bob Philips	(Cannock Chase Council)
Ian Thompson	(Stafford Borough Council)
Ted Manders	(Stafford Borough Council)
Neale Clifton	(Newcastle under Lyme Borough Council)
Simon Baker	(Staffordshire Moorlands District Council)
Perry Wardle	(Staffordshire Moorlands District Council)
Paul Masterman	(Communications - Staffordshire County Council)

**Advisory/Secretariat**

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

## 1. **Introduction**

The Chair welcomed everyone and outlined the key principles of the LEP – particularly the need to take a strategic approach, supporting businesses and Local Authority Leaders. He also emphasised the importance of linking strategy to delivery using a figure of 8 model.

## 2. **Apologies**

Paul Richards, Cllr Philip Atkins, John Smart, Ian Jenkinson, Hardial Bhogal, Alison Knight, Catherine Raines, Steve Burrows, Darryl Evers, Dai Larner, Jeff Marlow

## 3. **Declarations of Interest**

To be circulated tomorrow to all business members for completion.

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

(a) Previous Minutes - Add Cllr Alan White to attendees. Agreed.

(b) Matters Arising

HS2 – Sara Williams reported on discussions and the forthcoming meeting with the Secretary of State. She highlighted the need to understand the national picture on HS2 as a whole.

## 5. **Key Performance Indicators**

The paper was discussed by the board who felt that whilst it was a start a more immediate and timely approach drawing on data which gives a direction of travel was needed.

### ***Action:***

***(i) Develop, more detail on clusters; as much of an update as possible at each meeting.***

***(ii) Targets need to link back to KPI to demonstrate progress.***

***(ii) All sub-groups need to create their own performance measures.***

***(iv) Accepted as a baseline subject to the above.***

## 6. **David Frost – LEP Network Chair**

David highlighted the work of the LEP network and highlighted the way the Government is using LEPs to deliver growth. His view is that the Government is seeking to devolve more funding to LEPs. As a Network he was seeking core government funding for LEPs.

Key areas that have emerged from LEPs are;

(i) Economic Growth

(ii) Transport

(iii) Skills

The network has run a series of events and circulates a newsletter which discusses current issues.

**Action:**

***Circulate newsletter and latest report***

**7. Verbal Update from the Chair**

The Chair advised the Board that it was his intention to enable an orderly transition to a new Chair following a change in his business roles between now and January. He welcomed the new Board Members and Associate Members and outlined how by having a larger pool of business members and associates a far greater degree of continuity and breadth of experience could be secured for the LEP. He thanked everyone for their support.

He suggested the following lead and support business members

<b>Lead</b>	<b>Associate</b>	<b>Theme</b>
Maitland Hyslop	Adrian MacLaughlin	Digital Staffordshire and Broadband
Ron Dougan	Jeremy Mellor	Sites and Infrastructure
Kerry Diamond	John Car	Low Carbon and Green
Mark Kerrigan	Marie Stevens	Rural
Kevin Oakes	Stuart Adams	Ceramics, Princes Charter
Sean Parry	Jonathan Dale	Business Development, Advanced Manufacturing
Ken Stepney	Judith Kirkland	Education Trust/Health/Third Sector
Richard Cotterell	Geoff Riley	Supply Chain, Exports
Paul Richards		Inward Investment
Other Ambassadors / Wall of Influence		Richard Ward / John Smart / Ian Jenkinson

Universities and Colleges to work with Education Trust and Future Vision.

Insofar as the public sector was concerned the Chair was pleased to report that he had received proposals to amend the Local Authority Board representation to address issues about engagement and delivery. He proposed that membership was amended to increase District and Borough representation from two to four with an additional elected member representation from Stoke on Trent City Council. This would be discussed further at a Local Authority meeting on the 21<sup>st</sup> June.

This was agreed.

**Action**

***Governance Framework to be amended***

The Deal

The Chair outlined the the progress that had been made and the constructive discussions with BIS and CLG on the 30<sup>th</sup> May. He was particularly keen to make the most of the opportunity and highlighted the competitive dimension in developing the relationship and seeking resources. The role of political leaders is particularly important.

The next stage will be to develop the proposals in detail with the presentation ultimately being led by political leaders. The supporting Governance structure will need to be resolved which will bring together the Local Authorities and the LEP.

The innovative and radical proposal presented which has created an opportunity and there will need to be an emphasis on delivering the package as a whole and the demonstration of unity.

A significant level of resource is now being put into developing the detail. We will need to be sure that the plans can be delivered to survive critical appraisal at the later stages to develop a compelling case.

The active engagement of business would be crucial.

The Chair thanked the team from the City of Stoke-on-Trent, Staffordshire County Council and Districts for their efforts and the level of investment.

## **8. LEP Strategic Plan**

The final draft was agreed and all sub groups were asked to complete their templates and identify KPI

### ***Action;***

**4. Sub Group Leads and Facilitators' to complete templates**

**5. Final plan to be printed**

## **9. Education Trust**

Task group in place to develop the concept in more detail.

The scope has increased to encompass the whole of Stoke-on-Trent and Staffordshire under the leadership of the LEP.

It was agreed that we will need to move quickly led by the working group.

## **10. Growing Places Fund**

Confidential – not for publication.

## **11. Sub Group Updates**

(i) Supporting Existing Businesses to Grow

Further press releases had been issued to promote the service.

(ii) Increasing Inward Investment

The report was noted and the board requested more information on KPI.

### ***Action:***

***Team Lead to attend next Board meeting***

(iii) Successfully Marketing Stoke-on-Trent and Staffordshire as a place to do business

Mark Kerrigan gave a verbal update. He was keen to emphasise the need to keep "Red Carpet" uppermost in our mind. The cultural approach needs to be moved forwards. Ian Farrow has been commissioned to support the public affairs. He had suggested the need to deliver a ten point marketing plan as a whole.

Following a discussion it was agreed that members needed to review the hows before deciding on funding and where we need to invest. MK and PM to develop a paper on this. In addition work was needed to research perceptions on the Red Carpet and to identify any potential blockages, and inward investment results.

**Action:**

- 1. MK and PM to develop a paper setting out the strategy and resource requirements in more detail**
- 2. Members to feed back examples of where their were blockages in the red carpet approach to the Secretariat**

(iv) Improving Access to Finance and Funding

It was agreed that the RGF applications by Midven and Mercia Fund 1 should be supported and that action should be taken to;

- Ensure cross referral between businesses and investors
- Secure advice on the VC/equity approach
- Develop workshops to make businesses investor ready
- Ensure that the group continues to bring together a range of expertise.

An Access to Finance funding workshop would be held on the 18 June.

(v) Providing the Right Sites and Infrastructure

The work was being fed into the RAT with a focus on how to bring sites forward. We need to develop LEP-wide Housing and Regeneration Strategy.

(vi) Ensuring the Skills and Training of our Workforce meet Business needs

The report was noted. A Range of programmes and initiatives continue to be developed supported by joined up approaches. The focus needs to be getting young people work ready.

In discussion board members highlighted the importance of engaging the schools and academies as well as the need to understand and promote the take up of apprenticeships. It noted that a number of initiatives were being pursued and asked that details were circulated.

The Education Trust model had a key role to play in bringing together the sector with business and addressing issues such as work placements and careers advice. This needs to move forwards quickly.

## **12. Any Other Business**

None.

**Date of Next Meeting**

Thursday 12 July at 6.00 p.m. The Oak Room, County Buildings, Martin Street, Stafford.