

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

**Note of a Board Meeting held on
29 October 2012**

**Octagon Board Room, The Octagon Building, Staffordshire University
(Beaconside Campus), Weston Road, Stafford, ST18 0AD**

Present

Board Members

Ron Dougan	(Trent and Dove Housing) –Chair
Ken Stepney	(JCB)
Mark Kerrigan	(Alton Towers)
Kerry Diamond	(Zytek)
Kevin Oakes	(Steelite)
Sean Parry	(Michelin)
Paul Richards	(Staffordshire University)
Cllr Mohammed Pervez	(Leader, Stoke-on-Trent City Council)
John van de Laarschot	(Chief Executive, Stoke-on-Trent City Council)
Cllr Philip Atkins	(Leader, Staffordshire County Council)
Catherine Raines	(rep. Chief Executive, Staffordshire County Council)
Cllr Mike Wilcox	(Leader, Lichfield District Council)
Cllr Michael Heenan	(Leader, Stafford Borough Council)
Cllr Eddie Boden	(Deputy Leader, Newcastle under Lyme Borough Council)
Cllr Mark Meredith	(Portfolio Holder, Stoke-on-Trent City Council)
Jenny Tucker	(Keele University)

Associate Members

Judith Kirkland	BES
John Carr	(Barrington Engineering Ltd.)
Jonathan Dale	(Longton Avia (UK) Ltd.)
Marie Stevens	(Burnt Gate Inn)
Stuart Adams	Endeka Ceramics Ltd.
Adrian MacLaughlin	(Dunston Business Village)
John Smart	(Kapability Associates)
Ian Jenkinson	(Stilwell LLP)

University/Further Education Observers

Sarah Robinson	(Stoke-on-Trent College)
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Observers / In attendance

Paul Masterman	Staffordshire County Council
Jeff Marlow	Southern Staffordshire Partnership
Neale Clifton	Newcastle-under-Lyme Borough Council
Stephen Brown	Cannock Chase Council
Ted Manders	Stafford Borough Council
Richard King	Lichfield District Council
Marilyn Castree	Southern Staffordshire Chamber

Advisory/Secretariat

Darryl Eyers	(rep. Chief Executive, Staffordshire County Council)
Sara Williams	(NSCCI)
Peter Davenport	(Staffordshire County Council)
Jonathan Phipps	(Stoke-on-Trent City Council)

1. Introduction

The Chair welcomed members to the meeting and introduced item 2.

2. Deal Briefing - Confidential

Not for publication.

3. Apologies

Richard Cotterell, Nick Bell, Cllr George Adamson, Jeremy Mellor, Geoff Riley, Richard Ward, Hardial Bhogal, Alison Knight, Joanne Tyzzer, Cllr Ben Adams, Steve Burrows, Kevin Postones, Bob Philips

4. Declarations of Interest

Cllr Mike Heenan declared interest in Item 8.

5. Notes of the Previous Meeting and Matters Arising

Agreed – Richard Ward to be included in 11.1.

6. Key Performance Indicators

The Board noted the monthly scorecard. Members remained keen to see data on jobs created as soon as it became available.

7. Chair's Report on Governance

The Chair outlined the need to address the business balance of the Board by recruiting two additional Board members. He had agreed the process with BIS to take forwards an appointment process which sought a best fit that is transparent and timely.

- The board agreed to a transparent approach that utilised the previous applications to fill the three vacancies for business board members. The Board would comprise 10 business members, a University, and 9 Local Authority representatives which would meet Government requirements.
- It agreed that the Review and appointment process should be completed by the December Board meeting and be undertaken by the Chair, Kerry Diamond, John van de Laarschot and Nick Bell.

The Chair explained that he intended to remain in post until November 2013.

Action: Skills of existing members to be reviewed and recommendations circulated in advance of the December Board meeting.

8. Growing Places Fund Progress Report - Confidential

Not for publication.

9. Future Funding Plan Progress - Confidential

Not for publication.

10. i54 South Staffordshire – Enterprise Zone – Confidential

Not for publication.

11. Transport Update

The Board supported the proposals for the Transport Summit, and noted the updates on Local Transport Bodies, Rail Devolution, Highways Agency Pinch Point Programme and Aviation Policy. Members noted the importance of working together on transport investment across boundaries and noted the M54 / M6 / M6 Toll link as an example.

An update on the LTB would be circulated at the next Board meeting.

12. Sub-Group Updates

(a) Business Development.

The tenders for the Business Helpline were being evaluated and constructive discussions were in progress on working with the Local Better Regulation Office. The successful RGF bid would add to the range of business support activity available.

(b) Inward Investment

The report was welcomed and it was noted that funding had been identified to support communications.

(c) Marketing

The sub-group chain gave a presentation on the Wall of Influence. The presentation outlined an approach to focusing resources to ensure the most effective outcome of the LEP’s efforts.

Delivery needs to be by Members of the Board who promote the LEP and its vision to a targeted list of stakeholders and partners.

Inform and Engage Continually	Keep Satisfied
Inform only	Keep informed and engaged

The presentation outlined “Our Story”.

The approach proposed would need to be supported by personal engagement which will be supported by Paul Masterman.

The Red Carpet proposal is an example of an area that needs to be progressed.

It was noted that the improved Newsletter has been positively received.

The other next steps were;

- (a) Upgrading the website.

- (b) Social media and engagement.
- (c) Press and public relations.

The proposals for 2013/14 and beyond were based on the priorities discussed previously. The Tourism Partnership has secured £543K from ERDF over the next 2.5 years.

The Planning Charter Mark work was now being led by the Business Development sub group.

Action:

- (a) Presentation to be appended to the minutes.**
- (b) Planning Charter Mark progress to be reviewed by Business Development Group.**

Board members have been active in promoting the merits of the LEP. This would need to be continued. For instance the area will need to lobby to secure ERDF funding.

The Chair advised members that he was planning to hold a series of engagement sessions.

(d) **Access to Funding**

The board welcomed the progress on the proposed Business Angel Programme, and the successful RGF Round 3 announcements. A EU Funding 2014-2020 Consultation event was to be held on the 28th November. Bid writing support was emerging as a need in a number of groups and it was agreed that this should be investigated.

(e) **Sites and Infrastructure**

The broadband procurement process was continuing whilst the outcome of national discussions with the EU were awaited.

(f) **Skills and Training**

The Board was updated on progress. There was a need to press ahead with the Education Trust Board to bring partners together. An agenda setting meeting would be held that week followed by an inaugural Board meeting on the 15 November. Need to be flexible and innovative. A paradigm shift is required.

Paul Richards highlighted the opportunity that Cosford as an Aeronautical Academy presented. He was asked to contribute to this initiative on behalf of the LEP.

13. Progress on the Wall of Influence and Communications

Presentation by Mark Kerrigan covered by 12(c).

14. Any Other Business

- (i) Cllr Atkins highlighted the need to press the case for EU funding. A decision on transitional funding was expected on the 21 November. Funding needed to come to the relevant areas i.e. Staffordshire, Stoke-on-

Trent, Telford, Shropshire. It may be necessary to lobby in advance of next meeting. It was agreed that the Chair would liaise with Cllr Atkins.

- (ii) The Heseltine report would be published on Wednesday and recommendations could include further funding devolution.
- (iii) The importance of the local procurement was raised.
- (iv) Board members sought clarity about insurance requirements. A paper would be circulated at the next meeting.
- (v) An outcome note would be circulated following the meeting.

Date of Next Meeting

Thursday 13 December 2012 at 6.00 p.m. at The Octagon Board Room, The Octagon Building, Staffordshire University (Beaconside Campus), Weston Road, Stafford, ST18 0AD