

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

**Note of Full Partnership Board Meeting held on  
16th December 2013  
Rudyard and Trentham Rooms, Staffordshire Place 1, Stafford**

**Present  
Board Members**

Ron Dougan	(Trent and Dove Housing) – Chair
Ken Stepney	(JCB)
Mark Kerrigan	(Alton Towers)
Kerry Diamond	(Zytek Group)
Judith Kirkland	(BES)
John Carr	(Barrington Engineering Ltd
Jonathan Dale	(Longton Avia (UK) Ltd.)
John van de Laarschot	(Chief Executive, Stoke on Trent City Council)
Nick Bell	(Chief Executive, Staffordshire County Council)
Cllr Ian Parry	(Deputy Leader, Staffordshire County Council)
Cllr Gordon Alcott	(Cannock Chase District Council)
Cllr Mike Wilcox	(Leader, Lichfield District Council)
Cllr Mike Heenan	(Leader, Stafford District Council)
Cllr Gareth Snell	(Leader, Newcastle-under-Lyme Borough Council)
Cllr Paul Shotton	(Deputy Leader, Stoke-on-Trent City Council)
Sandra Booth	(Staffordshire University)

**Associate Members**

Jeremy Mellor	(Wood Goldstraw Yorath LLP)
Geoff Riley	(Staffordshire & Black Country Business Innovation Centre)
Stuart Adams	(Endeka Ceramics Ltd.)
John Smart	(Kapability Associates)
Ian Jenkinson	(Stilwell LLP)
Richard Ward	(Vistage International Limited)

**University/Further Education Observers**

Sarah Robinson	(Stoke College and Association of Colleges)
----------------	---

**Observers / In attendance**

John Sellgren	(Newcastle under Lyme Borough Council)
John Betty	(Stoke-on-Trent City Council)
Paul Masterman	(Staffordshire County Council)
Sara Williams	(North Staffordshire Chamber of Commerce and Industry)
Simon Hooton	(Regeneris)
Ted Manders	(Stafford Borough Council)
Bob Phillips	(Cannock Chase District Council)
Dai Larner	(Staffordshire Moorlands District Council)

**Advisory/Secretariat**

Peter Davenport	(Stoke-on-Trent & Staffordshire LEP)
Jeff Marlow	(Southern Staffordshire Partnership)
Alexander Greatholder	(Stoke-on-Trent & Staffordshire LEP)

## **1. Introductions and Welcome**

The chair welcomed Simon Hooton and Barney Pringle from Regeneris to the meeting.

## **2. Apologies**

Kevin Oakes, Adrian MacLaughlin, Richard Cotterell, Cllr Philip Atkins, Cllr Mohammed Pervez, Cllr George Adamson, Jenny Tucker

## **3. Declaration of Interest**

The following members declared an interest in these matters:

Cllr Mike Heenan – Beacon Business Park

## **4. Notes of the Previous Meeting and Matters Arising**

Councillors Mike Heenan and George Adamson had been nominated to chair the Housing & Place and Sites and Infrastructure sub groups respectively.

Two support officers in the secretariat of the LEP have been appointed.

The engagement event at Swinfen Hall on 26<sup>th</sup> November was well attended and Kerry Diamond was thanked for her involvement.

Jonathon Dale advised members of the upcoming HS2 14<sup>th</sup> Jan HS2 Workshop.

The visit to JCB on 4<sup>th</sup> December had been extremely useful and the LEP had offered its assistance to the company.

## **5. Strategic Economic Plan – First Draft**

John Selgren outlined the work that had been done to develop the first draft of the plan. The work the team had put in was as follows;

- The seven original priorities had been established after an open discussion. Feedback from previous meetings had helped distil the priorities further. In addition there had been collaboration with neighbouring LEPs.
- It was recognised that the SEP needs to attract investors and inform government.
- Feedback from the challenge sessions which involved a range of partners had fed into the development of the document as well as presentations to other groups and events.
- In developing the SEP the LEP need to satisfy the requirements of both the UK government and European Union. As a consequence the ESIFS and SEP were two documents developed in parallel from the same evidence but for different audiences.

Simon Hooton outlined the draft document noting that it is work in progress, which will continue to be the case until March. The original objectives have been reduced to 5 supported by 19 priorities which represented a prioritisation of the original set and reduction of duplication. For clarity the Strategic Centres identified had been based on data from the Regional Spatial strategy which were the larger settlements in the County and the City.

The Board then discussed the draft document.

- Concerns were expressed about the inclusion of Leisure and Tourism in the revised strategic structure; where it fit in the plan was not clear to some. Healthcare was not considered a priority because the requirements going forward will be of no significant difference from other LEPs.
- Cllr Parry wondered why 'Appropriate Housing' was included in the SEP given the limited powers of the LEP in planning. It was argued that the LEP needs to exert its opinion and influence regardless of controls over planning.
- The question was raised whether the document was a plan or a strategy. The Board was advised that it was a blend of both.
- Areas discussed included the
  - focus on particular sectors compared with our ability to predict the future.
  - The need to support innovation and new sectors. How do we maximise the impact of the latest technological developments?
  - The potential of "Data" in the future
  - The utilisation of soft and hard IP
  - The balance between universities and academic research centres versus the role of entrepreneurs to take advantage of latest technologies and secure patents; there is a need to encourage these people to set up here.
  - The balance between facilitating investment and the public sector actively investing to shape markets.
  - The role of housing and whether it received too much attention in an economic plan.
- John van de Laarschot said that whilst the aim of the document was to be a high level strategy, in his opinion it missed being strategic; by trying to satisfy everyone, opportunities had been missed. He said that the document presents nothing new and that it would've been same 10 years ago. The need to apply more blue sky thinking was expressed and it was said that the SEP was not thinking of future.

The Chair concluded the discussion by reaffirming that the SEP had been developed after consulting with many people and that it was difficult to incorporate everyone's opinions in such a short amount of time (especially so close to the submission deadline). He also reminded people that in 2015 there will be the single pot of money made available for the LEP with 50% allocated by formula and 50% by bid. He explained that new exciting opportunities could be facilitated by bidding for this money and that this SEP won't prevent that.

It was agreed that the draft would be reviewed in the light of the comments raised and a draft submission agreed by the Chair and Vice Chair in accordance with the 19<sup>th</sup> December deadline.

## 6. **EU Investment Strategy – Final Draft**

The latest draft of the final document and a covering note had been circulated to the meeting. The final document was to be submitted at the end of January 2014. The feedback from Government had been positive and the following areas had been identified in need of further work

- Evidence base and the Rationale for investment – Regeneris were strengthening the logic chains
- Finalisation of Opt in negotiations – The Secretariat will progress these
- Governance Arrangements – The Secretariat will advise on these and negotiate with GBSLEP regarding the overlapping programme area.

- Alignment with the Strategic Economic Plan – Regeneris will ensure that there is a fit between the draft SEP and the ESIFS
- Project Pipeline – A project pipeline will be developed for the SEP and ESIFS in tandem to inform the indicative activities in the strategic investment areas.

It was noted that the ESIFS had been compiled in accordance with guidance from the Government and EU. The Chair noted that the 5 key points for improvement were shared by all LEPS.

The Board noted the draft and looked to the Secretariat and Regeneris to address the issues outlined with the final document being agreed by the Chair and Vice Chair.

## **7. City Deal – Approval of the Final Proposals - Confidential**

### **Date of next meeting**

Full Partnership Board – 13<sup>th</sup> February 2014

Executive Group – 13<sup>th</sup> March 2014