

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

**Note of Executive Group Meeting held on  
8th May 2013  
Staffordshire University, Stafford**

**Present**

**Board Members**

|                       |   |
|-----------------------|---|
| David Frost CBE, DL   | (Stoke-on-Trent & Staffs LEP) - Chairman        |
| Nick Bell             | (Chief Executive Staffordshire County Council)  |
| John van de Laarschot | (Chief Executive – Stoke-on-Trent City Council) |
| Jonathan Dale         | (Longton Avia UK)                               |
| Cllr Mohammed Pervez  | (Leader - Stoke-on-Trent City Council)          |
| Cllr Philip Atkins    | (Leader – Staffordshire County Council)         |
| Ken Stepney           | (JCB)   |
| Kerry Diamond         | (Zytek Group)                                   |

**University Observer**

|              |                            |
|--------------|----------------------------|
| Sandra Booth | (Staffordshire University) |
|--------------|----------------------------|

**Advisory/Secretariat**

|                       |  |
|-----------------------|--|
| Peter Davenport       | (Stoke-on-Trent & Staffordshire LEP)     |
| Alexander Greatholder | (Stoke-on-Trent & Staffordshire LEP)     |
| Joanne Tyzzer         | (Stoke-on-Trent City Council)            |
| Jeff Marlow           | (Southern Staffordshire Partnership)     |
| Kevin Postones        | (BIS)                                    |
| Darryl Eyers          | (Staffordshire County Council)           |
| Julie Waddicor        | (Staffordshire County Council)           |
| Ben Odams             | (Staffordshire County Council)           |
| John Willis           | (Make It Stoke-on-Trent & Staffordshire) |

**1. Introductions**

The Chair welcomed Executive Group members to the meeting

**2. Apologies**

Apologies were received from the following:

|                     |   |
|---------------------|---|
| Mark Kerrigan       | (Chair DMP, and Alton Towers)                   |
| Cllr George Adamson | (Leader, Cannock Chase District Council)        |
| Ron Dougan          | (Trent & Dove Housing)                          |
| Cllr Mike Heenan    | (Leader, Stafford Borough Council)              |
| Nick Bell           | (Chief Executive, Staffordshire County Council) |

**3. Declarations of Interest**

No declarations were made.

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

The notes of the previous minutes were approved.

The amended aviation policy document was circulated after the previous meeting; however, a final version has not yet been completed.

**Action:** Final wording of LEP's aviation policy position to be finalised before the next LEP executive board meeting

#### **5. Key Performance Indicators (KPI)**

A KPI report was not produced for this meeting since new targets had not been established for the financial year 2014/2015. A recommendation was made to review our targets and KPIs. New KPIs may be monitored which better reflect the progress on delivering LEP activity in the context of what was said in our Strategic Economic.

**Action:** KPIs and targets to be reviewed, with recommendations to be submitted next executive board meeting along with an update of April's performance based on the new KPIs.

#### **6. Inward Investment Presentation - Confidential**

#### **7. Communications Strategy**

The presentation given outlined a strategic approach to LEP external communications. The key points highlighted were that;

- The LEP's approach to Stoke-on-Trent's aspiration to become a core city should be backed up by a firm insistence in messaging that it is a core city.
- More thought leadership pieces should be produced.
- In order to secure political endorsement the LEP and partners will need to back up their communications pieces with evidence of delivery.
- In order to change external perceptions of the LEP it will also be necessary to have to change culture internally with regards to external communications.
- We may want to focus on the benefits to the individual; when an individual understands the benefits of our work for him/her this is more effective at garnering support than general messages about benefits to the whole population.
- We also have to contend with the general lack of interest/awareness of LEPs nationally.
- Better use needs to be made of Social Media.
- The relationship between communications teams and economic development teams across the partners needs to be preserved and nurtured.
- An AGM will be a way of both reporting to stakeholders and demonstrating accountability.

The approach used will need to reflect identifying actions, delivery and benefits. The Communications strategy was agreed.

**Action:** Implementation plan of communications strategy to be developed by next meeting.

## **8. Update on the SEP – Confidential**

### **9. EU Programme Opt Ins**

The Group considered the report setting out the six opt ins from MAS, Growth Accelerator, UKTI, DWP, Big Lottery, and SFA. It was agreed that the LEP should develop strategic relationships with all opt in partners and that it should maintain strong strategic oversight of all partnerships in order to secure additionality and monitor value for money.

**Action:** Secretariat/Ian Woodall

### **10. Joint Working Protocol**

The revised draft was discussed which included comments received from Group Members. Prior to the meeting some more detailed technical points had been received from GBSLEP which needed to be incorporated. Subject to these not changing the principles the Chair and Vice Chair were delegated to agree the final document.

**Action:** Secretariat to finalise with Chair

### **11. Sub Group Updates**

These were tabled.

**Business Growth and Innovation** – Jonathan Dale reviewed the work on Regulation for Growth: We had recently engaged with Sue Arnold, Deputy Police and Crime Commissioner for Staffordshire and got her support for future working. It was highlighted that there have been problems with the Regulatory Culture Change working group in terms of a lack of attendance from officers.

**Strategic Finance and Funding Overview** - The Group agreed to consider funding allocations and approved £15,000 for LEADER Programme Strategy Development, £20,000 for commissioned research, and £6,000 for the next stage of the cross LEP Financial Engineering Instrument work. The Branding and Communications request will be reviewed to match the £27,000 budget available.

**Skills and the Education Trust** - The group discussed skills planning work and wished to see a skills plan developed – **Education Trust and Secretariat**

The chair also highlighted that there were two bids for an HS2 college from our area. He asked that future bids were better coordinated and discussed in advance of submission.

### **12. Governance Progress Report**

The circulated update was discussed. It was noted that the role of the Local Transport Body needed to be considered as part of this work.

**13. Any Other Business**

It was noted that the next meeting of the Staffordshire Hundred was on the 14<sup>th</sup> June

**Date of next meeting**

18:00      12<sup>th</sup> June 2014