

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

**Executive Group**

**Thursday 20<sup>th</sup> July**

**Sub Group and Policy Group Updates**

- |           |   |                  |
|-----------|---|------------------|
| <b>1.</b> | <b>Inward Investment</b>                  | <b>Pages 2-5</b> |
| <b>2.</b> | <b>Business Engagement Activities</b>     | <b>Page 6</b>    |
| <b>3.</b> | <b>Update on Institutes of Technology</b> | <b>Page 7</b>    |
| <b>4.</b> | <b>Ceramics Sector Deal</b>               | <b>Page 7</b>    |

## **Investment Update – July 2017:**

### **Performance:**

After quarter one of 2017/18 Make It Stoke-on-Trent & Staffordshire have so far successfully assisted 5 companies in creating/safeguarding 410 jobs as the team work towards the annual target of 2,000 jobs.

### **Successes:**

Successes recorded during the period since the last meeting include:

- Hilton Garden Inn – Smithfield, Stoke-on-Trent (50 new jobs created)
- Reliance Medical – Newcastle-under-Lyme (20 new jobs created)
- Omicron – Stafford (4 new jobs created and 7 safeguarded)

### **Lead Generation and Marketing:**

- Midlands Engine Challenge Fund projects update – the Make it team will be attending the ASEAN Ceramics exhibition from 31 August to 2 September in Thailand. This exhibition is a marketplace for all raw materials, equipment, machinery and technology used within ceramic manufacturing supply chain. It also draws attendance from a vast range of industries utilising ceramic materials and components, including transportation, automotive, aerospace, medical, electronics, military and environmental technology. Plans are in place with the exhibition stand, shots and freight arranged and a final pre-show meeting with partners companies attending on 9 August. PR has also been arranged which will be communicated in advance of the show.
- Following a Challenge Fund bid for Advanced Materials the team have received confirmation of £30k for 2017/18 and are awaiting contract from DIT. The team are working with a DIT sector specialist, Knowledge Transfer Network and BEIS on the Midlands offer aligning it with work already being done on a national level on the advanced materials/composites strategy. There is potential to show at JEC World in Paris March 2018 joining DIT Investment UK pavilion.
- Make it England lead generation programme - Through the partnership with Make it England the team have received a total of 165 leads since July 2016. These are across a variety of sectors (mainly IT and digital) covering North America, Europe, Asia and the UK. The team have taken a structured approach to following up the leads including further research on the companies and bespoke emails to named contacts in the first instance. The team has received some tentative interest in the area. A review of the programme took place in June with consultant Adam Breeze

and has been extended for a further two months. An officer from Stoke-on-Trent City Council has been assigned to lead this work on a short term basis.

#### **MIPIM UK:**

- 18 square metres of stand space has been reserved (although only 9 square metres may be taken), which would be taken under the Ceramic Valley Enterprise Zone branding.
- This would be fully funded under the Ceramic Valley Enterprise Zone.
- It is understood that the Constellation Partnership have also taken 18 square metres of stand space, focused on promoting the partnership and led by Marketing Cheshire.
- Keele USIP will host a Constellation Partnership drinks reception on Wednesday 18th October at the IET, fully funded by Keele USIP. The full agenda is still to be confirmed.
- Discussions have been held to host a reception/dinner to promote the Stoke-on-Trent City of Culture 2021 bid, which would be held on Tuesday 17th October, to be held at either the V&A Museum (through engagement with Tristram Hunt) or Johnsons Tiles Material Lab. Both of which would be subject to availability. This would be funded through City of Culture.
- Proposals are being considered to host a Ceramic Valley Enterprise Zone led event on the Wednesday evening, which would focus around a drinks reception and select dinner, with a sector focus. Full agenda and venue are currently being reviewed.

#### **MIPIM Cannes:**

- 200 square metres has been reserved with Reed Midem to secure the Midlands Pavilion for 2018.
- The aspiration for is to increase this to 300 square metres and to include a terrace area outside the pavilion, however this will be subject to an increase in sponsorship from both local partners and sponsors.
- Stoke-on-Trent and Staffordshire have agreed to contribute £25,000 to the Midlands (as 2017) and potentially increase this to £37,500 (as agreed by the majority of authorities/LEP areas) subject to the ability to cover all costs associated with the Stoke-on-Trent and Staffordshire attendance at MIPIM 2018.
- The apartment above Caffè Roma has now been re-booked for 2018.

- The team have procured marketing and event management partners Sector Marketing again for 2018, who are currently examining potential accommodation and LEP dinner venues as well as looking at options for a sponsors lunch.
- The team are also working with corporate travel specialists Wayte Travel, who are also looking at potential accommodation options alongside examining flights to Nice for the team.
- Sponsorship options are currently being worked up and initial discussions have been held with four companies to date. Once finalised packages have been agreed, approximately 30 companies will be targeted.
- Agenda and themed events have yet to be reviewed, but it is anticipated that four to five events will be held within the apartment, one LEP dinner and a potential sponsors lunch will be held externally and senior figures from the Stoke-on-Trent and Staffordshire delegation will be involved in a range of panel discussions and speaker slots within the Midlands Pavilion throughout the week.

### **Key Account Management:**

As stated in the Investment Business Plan, a key priority for the Make It Investment Service was the development of a Key Account Management system relating to businesses located across the LEP area.

In August 2017, one year after it was first compiled, the top 100 list of companies will be reviewed and refreshed taking into account the latest figures on turnover, profit/loss and employee numbers. It will consider research the team have undertaken on each company. For example, companies that may have a registered office in the area but do not have a significant presence in terms of employees. It is also proposed that an additional list is produced of those companies with a headquarters in Stoke-on-Trent and Staffordshire.

Having assigned account managers to all companies in the Top 100 list the Make it team have been contacting businesses by making them aware of the support available to them. The team are aiming to engage with the companies to explain how the Make It Service, along with other services, schemes and initiatives provided or funded through the LEP, Councils or other partner organisations can assist their business.

Recent discussions have taken place with partner organisations including the local authorities and the LEP to maximise opportunities to build on existing relationships and ensure engagement with key account companies is recorded and shared. The LEP team now have access to the Customer Relationship Management system used by the Make it team, Tractivity.

Make It are also tracking a list of 'growth companies'. It is proposed that the companies on this list are monitored, and contact initiated with them only when

the team are alerted (via the DueDil system) to any relevant announcements, contracts awarded, expansion plans or acquisitions.

### **Commercial Property Intelligence Report**

In February 2017 Harris Lamb were commissioned by Stoke-on-Trent City Council to produce a commercial property intelligence report specifically focused on identifying opportunities that should be brought forward on the sites included in the Ceramic Valley Enterprise Zone in the context of the wider sub-region. The report considered mainly industrial uses with some commentary of offices. The areas included in the study included Stoke-on-Trent, Crewe, Congleton, Stone, Stafford, Staffordshire Moorlands and Uttoxeter with some consideration given to the influence of cities such as Birmingham, Manchester and Derby.

The report concluded that the demand for industrial space in North Staffordshire is strong with companies seeking larger and more modern premises. However, there is a distinct lack of good quality stock with 38% of property available classed as grade D (pre-1970) and invariably with poor access and yard space. Clearly it will take time to address this need with the time required to develop new builds being in the region of 12-18 months. Occupiers with smaller requirements are also finding it difficult with developers reluctant to build such units without a critical mass.

It is also reported that there has been no significant speculative development in the area since 2008, although Network Space have recently announced plans for the construction of new properties at Tunstall Arrow with Clowes and St. Modwen also considering following suit. There are no plans to speculatively develop larger units of 100,000 sq ft plus. Crucially the report identifies gaps in the market for units of 1,000-5,000 sq ft and 20,000-50,000 sq ft.

The report states that speculative developments underway in other areas may impact on North Staffordshire, particularly where there are more 'footloose' occupiers with requirements. Developments in Crewe, Stafford and Stone are highlighted but there are also others, Cannock for example. No developer interviewed would consider speculative office developments at the current time.

The contents of the report were considered at the Investment Board meeting on the 28 June. It was suggested that in future (the report will be updated every 6 months) it should include actions to be undertaken and identify who is taking responsibility. Consideration is also now being given to extending this to a LEP wide report and there has already been significant interest shown by some district and borough council partners with the potential for some financial contributions.

Christopher Kirkland

[christopher.kirkland@staffordshire.gov.uk](mailto:christopher.kirkland@staffordshire.gov.uk)

## **SSLEP Business Engagement Activities**

### **Introduction**

During the past year SSLEP has carried out a range of business engagement events including our annual conference 2016, which saw increased business representation compared with previous years, two 'Meet the LEP' business dinners at Keele and Stafford, and three breakfast events to consult with businesses on the Industrial Strategy, held at Staffordshire University, Rodbaston and Drayton Manor.

The Chairman has also attended and spoken at two Staffordshire Chambers Finest networking events for the business and professional sector, and SSLEP had a stand at the Staffordshire Chambers' recent Let's Do Business event at Uttoxeter Racecourse.

In addition, the Growth Hub has held several roadshows and workshops on specific business areas such as exporting.

### **Engagement appraisal**

The communications manager has held meetings with FSB representatives to seek their views on how engagement can be tailored to their needs.

We have held discussions with the Make It team on how to use the Tractivity listings of the SSLEP area's top 100 companies and firms with the best prospects for growth to track and improve engagement.

The feedback received from the events we held and subsequent discussions with businesses is that they are more likely to engage when they are being asked their views on something specific, such as the Industrial Strategy, or if the event provides information on financial and other assistance they may be eligible for.

General 'getting to know the LEP' events tend to be less popular. One SME said they were 'networked to death' with event invitations arriving from various business organisations for most days of the week. Therefore events have to be seen to have tangible value.

### **Future plans**

Therefore we plan to 'peg' future business engagement events to specific issues. Examples include:

- The Industrial Strategy White Paper expected this autumn
- The LEP's SEP refresh – stressing to businesses that this is their chance to influence our future plans and bids to Government
- Sector-specific engagement events such as Agri-tech and food, automotive, digital, tourism etc
- Procurement events in partnership with (for example) HS2, local authorities, MoD Stafford or the NHS, depending on the willingness of such partners to engage

This year's annual conference will also be more tightly focused on the role of the LEP in shaping economic growth and supporting business. For example, there will be presentations on the Growth Hub and Business Helpline. Small Business Minister Margot James has confirmed in principle that she will be the keynote speaker, which will also drive up attendance.

## **Recommendations**

The Executive Group is recommended to;

- a. Note this report.
- b. Make themselves available, where possible, to chair or lead engagement events.
- c. Contact the communications manager with ideas for future events, supply business contacts and flag up networking opportunities.

Contact details:

Alison Thomas

alison.thomas1@staffordshire.gov.uk

01785 719000

## **Update on Institutes of Technology**

Following a meeting with all of the FE Colleges and representatives of the providers we have held the first meeting of the working party.

The remit of the working party is to review the evidence and need with a view to providing recommendations to the SSLEP Executive Group on the opportunity and how to respond. The meeting was extremely constructive under the chairmanship of Prof Martin Jones the working group is researching what's happening nationally and in adjoining areas as well as keeping an eye on the shape of emerging Government policy.

Government policy continues to be focussed on the delivery of the Industrial Strategy which made extensive references to the IoT. The working group will continue to meet with the aim of reporting in October

## **Ceramics Sector Deal**

The British Ceramic Confederation held a Parliamentary Reception on the 11th at Portcullis House. This provided an opportunity to launch the concept of a Ceramics Sector Deal within the context of an industrial strategy as discussed previously.

A short summary document has been circulated and a more detailed working draft of the deal has been prepared.

Feedback so far has been supportive and constructive from Ministers and Civil Servants. As in the case of the City Deal the next stages will be to discuss the working draft in more detail and test the offers and asks with Government. These discussions will be led by the sector supported by SSLEP, SoTCC, and others.