

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

**Executive Group**

**Thursday 14<sup>th</sup> September**

**Sub Group and Policy Group Updates**

- 1. Inward Investment**
- 2. Annual Conference - Verbal**

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## **Investment Update – September 2017:**

### **Performance:**

In the financial year 2017/18 so far Make It Stoke-on-Trent & Staffordshire have successfully assisted 10 companies in creating/safeguarding 521 jobs (508 new jobs and 13 safeguarded) as the team work towards the annual target of 2,000 jobs.

### **Successes:**

Successes recorded during the period since the last meeting include:

- Popcorn Learning Media – Stoke-on-Trent (3 new jobs created)
- IAE – Stoke-on-Trent (82 new jobs created)
- Thea Pharmaceuticals – Keele University Science and Innovation Park (9 new jobs created and 2 safeguarded)
- Deltawood International – Branston, East Staffordshire (4 jobs safeguarded)
- Clickdealer – Stoke-on-Trent (10 new jobs)

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

- Asean Ceramics 2017 Thailand – This 3 day exhibition and conference was well attended with a reported record number of international delegates. The six Midlands exhibitors attracted significant new business interest in the first 2 days and are quietly confident some of the leads will convert into orders. In terms of investment, two potential FDI enquiries from India and Malaysia will be followed up alongside a potential relocation project with Jai Engineers who were part of the UK Midlands exhibitors.
- The bid by Stoke-on-Trent & Staffordshire to lead on the Midlands Engine Advanced Materials project was approved with contract issued on 6 September. £30k has been allocated to develop a Midlands wide advanced materials proposition/offer and to identify a relevant overseas exhibition to have a Midlands Engine presence. Early discussions with Innovate UK to collaborate on their Advanced Materials Landscape project to include a piece of research on Midland expertise and DIT Sector team in partnership with National Composites Centre and Composites UK to take space at the JEC World 2018 Show in Paris.
- Make it England lead generation programme - Through the partnership with Make it England the team have received a total of 185 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. Following a review of the programme with consultant Adam Breeze the team now also receive details for an additional contact at each company. An officer from Stoke-on-Trent City Council has been assigned to lead this work on a short term basis. The team have ongoing engagement with companies including Surgiq (Italian healthtech start-up), Canopy Growth Corporation (Canadian medical company), New Form Media (US digital media company), PlanPlus (Canadian Fintech company), Vacasa (US holiday rentals company). SecureKey (Canadian Fintech company) and Fosun Pharma (Chinese pharmaceutical company).

### **MIPIM UK:**

- The Make It Service will be supporting two stands at MIPIM UK. Firstly the team are hosting a Ceramic Valley Enterprise Zone stand, which will include updates from some of the EZ developers and an energy focused event supported by Siemens, Heatnet UK, the City of Helsingborgs and the Swedish Energy Agency. The team will also be supporting the Constellation Partnership stand, which will include launch events for the Stoke Station Masterplan and Stafford Gateway throughout the two days. Plans for both stands have been arranged to ensure there are no clashes and partners can support all activity taking place throughout the week. Outside of Olympia, a number of events will be taking place including a Constellation Partnership launch at the IET, sponsored by Keele University and a Stoke-on-Trent energy alliance launch, hosted at the Swedish Embassy and again including representation from Siemens, Heatnet UK, the City of Helsingborgs and the Swedish Energy Agency.

### **MIPIM Cannes:**

Plans for MIPIM 2018 continue to develop with West Midlands Growth Company completing the booking to progress with the Midlands UK pavilion. This is initially to book 200m<sup>2</sup>, however aspirations remain to expand this to 300m<sup>2</sup> and install an external terrace subject to available funding. The Make It Service have so far committed to contribute £25,000 to the Midlands UK pavilion, however subject to securing enough sponsorship it has been agreed that this would be uplifted by up to 50%. The Make It team have also now secured the hospitality apartment above Caffè Roma and marketing and events management company Sector Marketing. The apartment will host approximately six events throughout the week, which will include a range of networking events, round table discussions and thought leadership seminars. The Carlton Hotel has also been secured again to host the SSLEP dinner on the Wednesday evening, which will allow David Frost to host up to thirty people from a range of development companies,

investment partners and government officials to discuss opportunities across Stoke-on-Trent and Staffordshire.

**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.

Having compiled the top 100 list of companies in August 2016, it is now being reviewed and refreshed taking into account the intelligence from the team and 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.

The LEP team now have access to the Customer Relationship Management system used by the Make it team, Tractivity, and are able to record any engagement with companies.

Chris Kirkland

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