

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

**Executive Group**

**Thursday 13<sup>th</sup> April 2017**

**Sub Group and Policy Group Updates**

**1. Inward Investment**

**Page 2-4**

## **Investment Update – April 2017:**

### **Performance:**

During 2016/17 Make It Stoke-on-Trent & Staffordshire have assisted 20 companies in creating/safeguarding 2,138 jobs (1,301 created and 837 safeguarded). This is the year-end figure and means the team have surpassed the annual target of 2,000 jobs.

### **Successes:**

Successes recorded during the period since the last meeting include:

- Stairbox – Stoke-on-Trent (50 new jobs created)
- WaterPlus – Stoke-on-Trent (90 new jobs created)
- Vodafone – Stoke-on-Trent (120 new jobs created)

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

- Midlands Engine Challenge Fund projects update – all arrangements in place for the Ceramics Expo Ohio exhibition taking place between 25-27 April, with Caroline Mairs and Matt Potts representing Stoke & Staffordshire. In addition for the ASEAN Ceramics exhibition in Bangkok a stand production and exhibition schedule is now in place following the appointment of Creative Bridge as the marketing partner. A second meeting with exhibitors will take place on 21 April to agree stand concept, design and content together with early drafts of the e-shot campaign.

At a ME Challenge Fund Projects Workshop on 29 March, the Investment Hub invited LEPs to submit proposals for the 2017/18 Challenge Fund with a value of £500,000. The bid process will be at two stages to assess value for money, with the following timeline:

- April – Project leads to report activity and outcomes for 2016/17 Challenge fund and prepare bids for 2017/18 Fund
- End of April – Stage One. The Challenge Fund panel will assess submitted project reports and decide which projects will proceed to Stage Two. At this point the panel will also know if any of the £500k is not being bid for and therefore will invite new bidders by mid-May.
- May – Stage Two. The Investment Hub will work with Project Leads to prepare business cases for DIT Directors sign off.
- Early June – Bids confirmed and grant contracts drawn up for signature and payment.

It is acknowledged by the Investment Hub that technical ceramics expertise is Stoke & Staffordshire's USP and therefore the project does not engage widely with other LEP partners. To fit in with the Midlands Engine model, the proposal to focus on advanced materials in 2017/18 was generally received favourably by the Hub and partners.

- Through the partnership with Make it England the team have received a total of 113 leads since July 2016. These are across a variety of sectors (mainly IT and digital) covering North America, Europe, Asia and the UK. These are sourced by Make it England using a variety of triggers online that may indicate the company is considering investing in 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 and with the lead generation contract nearing its end date the system and relative success will be reviewed soon in order to make a decision on extending. Initial thoughts are that a broader range of sectors should be targeted.

### **MIPIIM 2017:**

For MIPIIM 2017, the Make It Service attended in three guises; representing Stoke-on-Trent and Staffordshire, working with the Cheshire and Warrington LEP and authorities under the rebranded Constellation Partnership and finally working with ten LEP partners as part of the Midlands Engine. The

latter supported the Midlands to take a significant presence with a 200m<sup>2</sup> pavilion outside of the Palais, directly opposite the London and Manchester pavilion's as well as being adjacent to the UK pavilion run by DIT.

The pavilion was used as a base for the team and provided an excellent vantage point to promote the area and key infrastructure projects through bespoke marketing material produced specifically for MIPIM, video content and the opportunity to participate in seven panel sessions and "hotspot" presentations throughout the week. The Midlands pavilion hosted over 50 events during the week, featuring approximately 100 speakers from both the public and private sector. The Stoke-on-Trent and Staffordshire team used these opportunities to promote a range of themes, including HS2, Stoke-on-Trent's bid for City of Culture 2021, Stafford Gateway and wider development opportunities, Ceramic Valley and i54 Enterprise Zones and the regeneration of Stoke-on-Trent City Centre. Each of these events attracted approx. 40-50 attendees.

Alongside the stand, The Make It Service also secured for the fourth year, a hospitality suite above Caffé Roma, opposite the Palais. This event was used to host a range of 1-2-1 meetings, alongside a number of events throughout the week. These included our traditional opening reception, the launch of the rebranded Constellation Partnership, a roundtable focused on Stoke-on-Trent's City of Culture 2021 bid, an industrial strategy reception focusing on modular housing and ceramics and finally a reception focused on development across Stafford and the wider County. Alongside our hosts from the authorities and LEP, the Make It Service were joined by eight guests including speakers from Taylor Wimpey, HS2, Cast, GVA and the MJ, alongside a special guest contribution from Gavin Barwell MP, Minister of State for Housing and Planning. Our events throughout the week were attended by almost 300 delegates and individual engagement with more than 150 delegates. Event and individual follow ups are currently being progressed.

Cllr Abi Brown was also involved in the launch of the Midlands Engine Investment Portfolio, which took place within the UK Pavilion (DIT) during MIPIM, sitting on a panel alongside the likes of Duncan Sutherland (HS2), Ian Stringer (GVA) and Liz Peace (Curzon Urban Regeneration Company). This launch saw Stoke-on-Trent's Smithfield development featured on the front of the portfolio, with Stoke-on-Trent City Centre also featured within the portfolio as a major investment and development opportunity, outlined with detail on the Smithfield, Unity Walk and Lear Management development sites.

Stoke-on-Trent & Staffordshire LEP also hosted a dinner at the Carlton Hotel, where a table of 29 delegates discussed opportunities across Stoke-on-Trent & Staffordshire. Guests included delegates from the likes of Hilton Hotels, Midlands Engine, Realis, DCLG, Harworth Estates and Historic England, as well as representation from all attending sponsors. The event was used to discuss specific opportunities with the invited guests, such as individual development sites and enquiries, opportunities linked to the Constellation Partnership, Stoke-on-Trent's bid for City of Culture and market demand for new build developments.

MIPIM 2017 saw a major increase in sponsorship with 11 public and private partners joining the Make It Service and contributing £26,450 in total. This supported a major increase in commercial investment, with the team aiming to increase this further, with five additional companies already interested in discussing potential opportunities for 2018.

### **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 SSLEP area. Account managers have now been assigned to all companies in the Top 100 list and they have all been added to the Tractivity CRM system. In addition, all the district and borough councils have been consulted on the content of the key account list, the process of engagement and how public sector partners can work together on a structured approach to account management. We are also looking to extend access to Tractivity to the LEP and potentially Boroughs and Districts, subject to appropriate access rights.

Managers have recently begun contacting their key accounts and arranging meetings to discuss potential support available to the business and to develop the relationship. This provides an opportunity 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. Frequency of contact will be determined by the level of intervention required by the company, but the Account Manager would aim to make contact at least every six to nine months or sooner if a specific project or requirement emerges.

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 when the team are alerted to any relevant announcements, contracts awarded, expansion plans or acquisitions.

Chris Kirkland

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