

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

**Executive Group**

**Thursday 19<sup>th</sup> April 2018**

**Sub Group and Policy Group Updates**

**1. Inward Investment**

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## **Investment Update: April 2018:**

### **Performance**

Make It Stoke-on-Trent & Staffordshire have assisted 20 companies in creating/safeguarding 1,736 jobs (698 created and 1,038 safeguarded) towards the annual target of 2,000 jobs.

The team also records details of investments and jobs created/safeguarded by businesses where there has been no assistance provided. Although not comprehensive, when combined with those assisted this gives a total of 3,465 jobs and 39 companies.

### **Successes**

Successes recorded during the period since the last meeting include:

- Jaguar Land Rover – Car storage facility at Stone Business Park (90 new jobs)

### **Lead Generation and Marketing**

- Commercial Property Events – the next event is proposed to take place in Burton-on-Trent at refurbished office building 107 Station Street. This will be held in June/July.
- Midlands Engine Challenge Fund
  - DIT Midlands Engine Investment Hub is holding a Challenge Fund review at Leicester on 18 April 2018. Chaired by Simon Hall each of the project leads will be updating on achievements against targets and activity and outlining plans for 2018/19.
  - The service is working collaboratively on the Tech & Digital project led by West Midlands Growth Company, to develop a proposition and website which focuses on the cyber, gaming, rail, automotive & finance tech sectors and highlighting key locations and regional centres of excellence. The Tech Midlands website to promote the Tech base of the entire region went live in February 2018 - <http://techmidlands.co.uk/>. The project also included a competition for foreign-owned tech start-ups. This offered places for five companies to win a fully funded trip to the Midlands (sometime in May-June) and to have access to a great programme where they see everything the region has to offer. 14 companies submitted short videos via the website in response to 5 'sector challenges'. These entries are now being reviewed.
- MIPIM Cannes – 13-15 March 2018
  - The Stoke-on-Trent and Staffordshire delegation held 92 meetings during MIPIM 2018 discussing opportunities with an estimated value of over £\*\*\*\* million.
  - The Midlands UK Pavilion, of which Stoke-on-Trent and Staffordshire were a partner, welcomed more than 4,700 visitors, a 57% increase on the event in 2017. More than 50 events were hosted by Midlands UK, including panel discussions and showcase presentations, featuring almost 100 speakers from both the public and private sector. The size of the Midlands UK delegation increased significantly compared to 2017. A total of 68 commercial partners, including the region's property community, major businesses, airports, science and tech parks, and local universities, worked alongside approximately 12 public sector partners. This resulted in an overall delegation of 350 people promoting the Midlands region.
  - There was a good level of media coverage related to MIPIM, including a piece on BBC Midlands Today, fronted by the LEP. A joint Staffordshire County Council and Wolverhampton City Council media release on the M54 Wolverhampton Staffordshire High Growth Zone resulted in articles in the Express and Star, the Business Desk and Midlands Business Insider.

- The Make It Stoke-on-Trent and Staffordshire Twitter feed during MIPIM received 37,778 impressions (number of times users saw the tweet on Twitter) from 60 tweets from 12-16 March averaging 7,500 impressions per day over the 5 days. There were 1,183 engagements, which is the total number of times a user has interacted with a tweet. This tweet about the M54 Wolverhampton Staffordshire High Growth Zone was the top tweet with 3,026 impressions <https://twitter.com/MakeltSoTStaffs/status/973523933948465152>
- The number of unique visitors to the Make it website was 163 with 5,391 page views.
- A letter of thanks has been sent from LEP Chair David Frost to each of the Stoke-on-Trent and Staffordshire MIPIM sponsors. Feedback on the event from some of the sponsors is as follows:

Siemens project development director Tim Lowe: *“I was delighted to be able to participate alongside the Stoke-on-Trent and Staffordshire delegation at MIPIM. We’ve been very impressed by their ambition, collaborative spirit, and willingness to embrace new technology. This is already leading to some exciting developments in the energy sector in Stoke-on-Trent, and we are working hard to develop further projects in addition to the landmark schemes that are already under way.”*

Stoford Developments director Tony Nash: *“We certainly got great benefit from promoting our development experience in Staffordshire to a wider property market and also sharing investment ideas with both the public and private sector.*

*“Opportunities for investing in both Staffordshire and Stoke were brought to the fore of our investment plans and without the private-public communication offered by MIPIM we certainly would not have as clear an understanding of the opportunities in Staffordshire.”*

CWC Group director Marc Freeman: *“It has been an excellent MIPIM this year, extremely well supported across the board. The Stoke-on-Trent and Staffordshire presence was as strong as ever, with an ever-growing realisation of investment and development which we are proud to sponsor and be a part of in the Ceramic Valley with our land ownerships and developments over the last 12 months.”*

- The next steps for the team include populating a database of contacts and meeting notes and following up all agreed actions and opportunities. The team will also review the approach for MIPIM that will be taken forward for future events. This will include a review of the participation in Midlands UK pavilion and feedback will be provided via the Midlands MIPIM Steering Group.
- Website refresh - The website site map has now been signed off and the design company (New Mind) are working on the actual site development based on the site map and the template guide the Make it team have provided to them. Each page on the site (100+) utilises one of half a dozen different templates which contributes to the visual layout of the page. This will then be customised once the content starts to be inputted.

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