

SEPTEMBER 2019

Stoke-on-Trent & Staffordshire

Enterprise Partnership

Information for Candidates

LEP Company Board Director

Skills Advisory Panel Member



Message from the SSLEP Chairman

Dear Candidate

It is an exciting time for the Stoke-on-Trent & Staffordshire Local Enterprise Partnership (SSLEP), our city and county.

This year, we have been developing our Local Industrial Strategy to set out an ambitious vision for the future economy of our area and build on the strategic capabilities of our outstanding businesses, civic and learning institutions. Our business community and public sector are working with us to design that strategy and create an investment framework with Government that will increase productivity and create higher value jobs across the city and county.

Seven years on from our formation, 2019 is also a review year for LEPs and we have moved to a company limited by guarantee structure. We have also reflected on our operational arrangements, to strengthen governance and accountability to our business base and wider communities, and ensure that we are 'future fit' to deliver for Stoke-on-Trent and Staffordshire, maximising investment opportunities and our contribution to the UK economy.

Our partnership is charged with creating the best conditions possible for growth in jobs, higher level skills for our workforce and productivity across Stoke-on-Trent and Staffordshire. Our work programme supports our businesses to create good jobs that will retain and develop the skills of our people. We support the development of our existing and future workforce, and business research and development expertise to increase the value of our economy and raise productivity.

We build upon our strong transport links and open up sites for new and expanding businesses, working locally and with Midlands Connect. We work regionally



through Midlands Engine, and nationally with government to raise the profile of our city and county.

We showcase our business strengths and demonstrate why we are a strong competitor in a global economy, and celebrate our high quality of life, ensuring that Stoke-on-Trent and Staffordshire continues to be an attractive place to live, work and do business.

Our LEP Board is looking for four new private sector Directors and six new employer/business representatives for our Skills Advisory Panel. We are seeking business people who share our passion and ambition for Stoke-on-Trent and Staffordshire and can work positively and collaboratively with our partners and stakeholders. If you have an excellent track record in business, are committed to strengthening our business community, are willing to share your good ideas and come ready to use your leadership skills to drive the transformation we need, then we want to hear from you.

David Frost CBE, DL

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The Stoke-on-Trent & Staffordshire LEP (SSLEP) is a business-led collaboration of private sector, higher education institutions and public sector partners.

Our mission is to create the conditions for our economy to grow and create more, better paid jobs, improve the skills for our workforce and raise productivity across Stoke-on-Trent and Staffordshire. We want to transform our area into a connected county with vibrant, competitive urban centres and an inspiring, economic powerhouse in the city of Stoke-on-Trent. We will achieve this by building upon our globally successful business base and ambitious, highly-skilled workforce.

Over the past seven years, SSLEP has firmly established itself as the key business-led organisation working with Government and Stoke-on-Trent & Staffordshire businesses to drive investment in our economy for the benefit of those who live and work here. Since 2011 we have seen 35,000 new jobs created and a 6% growth in the Gross Value Added (GVA) of the city and county.

Our Programme of Work

Through our Growth Deals, SSLEP is contributing more than £147m of investment up to 2021 in Stoke-on-Trent and Staffordshire. Partner contributions, including from local authorities, universities, colleges and the private sector, bring total investment through the LEP's Strategic Economic Plan to some £344m to date. This has included:

- › Opening up new employment and housing sites, such as:
 - Ceramic Valley Enterprise Zone - six sites of 140Ha developable land, creating 790 jobs to date
 - i54 South Staffordshire Enterprise Zone, home to Jaguar Land Rover amongst others, with over 2,700 jobs to date and plans for expansion;
 - Branston Locks in Burton-on-Trent, site of 2,500 homes, community facilities and a 50 acre commercial site;
 - Tamworth Enterprise Quarter, a new business and enterprise centre, and redevelopment of leisure and cultural facilities, revitalising the town centre.
- › Improving education and training facilities, including our outstanding Advanced Manufacturing & Engineering Hub. Six facilities, each providing a specialist area of world-class training through a network of colleges, private training providers and sector bodies offer learning in robotics, 3D printing, mechanical engineering and agri-stem, among other

sectors. Almost 7,500 learners have benefitted to date.

- › Supporting business expansion through our Growing Places Loan Fund (£13.5m investment to across 11 schemes, leveraging over £70m private investment) and Growth Hub, offering support and advice to around 400 businesses per month.

The growth potential of our key sectors sits at the centre of our strategic plans. Our priority advanced manufacturing sectors are: Energy; Auto-Aero; Medical technologies, Agri-Food/Agri-Tech and Applied Materials (metals & ceramics). Our ambitions are benefiting from a strong digital economy, with new technologies supporting our economic diversification and further growth opportunities in evidence in our visitor economy, business/professional services and construction. Further details can be found on our website and in our strategy documents and project details.

We work with local, regional and national partners to champion our economic strengths and deliver our priorities. Locally we work with the Make It in Stoke-on-Trent and Staffordshire inward investment team, public and private training providers; business networks such as the Staffordshire Chambers, FSB and CBI; and other civic, environmental and community-based organisations. Nationally, we work with the wider LEP Network; Midlands Engine and Midlands Connect; the Constellation Partnership; a variety of national business and stakeholder organisations; and government departments.

Our Executive Board

There are 18 Directors on the SSLEP Executive Board, 12 from the private sector and six public sector, representing our wide geography and key business sectors including universities and local authorities. The initial term for a Director is three years and this can be extended a further term, to a maximum of six years.

The role provides a unique, challenging and rewarding opportunity for experienced business leaders to help drive forward the economic prosperity of Stoke-on-Trent and Staffordshire. A list of current Directors is on our website at www.stokestaffslep.org.uk/our-people-partners

The Board operates in line with its assurance framework and company articles of association (www.stokestaffslep.org.uk/governance). We have adopted the Nolan Principles, ethical standards expected of public office holders, as well as an agreed code of conduct and clear declarations of interest procedures to ensure full openness and integrity in the way Board Directors undertake their role. Sub groups of the board also operate in line with the assurance framework and terms of reference.

The Role of a Board Director

LEP Board Directors have a responsibility to:

- › Make an active contribution to delivering the vision and strategic priorities of SSLEP, using their industry knowledge and local business intelligence to ensure the LEP Board identifies economic priorities and opportunities;
- › Actively communicate with their networks and all key stakeholders to raise the profile of the Partnership, our priorities and our work programme;
- › Champion the work of SSLEP on the national stage, including our vision, strategic priorities and programmes, to drive investment and secure funding;
- › Work with the Board to: consider delivery commissioning options; ensure value for money and effective risk management in all LEP activity; monitor delivery and determine actions to address areas of under- performance;
- › Actively engage in relevant leadership groups, and lead appropriate task and finish groups on behalf of the Board; and
- › Promote the interests of the SSLEP by making a positive and active contribution to the local economy.

We are seeking FOUR new Board Directors with the expertise and ambition to make our economic vision a reality.

This is not just a governance role. Our business directors play active roles in leading different areas of LEP Board work such as finance and audit, skills, risk management, SME champion or, where appropriate, for specific business themes or sectors.

The Board meets once a month and the role is

likely to require up to two days per month on average and would involve travel across the SSLEP area and occasionally outside of Staffordshire to attend meetings. Board Directors give their time voluntarily, however extraordinary expenses for LEP commitments outside of our area can be claimed in line with our Expenses Policy

We are keen to receive applications from senior business people who are interested in joining the LEP Board and are working within one of our currently unrepresented productivity growth sectors or future potential growth sectors. They are:

- › Auto/Aero Advanced Engineering & Manufacturing
- › Tourism & Leisure
- › Logistics
- › Medi-tech
- › Energy
- › Voluntary & Community Sector
- › Construction/Housing

New Board Directors will be appointed to areas of work on which they can lead and should you wish to be considered for the role of Equality & Diversity Champion, Chair of our Growth Hub Steering Group, Chair of our Make It in Stoke & Staffordshire Investment Steering Group or have experience of company secretary role (this is formally assigned to a member of the secretariat), please note this in your application.

We are seeking to become a more diverse LEP Board which is representative of the Stoke-on-Trent and Staffordshire area and would particularly welcome applications from female business leaders, people with disabilities and people from black and minority ethnic backgrounds.



Board Director: Eligibility, Experience & Skills

The knowledge and expertise of each of our directors is different, reflecting the varied roles they perform for the Board.

However, there are common skills, experience and attributes which the role demands, as follows:

- › You will work at a senior level in / be an owner of a private sector business operating within the SSLEP area and have held senior leadership roles in one of our key sectors;
- › You will have demonstrable association with and interest in the Stoke-on-Trent and Staffordshire economy and possess credible local business links and relationships;
- › You will be a strategic thinker with a proven track record of organisational leadership or change management in a leadership role, able to inspire those around you through your energy and enthusiasm;
- › You will have an entrepreneurial spirit, demonstrating creative and innovative thinking to effectively contribute to Board discussions and help tackle issues and offer solutions;
- › You will be a strong communicator and have demonstrable tact, diplomacy and levels of persuasion, able to act as our ambassador;
- › You will have sound knowledge of the local area and economy, with a clear understanding of the challenges, opportunities and infrastructure needed to make SSLEP prosper
- › You will be a strong partnership worker, who can collaborate to make things happen and quickly build credibility with a range of stakeholders;
- › You will demonstrate sound analytical skills and judgement, and help to resolve conflicts.



The Role of a Skills Advisory Panel (SAP) Member

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Our Skills Advisory Panel (SAP) is a Sub-Group of the SSLEP Board tasked with:

- › understanding our business skills needs and supply;
- › strengthening relationships between employers and education/training providers to overcome local skills shortages and ensure training providers deliver the skills required by employers;
- › addressing skills priorities to improve business productivity.

We are seeking SIX new employer/business representatives to support the work of the SAP. The SAP is chaired by a SSLEP Board Director and comprises of representatives from schools, FE & HE institutions, private training providers, local authorities, the voluntary and community sector and employers.

The work of the SAP underpins the 'People' pillar of our Local Industrial Strategy. The SAP meets every two months and the role is likely to require up to one day per month on average and would involve travel across the SSLEP area. Members give their time voluntarily. The role and responsibilities of a SAP Member are to:

- › Work with panel members to direct the production of robust, up-to-date skills and labour market intelligence to identify skills priorities and inform strategic decision making;
- › Actively contribute to delivery of the SAP programme of work and strategic priorities, using their knowledge of the local economy and skills needs to ensure provision meets the needs of the local economy;
- › Help advise on investment opportunities in employment and skills provision;
- › Communicate actively with their networks and all key stakeholders to raise the profile of the SAP, its priorities, and its skills work programme;
- › Champion the work of SAP, promote its vision, strategic priorities and programmes, to drive skills investment in the local economy and our profile on the national stage;
- › Work with the SSLEP Executive Board to: consider delivery commissioning options; ensure value for money and effective risk management in all LEP activity; monitor delivery and determine actions to address areas of under- performance;
- › Actively engage in relevant Skills Leadership Groups and lead any appropriate task and finish groups on behalf of the LEP Executive Board.

SAP Members: Eligibility, Experience & Skills

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SAP candidates will possess the following business experience, skills and attributes:

- i Represent business at a senior level within the SSLEP area and within one of our future potential growth sectors: Auto/Aero Advanced Engineering & Manufacturing; Logistics; Digital/AI; Energy; Medi-Tech; Construction/Housing; Tourism & Leisure; and Voluntary & Community Sector.
- ii First-hand knowledge and current experience of the Stoke-on-Trent and Staffordshire business environment, through a track record of local business leadership;
- iii Experience of skills and training, either as a business leader, or within roles directly related to workforce, e.g. Directors of HR, Workforce Planning or Training & Development;
- iv Substantial experience and understanding of structuring effective working relationships;
- v Able to make informed, balanced and independent judgements on key skills and labour market issues in Stoke-on-Trent and Staffordshire;
- vi Able to consider long term implications and hold broad views of issues, identifying opportunities and key risks;
- vii Able to act as an ambassador for Stoke-on-Trent and Staffordshire, with extensive experience of working with the private sector and engaging the confidence of key businesses, business organisations, local and central government

How to Apply

Applications must include:

- › A short covering letter explaining why this appointment interests you, how you meet the criteria as detailed in role description(s), and your availability including any constraints such as notice periods or commitments. Please advise which position(s) you are applying for;
- › A CV detailing education and professional qualifications and full employment history, giving details where applicable of budgets and numbers of people managed, relevant achievements/outcomes in recent posts, and latest remuneration.
- › A completed Equal Opportunities Monitoring form. We are keen to ensure that all our roles are accessible to all members of the community and use this data to monitor our progress.

Applications must be sent electronically to: Julie.frost@staffordshire.gov.uk. All applications will be acknowledged shortly after receipt. If you have not received acknowledgement after three working days, please re-contact Julie Frost.

The closing date for applications is noon on Thursday 26th September 2019.

Please note that Board Members will be selected through an open and transparent process administered by an appointments panel, members of which will be agreed by the Board. The following timetable sets out key dates in our recruitment process. Please ensure that you mention in your covering letter if any of these dates present you with a problem.

**Stoke-on-Trent
& Staffordshire**
Enterprise Partnership

Email to
julie.frost@staffordshire.gov.uk

Closing Date
12noon, Thursday 26th September 2019

Interview Dates
Thursday 3rd October 2019
Tuesday 15th October 2019

Queries
If you have any queries or would like an informal discussion with a Member of our Board, or our Interim Partnership Manager, please call Office Manager, Julie Frost, on 01785 719002.



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