

## MINUTES OF WLEP BOARD MEETING

Monday 14<sup>th</sup> March 2016 2.00pm – 5.00pm

Worcester Bosch, Cotswold Way, Worcester WR4 9SW

### PRESENT:

Mark Stansfeld	(MS)	Non-Executive Chair
Carl Arntzen	(CA)	Managing Director, Worcester Bosch Group
Cllr Linda Robinson	(LR)	Leader, Wychavon District Council (rep Southern DCs)
Cllr Margaret Sherrey	(MSh)	Leader, Bromsgrove DC (rep Northern DCs)
Chris Walklett	(CW)	Partner, Bishop Fleming
Dr Simon Murphy	(SM)	Non-Executive Chair, Sandwell Local Improvement Finance Trust
Nick Baldwin	(NB)	Chairman, Office for Nuclear Regulation
Prof David Green	(DG)	CEO & Vice Chancellor of the University of Worcester
Stuart Laverick	(SL)	Principal & CEO, Heart of Worcestershire College
Cllr Anthony Blagg	(AB)	Deputy Leader of Worcestershire County Council
Steve Borwell-Fox	(SBF)	Vice Chair of WLEP Business Board

### IN ATTENDANCE:

Gary Woodman	(GW)	Worcestershire LEP
Ian Edwards	(IE)	Worcestershire LEP
Claire Bridges	(CB)	Worcestershire LEP
Sharon Rai	(SR)	Worcestershire LEP
David Irish	(DI)	Worcestershire LEP
Diane Dwyers	(DD)	Worcestershire LEP (Note Taker)
Jack Hegarty	(JH)	Chief Executive, Malvern Hills District Council
Graham Pendlebury	(GP)	DFT, LEP Senior Sponsor
Graham Russell	(GR)	Partner Director, AMION
Keith Mowbray	(KM)	Strategic Business Development Director, QinetiQ

### APOLOGIES:

Cllr Simon Geraghty	(SG)	Leader, Worcestershire County Council
Mark Martin	(MM)	Chair of WLEP Business Board, One Creative

		<b>ACTION</b>
<b>1.</b>	<b><u>Welcome and Apologies</u></b>	
<b>1.1</b>	Mark Stansfeld (Chair) welcomed the Board, Jack Hegarty, Graham Russell and Graham Pendlebury, apologies noted from Simon Geraghty and Mark Martin.	
<b>1.2</b>	Mark looked at the Agenda and asked if there was any conflict of interest, it was noted there was no conflict of interest.	
<b>2.</b>	<b><u>Minutes from WLEP Board Meeting on 25<sup>th</sup> January 2016</u></b>	
<b>2.1</b>	SM highlighted point 2.2 to the Board regarding the innovative work being carried out by Worcestershire Regulatory Services (WRS) under the Better Business for All (BBfA) Programme. WRS is an early national BBfA pioneer which works collaboratively to help self-regulatory compliance by SME businesses.	

<p><b>2.2</b></p>	<p>The Asian Seminar Programme, supporting the Bangladeshi restaurant/catering business community in Worcestershire, has been nominated for a forthcoming national Award sponsored by BIS/Better Regulation Delivery Office. A recent seminar had been attended by the Rt Hon Sajid Javid MP and demonstrates the potential to roll out the scheme nationally.</p> <p>The minutes were approved and signed off as a true record by the Board.</p>	
<p><b>3.</b></p> <p><b>3.1</b></p> <p><b>3.1.1</b></p> <p><b>3.1.2</b></p> <p><b>3.1.3</b></p> <p><b>3.1.4</b></p> <p><b>3.1.5</b></p> <p><b>3.1.6</b></p> <p><b>3.2</b></p> <p><b>3.2.1</b></p> <p><b>3.2.2</b></p> <p><b>3.2.3</b></p>	<p><b><u>Matters Arising</u></b></p> <p><b>Action List</b></p> <p>MS commented that he hadn't received any feedback from the Board Objectives and asked the Board to please look at these again and review at the next Board Meeting.</p> <p>Gary said he would circulate the Vision Statement after the next QUAD Meeting which is on the 18<sup>th</sup> April.</p> <p>It was noted that the small working session (Pipeline Workshop) took place on the 1<sup>st</sup> March 2016 which included MS, GW, SG, NB, DG, SM, CW, MM and Clare Marchant.</p> <p>The scale up data is now available on the secure web for everyone to view. David is going on a Driving Economic Growth Programme which will help when bringing together this data.</p> <p>MS asked who Godwin Austin International were as they were listed on the scale up data. CW said he would look this company up on the Intel Report and email the report back to the WLEP for MS to look at. DI said he would email the company name to CW.</p> <p>MS confirmed that he attended the Careers/Businesses Event on Friday 29<sup>th</sup> January.</p> <p><b>Correspondence</b></p> <p>Letter from Cities &amp; Local Growth Unit re Local Growth Fund 2016/17 Payment – Compliant all apart from National Audit Accounts</p> <p>Letter from Cities &amp; Local Growth Unit re Audits into Local Growth – these will hit the press w/c 21<sup>st</sup> March.</p> <p>Correspondence was noted by the Board.</p>	<p><b>ALL</b></p> <p><b>GW</b></p> <p><b>DI/CW</b></p>

<p><b>4</b></p> <p><b>4.1</b></p> <p><b>4.2</b></p> <p><b>4.3</b></p>	<p><b><u>Growth Deal 2015-2016 Performance and 2016-2021 Forecast</u></b></p> <p>IE reported that the 15/16 programme was 87% at the end of Feb, with confidence of hitting the target, as schemes are spending all the month of March. MS wished to congratulate the programme managers and Board for its delivery, however a short review on what went well and what did not would be useful to reflect on spending the money the best possible way.</p> <p>Regarding 2016/17 the programme could be seen with those projects at significant risk of spend. The Board discussed the options of allocating the money to mitigate against the risk of not spending the allocated money. However after much debate it was agreed that the recommendation of reallocating funds to the Southern Link Road was critical to the programme success. The Board asked that a pipeline of projects would be developed so that the Board could have a number of options on programme management.</p> <p>Growth Deal 3 was expected to be announced in the Budget on Wednesday 16<sup>th</sup> March, this could focused on the delivery of housing, sustainable transport and road/rail projects. Also the outcomes of the Area Based Review would dictate the investment the WLEP would make in Skills capital. MS asked the Board to focus on projects that would deliver the vision and change what Worcestershire would be like in 10 years time.</p>	<p><b>IE</b></p>
<p><b>5</b></p> <p><b>5.1</b></p> <p><b>5.2</b></p>	<p><b><u>Future Delivery of the Strategic Economic Plan</u></b></p> <p>MS introduced this item informing the Board that other areas had been refreshed since submitting the Strategic Economic Plan in March 2014. There was no intent for WLEP to change the plan, although a process of analysing the data behind the WLEP performance of the '3<sup>rd</sup> fastest growing' LEP and highest growth in productivity would be helpful for the Board. This review of the numbers will assist us, as a Board, to look at the 3 to 5 year pipeline and make judgements about the priority projects against the newly agreed vision. Graham Russell from AMION gave a presentation on the sector performance of the Worcestershire LEP area, which the Board discussed in detail. The Board concluded that the existing sectors were important to create a focus and to be known for something, whether this was Cyber, which was a 'halo brand' type sector or Agri, which recognised Worcestershire history and good agricultural land. However, we need to recognise where Worcestershire has key assets like the Malvern Hills Science Park, Pershore College and University of Worcester, that this may create opportunities outside of those key sectors. The Board agreed that growth and jobs should be the focus of the WLEP and not be too rigid about the sectors</p> <p>It was agreed that sector based plans would be created and come to the next Board meeting. Also a review of the Worcestershire Business Central and the business supporting offering in the County.</p>	

<p><b>5.3</b></p> <p><b>5.3.1</b></p> <p><b>5.3.2</b></p> <p><b>5.3.3</b></p> <p><b>5.3.4</b></p> <p><b>5.3.5</b></p>	<p><b>Pipeline Discussion</b></p> <p>GW gave a presentation on the limited headroom that the WLEP had in 16/17. This was £1m in skills capital and £1.2m in housing and employment land. The long list of schemes had come from discussions with many stakeholders and this gave the WLEP an opportunity to focus the money on projects that were going to make the greatest impact, whilst also responding to the governments' agenda or conditions related to the funding. It should also be recognised that a number of projects could be funded from other sources and not just WLEP funds.</p> <p>The Board recognised the long list could be defined as:</p> <ol style="list-style-type: none"> <li>1) Those projects where WLEP or local partners CONTROL the funding.</li> <li>2) Those projects where we are trying to INFLUENCE others to fund.</li> <li>3) Those projects where we have an INTEREST in others funding.</li> </ol> <p>The long list highlighted the following areas of weakness in the long list</p> <ol style="list-style-type: none"> <li>1) Project which stimulated business growth (although some projects could be rebadged – i.e. W6).</li> <li>2) Which Housing schemes also opened by employment land.</li> <li>3) A geographic focus on Worcester City and Bromsgrove and Redditch</li> </ol> <p>Further work on the pipeline would take place to fill these gaps with quality projects.</p> <p>Also a degree of focus would be provided once we knew the make-up of the funding criteria following the budget.</p> <p>Progress on the Business case for the Phase 4 of the Southern Link Road to be discussed at the next Board.</p>	<p><b>GW</b></p> <p><b>GW</b></p> <p><b>GW</b></p>
<p><b>6</b></p> <p><b>6.1</b></p> <p><b>6.2</b></p>	<p><b><u>Inward Investment Strategy</u></b></p> <p>Sharon Rai guided the Board through the customer journey and what would happen to a typical enquiry that would be managed through a partnership approach. In order to deliver this customer focused approach it was important that all partners from District Councils, FE and HE, Chamber of Commerce, Cricket and Rugby Clubs were aware of the process. The process would be monitored and measured through an existing CRM system which the Growth Hub, Districts County and WLEP can access. The approach that would be taken would be to build relationships and give them the 'red carpet service', not spend lots of resources on glossy brochures or taking stands at expensive shows.</p> <p>SM asked if there was a genuine buy-in from Districts on a common approach or single approach? Also, what are the KPIs for success? SR answered that all Districts had been part of the co-design of the system and KPIs were defined by the WLEP, who are the only the ones who have a relationship with UKTI's Investment team. JH confirmed that Districts were all working together with examples of the events in London, Birmingham and back in the County.</p>	

<p>6.3</p> <p>6.4</p>	<p>CA asked when the Inward Investment manager was being recruited. GW responded interviews were on 18<sup>th</sup> March.</p> <p>The Board agreed the plan and looked forward to a progress report later in the year.</p>	
<p>7</p> <p>7.1</p>	<p><b><u>FE Board Review</u></b></p> <p>GW outlined the progress after 2 meetings of the Worcestershire FE review. It is clear that the next two meetings in March and April start to shape up the future options on college provision in the area and the likely recommendations that will be concluded from the review. It was agreed that CA and DG would join GW with a small working group to form a view to be recommended to the WLEP Board in May.</p>	<p><b>GW</b></p>
<p>8</p> <p>8.1</p>	<p><b><u>Budget Update and 2016/2017 Budget</u></b></p> <p>The Board noted the position of the 15/16 with one month to go in the financial year. It was noted the reduction in carry forward in line with the recommendation made by the Finance, Audit and Risk Committee. The 16/17 Budget was approved following recommendation by the FAR Committee.</p> <p>It was agreed that the expenditure on development of the business cases for Malvern Hills Science and Technology Park, Heat Networks and Regulatory Exemplar Project and it was approved that a future report would come to the Board on the Growing Places Fund.</p>	<p><b>GW</b></p>
<p>9</p> <p>9.1</p> <p>9.2</p>	<p><b><u>Sensors Catapult Bid</u></b></p> <p>Carl Arntzen left the meeting due to a potential conflict of interest.</p> <p>Although with the priority sectors in the SEP, the partnership might have been expected to pursue a Cyber Catapult. However intelligence from Innovate UK and QinetiQ indicated that a Cyber sector catapult would not be called for. Keith Mowbray explained the work that QinetiQ have been undertaking with Innovate UK and learning from the South Wales experience to prepare to bid for a Sensors Catapult in Worcestershire. There was likely to be competition or collaboration with other areas in the UK, such as Liverpool ‘Sensor City’, Glasgow, Bristol and Cardiff. QinetiQ have now had communication with all these locations to gain support for a Worcestershire model. Presentations have been completed to the Innovate UK Steering group and Innovate UK Catapult team. On Friday 18<sup>th</sup> March a presentation will be made to the Chief Scientific Officer. QinetiQ’s group CEO will also be raising this in his meetings with Government, including No.10. CW asked what funding came with the catapult? KM answered that, depending on the size and scale of the catapult, somewhere between £3m-£10m, this would need to be backed by local partners like the WLEP or private sector.</p>	

<p>9.3</p> <p>9.4</p>	<p>The Board agreed to strongly support the bid for a Catapult and agreed to attend the Innovation Wednesday meeting on 23<sup>rd</sup> March, which was on this topic.</p> <p>GW and Board members to support follow up actions when required.</p>	<p><b>ALL</b></p>
<p>10.</p> <p>10.1</p>	<p><b><u>Any Other Business</u></b></p> <p><b>Better Business for All</b></p> <p>SM and CB reported to the Board that Worcestershire Regulatory Services (WRS), nominated by the WLEP, received national recognition through the first national awards sponsored by BIS/BRDO. WRS was announced as the National Better Business for All (BBfA) Innovation winner for its pioneering Asian Seminar Programme. WRS has devised a new collaborative approach with the full involvement of specialist high street food sector business. The initiative responded to local business needs where WRS provides positive support and practical advice through a seminar programme for restaurants and takeaways run by people whose ethnic roots are in the Indian sub-continent. Some 150 people from over 60 businesses have benefited so far with more events planned on specific topics in response to business requests.</p> <p>The series of piloted events have been very successful in achieving better regulatory understanding and compliance in Worcestershire as well as delivering this model on request to other LEP areas across the Midlands and South East. In parallel, this specific initiative has helped roll out and embed BBfA partnership principles as well as establishing a constructive relationship with segmented business communities who previously felt ignored, feared enforcement and generally isolated from standard regulatory practices.</p> <p>Local mosques have promoted the events. WRS has contributed to national televised programmes and newspapers for the specialised food industry (Bangladesh TV, Curry Circle TV) and asked to provide similar events to related business communities across the UK, including for the Chinese Association. A major outcome so far is the establishment of two Primary Authority agreements between WRS and the Bangladeshi Caterers' Association and the Guild of Bangladeshi Restaurateurs which will help 30,000 SME business members nationally. This major achievement is leading to requests for these events to be provided across the UK and represents a significant business development opportunity for WRS.</p> <p>BIS recognises the strong WLEP and WRS BBfA partnership which has been established and the evidence of shared vision and ambition shaping tangible delivery and practical support for micro and SME businesses. The WLEP and WRS are exploring similar constructive business support via Worcestershire Business Central, particularly in terms of providing offers as part of an Inward Investment tailored "after care/operational" support package as well as aiding SMEs secure Export Certification as part of business expansion proposals.</p>	

<p><b>10.2</b></p>	<p><b>Voluntary Community Sector</b></p> <p>The WLEP Executive is conducting some initial research work to establish the potential scope and ambition of the VCS sector in Worcestershire in terms of its economic value and economic impact towards productivity, business growth and jobs. Existing Worcestershire-based analysis and intelligence is being assessed from a range of Worcestershire public and third sector organisations. Best practice from elsewhere is being sought through the Cabinet Office and national third sector leads. Once the current position has been established, the challenge will be to identify what, if anything, should happen next. A report will be prepared for a future WLEP Board in Autumn 2016.</p>	
<p><b>11</b></p>	<p><b><u>Dates of WLEP Board Meetings in 2016</u></b></p> <p>16<sup>th</sup> May 2016  18<sup>th</sup> July 2016  19<sup>th</sup> September 2016  21<sup>st</sup> November 2016</p>	