

<b>Minutes of Marches Growth Hub Steering Group 12.12.2018</b>
--

<b>Present</b>		
Paul Hinkins	PH	LEP Board Member and Chair of Telford Business Board
Paul O'Neill	PO	Director - Marches Skills Provider Network
Johnny Themans	JT	Telford Business Board Representative – Director, Good 2 Great Ltd
Amy Bould	AB	Marches LEP, PR & Marketing Consultant, Be Bold Media Ltd
Marc Fleetham	MF	University of Wolverhampton – Director Business Solutions, Regional Knowledge Transfer
Maisy Owen	MO	Chamber Member - Chair of Members Committee, Director of MO Management Consultancy Ltd
Matt Potts	MP	Shropshire Council – Business Growth & Investment Manager
Steve Havins	SH	Department for International Trade, Head of Business Development & Partnerships
Yasmin Sulaman	YS	Marches LEP Business Support Officer
Kathryn Jones	KJ	Marches LEP Partnership Manager
<b>Apologies:</b>		
Louise Pierce - Marches LEP - Data & Marketing Support Officer		
Kathy Mulholland - Telford & Wrekin Council - Inward Investment & Business Support Service Delivery Manager		
Frank Myers - Chair of Herefordshire Business Board - Director, MCP Systems Consultants Ltd		
Lindsay Barton - Shropshire Business Board Representative, FSB Branch Leader (Shropshire), Managing Director of Golden Kite Solutions Ltd		
Nick Webster - Herefordshire Council - Economic Development Manager		
Michelle Nutt – Marches Area Lead – Cities and Local Growth Unit, BEIS		
<b>Not Present:</b>		
ITEM		ACTION
<b>1.</b>	<p><b>Welcome and Introductions</b></p> <p>The Chair welcomed Steering Group (SG) members and the guest speaker to the meeting. YS gave apologies for the members unable to attend.</p>	
<b>2.</b>	<p><b>Declarations of Member Interest</b></p> <p>Members reported no further changes to their Declarations of Interest and no conflicts of interest were noted in relation to any agenda item.</p> <p>The Chair reminded the SG (excluding non-local authority and LEP Board Members) to complete the Declarations of Interest form should there be any changes to report.</p> <p>The Chair explained that at future meetings a conflicts of interest form will be sent with the agenda and papers. Should there be any conflicts of interest in relation to the agenda, the completed form is to be presented to the Chair at the beginning of the meeting.</p>	

3.	<p><b>Attendance update</b> PH issued an apology to SH on behalf of LP as the figure in the report was not a true reflection of attendance. The correct figure was confirmed as 75%.</p>	
4.	<p><b>Minutes of the last meeting and actions</b> SG members approved the minutes.</p> <p>YS confirmed that both LP and YS actions will be covered during the meeting.</p> <p>MF provided feedback on behalf of Gary Dimmock who attended the last meeting. MGH Herefordshire have only been recording and reporting on growth hub interventions. This is not in-line with the other growth hubs. It was agreed that all interactions should be recorded regardless of the support being investigated/provided.</p>	GD
5.	<p><b>Guest Speaker – Aggie Caesar-Homden (ACH), Skills Project Manager, Marches LEP</b> ACH provided a comprehensive overview on the Marches LEP Skills plan, progress to date and funding opportunities. SG members had an opportunity to ask questions, provide feedback regarding recruitment, skills, and training barriers faced by SME's as well as share ideas and best practice.</p> <p>ACH to provide T-level subject areas (requiring student placements) for circulation to the SG members</p> <p>The Chair requested for Skills to be included in the agenda for future meetings. This will be included in the LEP update moving forward.</p>	ACH  YS
6.	<p><b>LEP Update</b> KJ updated the group as follows:</p> <p><b>Strategic Economic Plan (SEP)</b> The SG members were thanked for supporting the consultation process and reviewing draft documents. The draft SEP is now being finalised with a view to it formally being signed off by the LEP Board in January 2019. The next step is the formation of the Local Industrial Strategy (LIS) which will also need to be evidence based.</p> <p><b>Review of LEPs</b> The Marches LEP are awaiting feedback on geography proposals. James Brokenshire MP, Secretary of State, has written to the LEP to confirm receipt of our proposals but we are awaiting formal approval. The LEP are quietly optimistic that the Marches geography will remain the same and will look to continue working collaboratively with other areas where this in the interests of our local economy.</p> <p>Marches LEP is moving towards becoming a legal entity. The Board has been briefed on different incorporation models and has instructed solicitors to establish the LEP as a company limited by guarantee which is now being developed.</p> <p>The LEP Chair vacancy will be promoted in January 2019 to identify a successor to Graham Wynn OBE. In addition, there will be a campaign to recruit additional private sector Board Members. This is a key opportunity for the Marches LEP to broaden the diversity of its Board</p>	

	<p>membership and so the support of partners in promoting these opportunities would be gratefully received.</p> <p>Marches LEP Data &amp; Marketing Support Officer position will be in place until end of March 2019. MP wanted to understand about support for growth hubs from April 2019. KJ confirmed that this would be done by other means. MP would like to understand the 2019/20 growth hub allocation to help support planning.</p> <p>YS updated the SG Members on the Marches LEP Access to Finance Summit which took place in Telford on 7 November 2018. The next step is the formation of an Access to Finance Forum led by LEP Board Member Paul Kalinaukas.</p>	<p>YS</p>
<p>7.</p>	<p><b>MGH Update</b> YS updated the group as follows:</p> <p><b>2018/19 BEIS Bi-Annual Report</b> The SG members and growth hubs were thanked for their input to the report. BEIS have now reviewed and they are happy with the submission and have no further questions at this stage. BEIS will endeavour to arrange a face-to-face catch up with the LEP in the New Year.</p> <p>YS pointed out the customer satisfaction survey information in the report as at the last meeting, SG members expressed an interest in seeing the format of the survey and the scores. YS also confirmed that the report included as much impact information as possible and that we missed the opportunity to report on all University of Wolverhampton ERDF projects.</p> <p><b>Spend Update</b> YS confirmed that spend is on track and that the paper included November actuals.</p> <p>Growth Hub Q3 submissions have been received and all three hubs are behind profile but there are no concerns of underspend in Q4.</p> <p><b>KPI Data</b> In LP's absence YS provided an update as follows:</p> <p>An updated version of the KPI data paper was given out to SG members followed by an update provided by the growth hubs and virtual hub explaining the activity behind the data being presented.</p> <p>YS to circulate the National Business Support Helpline Report to support the virtual hub data.</p> <p>YS took the group through the success of the joint (MGH Shropshire &amp; MGH Telford &amp; Wrekin) high profile event – Business Growth &amp; Export show that took place on 23 November 2018 at Shrewsbury Football Club. SH also conveyed positive feedback and confirmed DIT's outputs/outcomes achieved as a result.</p> <p>The high number of attendees at MGH Herefordshire's events was noted by the group. MGH Herefordshire to share best practice with the other growth hubs.</p>	<p>YS</p> <p>YS</p>

	<p>JT expressed an interest in understanding growth hub referral data. YS directed JT and the SG to the 2018/19 BEIS Bi-Annual Report where this data is reported.</p>	
<b>8.</b>	<p><b>Steering Group Review Update</b> YS confirmed that the draft Data Sharing Agreement (DSA) between BEIS, NBSH and the Marches LEP has now been received together with a Memorandum of Understanding (MOU) and 10 other documents for review. The draft DSA, MOU and GDPR checklist has been completed and returned to BEIS and the documents are currently being reviewed by their legal team. Once this DSA has been approved, work will begin on the SG DSA with the support of Shropshire Council's legal team.</p> <p>The Partner SLA has been updated with the requests made by the SG Members at the last meeting and the final draft will be presented to the group together with first draft of the SG DSA in due course.</p>	
<b>9.</b>	<p><b>MGH Review &amp; Evaluation</b> YS confirmed that all actions other than number 10 have now been completed. Be Bold and Source have been invited to present progress against contract at the March SG meeting. Be Bold's update will cover number 10 of the action plan.</p> <p>Source have three contracts with MGH for website hosting, maintenance and Search Engine Optimisation. Be Bold and Source, although separate contracts, work hand in hand ensuring the MGH website reaches and engages with the broadest audiences possible.</p> <p>JT led a discussion around PR &amp; Marketing and benchmarking with other LEPS and Facebook statistics reported in the 2018/19 BEIS Bi-Annual Report.</p> <p>AB confirmed that benchmarking activity formed part of the MGH Review &amp; Evaluation in 2017/18 and that this action plan is in place as a result. With regards to Facebook, AB has recently found sponsored activity gains better results compared to normal posts.</p> <p>YS confirmed that PR &amp; Marketing formed part of the discussion with BEIS during the annual meeting (12 February 2018) when BEIS confirmed that the Marches Growth Hub is performing in the upper quartile.</p> <p>MO requested that any benchmarking information from BEIS (should it be available) would be welcomed by the SG.</p>	<b>YS</b>
<b>10.</b>	<p><b>Marketing and Social Media / Google Analytics</b></p> <p>AB gave an overview of the MGH Comms Plan and talked through the stats report covering period September to November 2018.</p> <p>AB went on to talk through the plan for the growth hub impact case studies. The aim of the case studies is to demonstrate the value of using the MGH to access multiple services and to identify its impact on the organisation's growth aspirations. The case studies will include some economic/business impact information such as increased employment, improved sales/turnover/profit, accessing new markets etc. In addition to this, there will be examples of improvement(s) to productivity. The case studies will be used in the Shropshire Star and</p>	

	<p>Hereford Times business supplements early next year. The plan is to promote the growth hub, the teams and services on offer at the same time together with an update on the LEP.</p> <p>YS explained that in this financial year, we have a commitment to BEIS to carry out some impact assessment work with a sample of MGH clients. The plan is to do this through the production of the impact case studies.</p>	
<b>11.</b>	<p><b>AOB</b></p> <p>YS, PH and KJ led a discussion with the SG group around future meetings including day, time of day and venue. The option of LA partners to rotate attendance was offered as an option to help improve attendance. MP confirmed that he was happy to attend all meetings and nominated Emma Chapman as a suitable deputy.</p> <p>It was agreed that SG future meeting dates/times will remain the same at The Clive.</p> <p>The two remaining Local Authority (LA) partners to confirm the details of a suitable deputy to attend when they are not able to.</p> <p>YS shared MO's concern about SG members printing papers and the impact on the environment and possible security issues should the papers be misplaced. YS noted that most in the room were using their laptops and referring to their electronic papers. MO went on to ask if it would be possible at future meeting to refer to the papers via the projector and for the use of a laser pen. The request has been noted and will be considered by the LEP team taking into account the change to team resource.</p> <p>MP re-requested growth hub budget allocation information ASAP. YS confirmed that work will begin on 19/20 budgets in January/Feb time as BEIS normally require the information in March.</p>	<b>NW/KM</b>
	<p><b>Future Meeting Dates (quarterly 4.30 – 6.30)</b></p> <p>Thursday 28 March 2019</p> <p>Thursday 27<sup>th</sup> June 2019</p> <p>Thursday 26<sup>th</sup> September 2019</p> <p>Thursday 12<sup>th</sup> December 2019</p>	