

Minutes of Marches Growth Hub Steering Group 28.06.2018

Present		
Paul Hinkins	PH	LEP Board Member and Chair of Telford Business Board
Frank Myers	FM	Chair of Herefordshire Business Board - Director, MCP Systems Consultants Ltd
Paul O'Neill	PO	Director - Marches Skills Provider Network
Amy Bould	AB	Marches LEP, PR & Marketing Consultant, Be Bold Media Ltd
Mark Fleetham	MF	University of Wolverhampton (UOW) – Director Business Solutions, Regional Knowledge Transfer
Matt Potts	MP	Shropshire Council – Business Growth & Investment Manager
Louise Pierce	LP	Marches LEP Data & Marketing Support Officer
Yasmin Sulaman	YS	Marches LEP Business Support Officer
Kathryn Jones	KJO	Marches LEP Partnership Manager
Apologies: Kathy Mulholland - Telford & Wrekin Council - Inward Investment & Business Support Service Delivery Steve Havins – Department for International Trade – Head of Business Development and Partnerships Lindsay Barton - FSB Branch Leader (Shropshire), Managing Director of Golden Kite Solutions Ltd Johnny Themans - Telford Business Board Representative – Director, Good 2 Great Ltd Nick Webster - Herefordshire Council - Economic Development Manager		
Not Present: Michelle Kynaston – Marches Area Lead - Cities and Local Growth Unit, BEIS Maisy Owen – Chair of Members Committee, Director of MO Management Consultancy Ltd		
ITEM		ACTION
1.	<p>Welcome and introductions PH welcomed everyone to the meeting and introduced LP to the group. YS confirmed LP's role in relation to supporting the Growth Hub. YS gave apologies for the members unable to attend.</p> <p>PH confirmed that Paul Bennett (PB) has stepped down from the Steering Group (SG) since the last meeting. PH added that he had sent an email to PB to thank him for his contribution. Shropshire Business Board will be nominating a new representative.</p>	YS
2.	<p>Declarations of interest None were declared</p>	
3.	Attendance update	

	<p>LP confirmed that the attendance figures were based on the last 5 SG meetings rather than on the last year's 4 meetings. PH emphasised the importance of reading the minutes of the SG meetings so that all members are aware of decisions made in their absence.</p>	
4.	<p>Minutes of the last meeting and actions The group agreed and signed off the minutes from the 12/04/18 meeting. YS confirmed that all actions had been completed and updates would follow during the course of this meeting.</p>	
5.	<p>LEP Update KJ updated the group as follows:</p> <ul style="list-style-type: none"> - 2018/19 revised GHUB Allocation Additional funding has been allocated to the 3 Growth Hubs to cover Growth Hub development and local event costs. - PR & Marketing Tender The acceptance letter has been sent to the favoured supplier following the full tendering exercise for the PR & Marketing contract. 13 tenders were received and 4 organisations were shortlisted for interview. Standstill is now in place until 02/07/18 when it is anticipated that the successful supplier will be announced. - LEP Annual Report The Marches LEP Annual Report for 2017/18 was officially launched at the House of Commons earlier this week. 5 out of 7 local MPs attended the event. Richard Harrington, Parliamentary Under Secretary of State at the Department for Business, Energy and Industrial Strategy, was also in attendance and witnessed first hand the dedication of the LEP board. FM added that the feedback from the senior civil servants was that the Marches LEP was held in good regard. Be Bold carried out a live tweeting exercise, which the MPs engaged with and audience reach was 53,000 people. The BBC also contacted Be Bold to request a copy of the report. There was a discussion around alternative methods for distributing the report. - Strategic Economic Plan Metro Dynamics have been contracted to assist with updating the LEP's Strategic Economic Plan (SEP.) A number of consultation exercises have been scheduled. Telford Business Board hosted the first one in Telford. Shropshire & Herefordshire Business Boards will follow suit on 9th and 10th July respectively. PH and KJ also attended the Shropshire & Telford Business Professionals Network which attracted some 50-60 people. The draft of the new SEP is scheduled for completion by 22/09/18. This will be followed by drilling down into key sectors and opportunities for economic growth and business gains. PH emphasised the focus on what the Marches area is good and unique at. - LEP Board Vacancies The LEP board has recently welcomed 2 new members – James Staniforth and Paul Kalinauckas. Two more vacancies will be advertised shortly due to Duncan Varnes and Peter Brown stepping down. PH requested a post description be circulated to the SG for sending out to interested parties. 	KJ

	<ul style="list-style-type: none"> - Midlands Engine New Enterprise Group Gill Hamer has been invited to be part of the Midlands Engine New Enterprise Group. - Hardip Begol, Director, Integration & Communities, MHCLG Hardip has been appointed as Westminster senior sponsor to the Marches LEP. He will be attending board meetings and other events. He will be able to promote the work of the LEP across government. 	
6.	<p>2017/2018 MGH Update</p> <ul style="list-style-type: none"> - Spend YS confirmed that the final verified spend for 2017/18 was just over budget at £1913.85 and that this slight overspend had been covered by LEP core funding. - KPI Data LP presented the new graphs covering the Physical & Virtual Hub enquiries and customer satisfaction results; and the events delivered by the Physical Hubs. Data was presented for the 2 month reporting period – April-May 2018 – and further graphs illustrated this data in comparison with previous years. The group were happy with the new graphical format for reporting KPI data. <p>FM suggested that there was a requirement for analysing the trends at an operational level so that the SG could make some decisions based on the data presented. PH explained that the individual Growth Hubs present this information at the Operational Group Meetings. It was agreed that going forward an executive summary would be provided by the Physical Hub leads to SG for discussion at each meeting.</p>	LP
7.	<p>Marketing and Social Media / Google Analytics</p> <ul style="list-style-type: none"> - Stats for March – May 2018 AB gave an update. There has been quite a focus on content. Page views and Web visits for March are down on last March as there were a number of new initiatives launched in March 2017. The number of web visits for April and May have increased and a spike is expected next month following the BEEP launch and Access to Finance event in Shrewsbury. The most visited pages are still Events and the Support Directory. The top external links are the Start up page for Good 2 Great and the Business Growth Programme. <p>There was discussion around start-up survival rates with PH mentioning that the Marches area has a high rate of success for survival of new start-ups. MF added that the Black Country LEP cite a 40% post 5-year survival rate and it was agreed that it would be useful to have the comparative figure for the Marches area.</p>	KJ
8.	<p>Steering Group Review Update</p> <ul style="list-style-type: none"> - Terms of Reference YS confirmed that the TOR had been updated and shared at the Operational Group Meeting with no comments to feedback. MP will review and provide his feedback. The rest of the SG 	MP

	<p>were happy with the final draft. There was a discussion around the KPI data and BEIS requirements. YS explained that the BEIS data return takes place every 6 months and this data is shared via the Growth Hub bi-annual and year-end reports.</p> <ul style="list-style-type: none"> - Data Sharing Agreements YS confirmed that this had been updated in line with GDPR. Once approved by the Legal team, it will be shared with the group. - Draft Partner Service Level Agreement YS confirmed that the 3 Growth Hubs had taken ownership of their own pages on the Growth Hub website, which had now been updated with their opening hours and the support available. Minimum standards & data collection were discussed at the last Operational Group meeting. <p>FM suggested a need for the SLA to be more precise in some areas and it was agreed that the minimum weekly opening hours should be stipulated. This will be taken back to the Operational Group to gain joint agreement on what this figure should be.</p>	<p>YS</p> <p>YS</p>
9.	<p>MGH Review & Evaluation</p> <ul style="list-style-type: none"> - Action Plan Progress Update YS reported on progress against the Action Plan. There was a discussion around an integrated CRM system. <p>FM requested that the action plan include planned completion dates moving forward.</p>	<p>YS</p>
10	<p>Guest Speaker – Matt Potts</p> <p>PH advised that there was a change to the agenda and that MP would be making his presentation at the next SG meeting. MP explained that he wanted to wait until all the current Shropshire developments were finalised so that he could present a full picture to the group.</p>	
11.	<p>Any Other Business There was no other business</p>	
	<p>Future Meeting Dates (quarterly 4.30 – 6.30) Thursday 27/9/18 Thursday 13/12/18</p>	