

Hull and East Yorkshire LEP Business Support Board

Paper A - Minutes of the Board meeting held at 2pm on Thursday 13th January 2022

<p>Attendance</p> <p>Board Members</p> <p>Gill Alton, Chair Nic Dakin David Hall Jason Speedy Rachel Smurthwaite Antonio C Malfense Fierro Paul Burnley Jan Brumby Jo Dooley Yvonne Moogan</p>	<p>Observers</p> <p>Karen Philipson Stacey Alexander</p> <p>Executive Team and Secretariat</p> <p>Teresa Chalmers, COO Caroline Sansam Karen Oliver-Spry Antony Wallis Andrew Finch Andrew Hewitt</p> <p>Guests</p> <p>James Newman</p>
<p>1.</p>	<p>Apologies</p> <p>Madge Moore David Kilburn</p> <p>GA welcomed new members Jo Dooley and Yvonne Moogan to the meeting and asked all members to introduced themselves and give a brief outline of their background and experience.</p> <p>GA reminded all members that the Board would operate in a business manner, and questions were welcome at any point during the meeting.</p>
<p>2.</p>	<p>Declarations of Interest</p> <p>There were no immediate declarations of interest. GA reminded all members they could also declare any relevant interests at the relevant agenda item as the meeting progressed.</p>

<p>3.</p>	<p>Minutes of the meeting held on 1st November 2021 and Matters Arising</p> <p>The minutes were approved subject to one amendment. ND suggested that in section 9 'lower standard of living' should be amended to read 'cost of living. This was agreed by the Board: Action CS</p> <p>KOS clarified that there would not be a separate Getting Building Fund report at this meeting. The query about housing project referred to in the last report had begun work in November as planned.</p>
<p>4.</p>	<p>HEY LEP Chair's welcome</p> <p>JHN attended the meeting to give a brief overview on the work on the LEP in his capacity as Chair. He explained that he and the team were working hard to create an effective LEP for the region that everyone can fully utilise and recognise for its impact on the local economy. JHN briefed the Board on several areas of local activity including the expected publication of the Levelling Up White Paper, the LEP Review and the LA's work on the potential of a future Devolution Deal.</p>
<p>5.</p>	<p>Terms of Reference</p> <p>GA asked the Board to consider the updated TOR presented to the Board. GA explained that they were amended to reflect all comments submitted by members following the last Board meeting. The Board noted the TOR would be reviewed annually and therefore could be amended if they did not suit requirements, e.g., with any substantial change to LEP responsibilities.</p> <p>The Board agreed to approve the updated Terms of Reference.</p>
<p>6.</p>	<p>Growing Places Fund Strategic Review and Programme Proposals</p> <p>KOS updated the Business Support Board in relation to the findings of the strategic review of the Growing Places Fund and sought approval of the proposed programme of capital investment funding.</p> <p>Main points of interest:</p> <ul style="list-style-type: none"> • Decision is that grants will be a more popular a viable option for businesses, however loans may also be offered • Inclusion of monitoring mechanism of legacy programmes • It will operate in a similar manner to previous programmes • There will be a focus on supporting businesses to transition to Net Zero but job creation is still key element and supporting businesses to grow;

	<p>whilst understanding that other outputs may be included</p> <ul style="list-style-type: none"> • The creation of a simplified application process to attract more businesses • Costs to administer the programme is a little higher than usual but this will allow the LEP to retain existing expertise and the support of the Accountable Body, with any unspent resources going back to the main funding pot • Inclusion of community groups and a range of organisations not dealt with previously being brought into the programme • Work on a comms strategy will follow on in due course • Inclusion of an achievable targets so success is measurable <p>The Board agreed:</p> <p>To note the findings of the strategic review and recommend to the LEP Board that:</p> <ul style="list-style-type: none"> ➤ £3.25m is committed from the HEY LEP's Growing Places Fund to create a new 3-year business support programme, as set out in Annex 2. ➤ £0.45m from this allocation is ring-fenced to cover programme management and administration, including the retention of the existing Investment Programmes Co-ordinator and Investment Programmes Officer roles. ➤ any underspend arising in the current Growing Hull and East Yorkshire programme, along with any outstanding management and administration allocation from LGF and GBF programmes is added to this fund.
7.	<p>Growth Hub Operational Update</p> <p>LB brief overview of areas of activity for the Growth Hub. The Growth Hub continues to deliver a suite of funded business support services in the region and is expanding its team with several new job posts. An operational update on the Growth Hub for the financial year to date was provided. The following was reported by LB:</p> <ul style="list-style-type: none"> • high level of enquiries and engagement. • start-up support offer continues to see consistent levels of interest in the one-to-many workshops and masterclasses

	<ul style="list-style-type: none"> • A further Fast-Track programme delivered • The “Business Essentials” Programme continues to prove popular, with high levels of attendance • A radio campaign is being used to promote the start-up support available • Start-up advisor vacancy until funding for 2022/23 is confirmed • The Gateway Triage Business Advisor recruitment is complete • The Workforce Development Business Advisor has now joined the team in December • A marked increase in the level of interest in the Made Smarter programme. • The Peer Networks Programme continues to attract good levels of interest. <p>LB briefed the Board on the outcome of the Annual Growth Hub Review. It was a positive picture for the period 2020/2021 at both a national and local level. The Humber Growth Hub’s performance was extremely strong with a client satisfaction rate of 99% against a national rate of 93%. GA asked for the Board’s thanks to be passed on to the team.</p> <p>AH reported that as the government has not yet confirmed the funding settlement for Growth Hubs for 2022/23 the Growth Hub Yorkshire Cluster is preparing a joint letter to government to lobby for a resolution. JHN stated that this issue would also be discussed at the next NP11 meeting. The Board agreed to support this approach.</p> <p>The Board agreed to note the operational update.</p>
8.	<p>Growth Hub Review</p> <p>LB updated the Board on the progress made on the Growth Hub review. The Task & Finish Group has been actively working with officers to contribute and oversee the development and implementation of the review. LB thanked Paul Burnley for his support and assistance with the review.</p> <p>The first phase is research, information gathering, intelligence, and to seek views from a wide variety of sources in a range of different ways such as surveys, telephone outreach, and focus groups. Several focus groups are planned in January and February, with some shorter sessions with smaller businesses planned. This work is supplemented by survey work, online and via</p>

	<p>a telephone outreach which is provided by Blueberry Marketing Solutions.</p> <p>Comments from the Board:</p> <ul style="list-style-type: none"> • Could local business networks advise on the content of the survey for example FEO? Giving a business perspective. LB stated that Kada have used their intel to ensure the questions are relevant and will reach the target group • Some businesses have engaged with Growth Hub partners and are not aware they are part of the Growth Hub • The language and terminology should be simplified, it is not easy for small businesses to navigate or be clear on who is delivering services • The LEP needs to review who is delivering the services on a regular basis • Once the outcome of the LEP Review is known, we need to consider the comms and marketing aspects to improve brand awareness • It is challenge delivering business support, in East Riding local authority it comes under one banner, so it is less confusing for the end user <p>The Board agreed to note the current position of the Growth Hub review and is thankful for the contribution being made my Board Members through the Task & Finish Group.</p>
<p>9.</p>	<p>HEY LEP Economic Growth and Workforce Wellbeing Strategy</p> <p>AH presented an update on the development of the HEY LEP Economic Growth and Workforce Wellbeing Strategy. AH briefed the Board on the status, the content and vision.</p> <p>The Board agreed to note progress to date.</p>
<p>10.</p>	<p>Foreign Direct Investments</p> <p>AW briefed the Board on his role as the KEY Account Manager for inward foreign direct investment (FDI) at HEY LEP. The role supports SMEs with at least 10% foreign ownership with extra capacity and access to resources for issues they may be facing. This role is fully funded by the Department for International Trade and AW is currently seconded to the LEP. A key aspect of the role is to identify investment projects in the region, encourage investment and growth. AW briefed the Board on some of the successes to date.</p> <p>As the FDI KAM role is still relatively new it requires a wider audience and greater awareness of the support, and the BSB were asked to promote the service when they could.</p>

	<p>The Business Support Board member agreed to signpost relevant FOC's directly to the FDI KAM.</p>
<p>11.</p>	<p>Export Report</p> <p>AF provided an overview of the work undertaken throughout 2021 in the development of the HEY LEP Export Plan, together with an update on the recently launched DIT National Export Strategy. The work is focused on how HEY LEP can align its exporting ambitions with the national-level strategy and potential future scenarios for export support across Hull and East Yorkshire.</p> <p>Question:</p> <ul style="list-style-type: none"> • How will success be measured in terms of raising awareness? AF explained that there are KPI's within the LEP's Comms Strategy linked to previous campaigns to raise awareness. AF will seek the input of the BSB in developing future KPI's. When further funding has been secured this will be progressed. AF agreed to share the proposed KPIs with the BSB. <p>The Board agreed to:</p> <ul style="list-style-type: none"> • Reflect on the work undertaken by the Export Partnerships Manager through 2021 • Consider the National Export Strategy and the potential for alignment with HEY LEP's Export Plan. • Consider the implications of the National Export Strategy in terms of the future export support role that LEPs and Growth Hubs might have after the publication of the LEP Review. Action – AF to bring forward to next BSB meeting
	<p><u>Any Other Business</u></p> <p>The followings items were raised under any other business:</p> <ul style="list-style-type: none"> • TC reported that the third Economic Covid Impact Report is now complete, and it gives an interesting outlook for the region. An optional workshop on this could be arranged if helpful. The BSB agreed that a workshop would be helpful. Action: GD/CH • DH suggested more assistance is required to match business demand with supply. The BSB need to help businesses to find out what the economy needs. JD stated that the Supply Chain Network could help as they connect businesses with the local economy. East Riding of Yorkshire Council and Hull City Council then assist businesses to get the accreditation they may need to pursue these opportunities. Action – the Supply Chain Network be invited to present at the next BSB.

	<p>CS/JD/AH</p> <ul style="list-style-type: none">GA suggested having a regular slot on the agenda for as a general open discussion of areas that require the Board's involvement or are of business interest to members and the LEP. Action CS/TC/AH
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Signed:

Gill Alton
Chair

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