

Minutes of Marches Growth Hub Steering Group 24.10.2017
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Present		
Paul Hinkins	PH	LEP Board Member and Chair of Telford Business Board
Gill Hamer	GH	Marches LEP Director
Frank Myers	FM	Chair of Herefordshire Business Board - Director, MCP Systems Consultants Ltd
Paul O'Neill	PO	Director - Marches Skills Provider Network
Johnny Themans	JT	Telford Business Board Representative – Director, Good 2 Great Ltd
Maisy Owen	MO	Shropshire Chamber - Chair of Members' Committee, Director of MO Management Consultancy Ltd
Mike Forrester	MF	Herefordshire & Worcestershire Chamber – Chairman Orchard Valley Foods Group
Gemma Davies	GD	Shropshire Council – Head of Economic Growth
Kate Jarman	KJA	Marches Growth Hub Coordinator
Alec Gilham	AG	University of Wolverhampton – Programme Manager West Midlands Manufacturing Club
Amy Bould	AB	PR & Marketing Consultant - MLEP, Director Be Bold Media Ltd
Yasmin Sulaman	YS	Marches LEP Business Support Officer
Kathryn Jones	KJO	Marches LEP Partnership Manager
Georgia Siora	GS	Managing Director, Warwick Economics & Development
Sally Pomfrey	SP	Associate Director, Warwick Economics & Development
Apologies:		
Kathy Mulholland - Telford & Wrekin Council - Inward Investment & Business Support Service Delivery		
Paul Bennett - Shropshire Business Board Representative Partner, Aaron and Partners LLP		
Michelle Kynaston - Marches Area Lead - Cities and Local Growth Unit, BIES		
Marc Fleetham - University of Wolverhampton – Director Business Solutions, Regional Knowledge Transfer Partnership Director, Chair KTP National Forum		
Ray Hickenbottom - FSB Regional Chairman, FSB Chair (Shropshire) and Sales Trainer, Ray Hickenbottom Training Academy		
Not Present:		
Nick Webster - Herefordshire Council - Economic Development Manager		

ITEM		ACTION
1.	<p>Welcome and introductions</p> <p>PH welcomed everyone to the meeting of the Marches Growth Hub Steering Group (MGH SG) and introduced new members to the group. Each member gave a brief introduction. PH gave apologies for members unable to attend the meeting.</p>	
2.	<p>Declarations of Interest</p> <p>Steering Group Membership</p> <p>PH asked that all declarations are due to be refreshed and distributed the forms to those who need to complete them. The forms should be completed and returned at the next Steering Group meeting.</p> <p>Any members not present will be sent the form electronically by KJA for completion in readiness for the next meeting.</p>	<p>All</p> <p>KJA</p>
3.	<p>Notes of last meeting and follow up actions</p> <p>The Group agreed and signed off the Minutes from 01/06/17 meeting. One action remains outstanding which is for YS to visit the physical hubs. This has been delayed due to completion of the BEIS 6 monthly report. This will be completed in due course.</p>	<p>YS</p>
4.	<p>Marches Growth Hub Policy</p> <ul style="list-style-type: none"> - BEIS Marches Growth Hub Bi-Annual Report (April 2017-September 2017) <p>YS outlined the content of the report and asked for feedback and comments to ensure we are capturing all relevant information for BEIS.</p> <p>GH added that this demonstrates what we have achieved over the last 19 months and helps makes the case for the continuation of the Growth Hub. Good collaboration is shown by FSB & Chambers of Commerce, and we are very fortunate to have the support of partners. It is felt that the relationship between partners is strong with FSB now sponsoring some hot desks and the other relationships between DIT & IPO also remaining strong.</p> <p>GH continued to say that BEIS are making a case for continued funding to target scale up businesses with more than 5 employees and with a turnover of between £500K-£1M. Having recently attended the LEP Network workshop in London, it was clear that the Government see the challenges faced. Greg Clark, Secretary of State for BEIS will be producing a White paper in November outlining the potential for future funding and what form that will take.</p> <p>JT asked if there was any benchmarking available? in response to this, PH confirmed benchmarking is very difficult to do as the LEPs differ greatly from area to area. SP also added that no benchmarking currently exists and even Government struggle with this exercise.</p>	

	<p>JT suggested that more needs to be done to promote success. In response GH confirmed that the MGH has commissioned a number of case studies recently to support this. The group were reminded that we were 30th out of 38 LEPS to open and that we are still learning compared to other areas such as London and Manchester. £2.5M went into the Black Country under the City Deals, whereas we are achieving a great deal with £205K, and with support from our partners.</p> <p>The Group concluded that it is a good detailed report.</p>	
<p>5.</p>	<p>2017/18 Marches Growth Hub Update</p> <p>- Spend to Date</p> <p>YS reported £77,565.47 spend to date. There was a discussion around underspend, what the Growth Hub funding is being used for and the importance of measuring outputs and outcomes linked to growth hub events.</p> <p>YS & AB explained the reasons for the growth hubs rescheduling some events from Q1/Q2 to Q3/Q4.</p> <p>The discussion led to the recording of event outcomes which is very resource heavy and not always possible. Comments were received about service level agreements and the need to capture this data.</p> <p>- Enquiries/referrals – physical hubs and virtual hubs</p> <p>YS presented the KPI data briefly as it was going to be included in the MGH Evaluation & Review presentation later in the meeting.</p> <p>FM asked why there was no customer satisfaction data from MGH – Herefordshire. In response, YS confirmed that this subject has already been flagged and discussed at the last MGH Operational Group meeting. The discussion also included best practice at capturing this data and that progress will continue to be monitored. YS confirmed follow-up with MGH - Herefordshire.</p>	<p>YS</p>
<p>6.</p>	<p>Marketing and Social Media / Google Analytics</p> <p>AB gave an update on progress since the last meeting. There has been a drop in August but this was expected. The comparison from 2015-2016 shows continuous improvements, for example growth in Twitter followers. With regards to Facebook, better results are evident from paid promotions due to being able to choose the target market.</p> <p>Events</p> <ul style="list-style-type: none"> • The business event in Hereford was well attended, but the workshops not so. <p>#Getgrowing Campaign</p>	

	<ul style="list-style-type: none"> • Anecdotal data is being captured for the Marches Growth Hub - Buildings Investment Grant. • 12 case studies, photos & videos are being used to support the campaign. • Linked into the launch of the Midlands Engine Investment Fund (MEIF) at the end of August • MEIF is showing in the top 3 ranking and the website directory was number 1 in the search analytics. <p>GH asked if there is a direct correlation between Facebook and visitors to the website? AB confirmed that she has seen a spike since the Business Growth Programme (BGP) was launched and anything to do with new funding sends a spike in the results. GS confirmed the added value of social media and the need to increase this.</p> <p>There was a discussion around social media and its use amongst partners and their clients.</p> <p>A further discussion was held around the use of Eventbrite and how some potential clients are nervous to use it due to sharing personal details and possible data protection issues. AB confirmed that not all events are through this channel and that it is used by the Growth Hubs, Local Authority partners and the Chamber of Commerce as a cost-effective way of managing event bookings.</p>	
<p>7.</p>	<p>Marches Growth Hub Evaluation</p> <ul style="list-style-type: none"> • Findings Presentation <p>The Evaluation report was presented to the group by SP.</p> <p>Discussion around data gathering/reporting with the main points being: -</p> <ul style="list-style-type: none"> • Data is being gathered on different CRM's • One CRM would allow the user to view the whole customer journey. In response to this GD suggested that a separate session should be held to discuss this with LA's/Partners/LEP • Information sharing needs to be improved • Some information cannot be shared due to the Data Protection Act • Data gathering and reporting is resource intensive and is seen as a burden. • Report data - referrals to GHUBS and Councils needs to be clarified <p>Discussion around referrals and how some customers may go directly to the Councils/Inward Investment teams with the main points being: -</p> <ul style="list-style-type: none"> • The need to capture customer data that contact LA/Inward Investment teams direct and bypass the hubs, or if there is a need to capture this? • Companies such as MAGNA do not appear in the results as this would be direct with the Inward Investment teams and would not come via the Growth Hubs • The Growth Hubs do not have the skill-set to deal with inward investment enquiries. These enquiries need to be directed to specialists within the Local Authority Inward Investment teams. 	<p>LA/LEP</p> <p>KJA</p>

9.	Any Other Business - None	
	Future Meeting Dates (quarterly 4.30 – 6.30) Thursday 18/1/18 Thursday 29/3/18 Thursday 28/6/18 Thursday 27/9/18 Thursday 13/12/18	