

<b>Minutes of Marches Growth Hub Steering Group 12.04.2018</b>
--

<b>Present</b>			
Paul Hinkins	PH	LEP Board Member and Chair of Telford Business Board	
Maisy Owen	MO	Shropshire Chamber – Chair of Members’ Committee, Director of MO Management Consultancy Ltd	
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	
Lindsay Barton	LB	FSB Branch Leader (Shropshire), Managing Director of Golden Kite Solutions Ltd	
Matt Potts	MP	Shropshire Council – Business Growth & Investment Manager	
Kate Jarman	KJA	Marches Growth Hub Coordinator	
Gary Dimmock	GD	University of Wolverhampton – Director Business Solutions Centre	
Yasmin Sulaman	YS	Marches LEP Business Support Officer	
Kathryn Jones	KJO	Marches LEP Partnership Manager	
Steve Havins	SH	Department for International Trade- Head of Business Development and Partnerships	
<b>Apologies:</b>			
Kathy Mulholland - Telford & Wrekin Council - Inward Investment & Business Support Service Delivery			
Marc Fleetham - University of Wolverhampton (UOW) – Director Business Solutions, Regional Knowledge Transfer Partnership Director, Chair KTP National Forum			
Paul Bennett - Shropshire Business Board Representative, Partner Aaron and Partners LLP			
Michelle Kynaston – Marches Area Lead - Cities and Local Growth Unit, BEIS			
Amy Bould - Marches LEP, PR & Marketing Consultant, Be Bold Media Ltd			
<b>Not Present:</b>			
Nick Webster - Herefordshire Council - Economic Development Manager			
ITEM			ACTION
<b>1.</b>	<p><b>Welcome and introductions</b></p> <p>PH welcomed everyone to the meeting. YS gave apologies for the members unable to attend. This was followed by round table introductions. PH went on to confirm the members that have stepped down from the Steering Group (SG) since the last meeting: -</p> <ul style="list-style-type: none"> <li>• Ray Hickenbottom, FSB;</li> <li>• Mike Forrester, Hereford &amp; Worcester Chamber; and</li> <li>• Anna Wilde, WIRE.</li> </ul>		

	<p>PH Welcomed the following new members: -</p> <ul style="list-style-type: none"> <li>• LB who runs her own business, is an FSB representative and is also on the Shropshire &amp; Telford &amp; Wrekin Business Boards; and</li> <li>• MP, representing Shropshire Council and replacing Gemma Davies. MP has recently joined Shropshire Council as Head of Business Growth &amp; Inward Investment.</li> </ul> <p>PH thanked the members that have stepped down for their valuable contribution to the SG.</p>	
<b>2.</b>	<p><b>Election of The Chair</b></p> <p>YS confirmed that no expressions of interest for the chair position were received by the given deadline of 28<sup>th</sup> February 2018. YS asked PH to leave the room and a vote took place which supported PH to stand for the next 2-year term. PH re-joined the room. YS congratulated PH and thanked him for all his support to date.</p>	
<b>3.</b>	<p><b>Minutes of the last meeting and actions</b></p> <p>The group agreed and signed off the minutes from the 18/01/18 meeting. PH asked the group to declare any conflicts of interest. No conflicts were declared.</p> <p>PH requested for Declarations of Interest to be added as a fixed agenda item.</p>	<b>KJA</b>
<b>4.</b>	<p><b>LEP Update</b></p> <p>KJO confirmed the following: -</p> <ul style="list-style-type: none"> <li>• The Annual Conversation review has taken place and the LEP Board and sub groups were marked highly and we will face a lot of scrutiny going forwards in a positive way;</li> <li>• The Strategic Economic Plan (SEP), and Local Industrial Strategy (LIS) are due to be re-freshed and the tender for consultants to support with this is currently in progress with interviews for short listed companies due to take place shortly. This will help give clear priorities and an understanding of the economic context for the next 5-10 years within The Marches area; and</li> <li>• Business Energy Industrial Strategy (BEIS) meeting regarding the Marches GHUB feedback confirmed clear partnership working relationship and business focus. Data collection still needs to be improved and once we have clear definitions from BEIS this will be shared with the group and new KPI templates will be issued.</li> </ul>	<b>YS</b>
<b>5.</b>	<p><b>2017/2018 MGH Update</b></p> <p>- <b>KPI Data</b></p> <p>KJA gave a general update covering the following points: -</p> <ul style="list-style-type: none"> <li>• Funding and start-up support remain the main query type received by the Virtual Hub with website enquires being the main point of contact;</li> <li>• The split across the sectors is between agriculture, food manufacturing and retail;</li> <li>• Customer satisfaction scores remain high; and</li> <li>• Various events have been delivered by the 3 physical hubs reporting high attendance. GDPR events have been popular.</li> </ul>	

	<p>A general discussion took place around the presentation of the KPI data and it was agreed that graphs would be presented to the group moving forward to help make comparisons and understand trends.</p> <p>- <b>Spend</b> YS confirmed that Q 4 figures are currently being finalised. Year-end spend shows a slight overall overspend of £1861.54. The physical hubs have underspent with Shropshire -0.96p, Herefordshire -£549, and Telford &amp; Wrekin -£684. The exact position will be shared at the next meeting.</p>	<p><b>KJA</b></p> <p><b>YS</b></p>
<b>6.</b>	<p><b>Marketing and Social Media / Google Analytics</b></p> <p>- <b>Stats for January – March 2018</b> YS gave an update on the stats in absence of AB. JT asked for commentary to support the graphs moving forward.</p>	<b>AB</b>
<b>7.</b>	<p><b>Steering Group Review</b></p> <p>- <b>Terms of Reference including Membership</b> A general discussion took place around non-attendance and the need to send an appropriate deputy if unable to attend. PH suggested % of attendance to be presented at each meeting.</p> <p>The group agreed for the TOR to be updated to reflect actions required from the group and that these should be discussed with the Operational Group (OG)</p> <p>- <b>Declarations of Interest</b> The group agreed to amend the date on the recently completed forms and re-sign the changes made. The form completed by UOW was taken away by GD for re-dating in line with the agreed process. PB yet to return the original form sent out on 6<sup>th</sup> February 2018. The forms are to be returned to KJA at The Marches LEP office asap.</p> <p>- <b>Data Sharing Agreements</b> All forms have been returned other than UOW. UOW to return the form to KJA at the Marches LEP office asap.</p>	<p><b>KJA</b></p> <p><b>KJO/YS</b></p> <p><b>MF</b></p> <p><b>MF</b></p> <p><b>MF</b></p>
<b>8.</b>	<p><b>Partner Service Level Agreements Review</b></p> <p>A general discussion took place around the need for minimum standards to be included in the SLA.</p> <p>YS confirmed that BEIS are yet to confirm KPI data required for 18/19 funding including local KPI's and that these will need to be incorporated into the SLA.</p> <p>KJO and YS agreed to update the partner SLA incorporating minimum standards and BEIS KPI data once agreed. The updated draft will be presented at the next MGH Operational Group meeting. Feedback will be presented to the MGH SG in due course.</p>	<b>KJO/YS</b>

<p>9.</p>	<p><b>MGH Review &amp; Evaluation</b></p> <p>- <b>Action Plan</b> YS confirmed that on 19<sup>th</sup> January 2018 the proposed action plan was sent to the group as agreed at the last meeting. The group were asked to confirm their agreement or otherwise to each of the thirteen proposed actions by Friday 2<sup>nd</sup> February 2018. Feedback was received from PO and PH and taken on board.</p> <p>A copy of the final action plan was presented to the group for final comments. No further comments were received. It was agreed that traffic light progress reporting will be presented to the group moving forward.</p>	<p>YS</p>
<p>10</p>	<p><b>2018/2019 Contract</b></p> <p>- <b>Schedule 1 &amp; 3</b> YS explained that Schedule 1 sets out how we plan to spend the allocated £205k in 2018/19. YS went on to confirm the total package of support for <u>each</u> GHUB being: -</p> <ul style="list-style-type: none"> <li>• £7k towards CRM licence and setting up of KPI reports</li> <li>• £6150 held centrally to support high profile events (three events per GHUB)</li> <li>• 2 days per month PR &amp; Marketing support</li> <li>• Total package of support per GHUB at the value of <b>£27,550</b></li> </ul> <p>YS explained that Schedule 3 sets out our business plan for 2018/19 funding. YS went on to confirm the new proposed model for the virtual hub as BEIS will no longer cover the cost for telephone based triage/diagnostic service as this is provided for free by the National Business Support Helpline (NBSH). As KJA is on leave during the last week in April, the GHUB 0345 line will be diverted to the NBSH as a trial with a view to transferring it permanently from 1<sup>st</sup> July 2018. Virtual hub e-mail enquiries will be directed to the GHUB's for actioning.</p> <p>YS confirmed that the Schedule 1 and 3 have been submitted to BEIS with a further request for information. The Schedules will be shared once they have been approved by BEIS.</p> <p>JT outlined the funding that is still available in The Marches to support GHUB events. YS encouraged JT to proactively work with the GHUB's to support any planned events this year and welcomed a presentation at the next MGH OG meeting.</p> <p>- <b>Importance of data collection &amp; reporting</b> The common metrics and local KPI's are yet to be confirmed and agreed with BEIS. The Virtual Hub Co-ordinator position will not be replaced and KJA will revert to the LEP administration position at the end of June 2018.</p> <p>A new Data and Marketing Support Officer position has been created to support both the MGH and Marches LEP. Responsibilities will include supporting the GHUB's with the collection and analysis of KPI data, co-ordination of events, PR and marketing activity and supporting meetings. Workplans with each partner will be developed to ensure that this role supports the GHUBs effectively. The new position is currently being evaluated by the HR team at Shropshire Council. In the meantime, a temporary agency worker is due to start on 16<sup>th</sup> of April.</p>	<p>YS</p> <p>JT</p>

<p><b>11.</b></p>	<p><b>Any Other Business</b> YS confirmed that the UK 2018 Enterprising Britain Awards are now open for entries.  KJO confirmed that an event for launching the Queens Award for Enterprise is being held on 18<sup>th</sup> April 2018.</p>	
	<p><b>Future Meeting Dates (quarterly 4.30 – 6.30)</b> Thursday 28/6/18 Thursday 27/9/18 Thursday 13/12/18</p>	