

# The Marches Local Enterprise Partnership

## Delivery Plan 2022/23

### Key Metrics



#### Strategy

Produce an updated Strategic Economic Plan  
Support the Marches Nature Partnership to develop an action plan and secure funding



#### PR and Marketing

Produce a communications plan  
5% Increase audience across all social media platforms  
Develop 12 business case studies



#### Delivery

Support the development of 650 new houses  
12,000 Sqm of Commercial space created  
4,800 Sqm public realm or green space improved or created  
778 Jobs created



#### Business Support

5,000 businesses supported through the Growth Hub  
6 business events held  
6 newsletters produced  
Implement new delivery model for the Key Account Management programme  
12 enterprises receiving non-financial support



#### External Funding

Secure £52 million in private match funding



#### Business & Community

Work with membership organisations to share business intelligence and drive economic recovery  
Develop working relationship with the NHS



#### Governance

Appoint a New Chair and facilitate a timely handover period and induction  
Appoint two new Board members  
Arrange strategic planning session and training for new Board Members



#### Environment

Contract £4m of Low Carbon/Energy projects  
Help 50 businesses across the Marches access BEEP or similar programmes  
Increase awareness of environmental technology to businesses by:

- Running a minimum of one event
- Issuing bi-annual newsletter



#### Skills

Increase availability of Green Skills courses  
Support the establishment of an Employer Representative Body  
639 New Learners assisted  
2,525 Sqm learning space created

### 1. Strategic Activity

PRIORITY ACTIONS	TARGET DATE	PROGRESS TO DATE	RAG RATING
<b>Strategies and Partnership</b>			
Develop a New Strategic Economic Plan (SEP) to support funding bids and help support the work of partners.	Sept 22		
Secure new sources of funding and diversify the LEPs income streams to continue to operate as a going concern and play a meaningful role in Economic Development	March 23		
Continue to develop strong relationships with central Government departments (i.e., DLUHC, BEIS, DfT, DEFRA, DfE, DCMS, DHSC and DIT) and identify and explore new areas for collaborative work (i.e., project support) and/or opportunities to devolve funding to the LEP to deliver (i.e., delivery of support services to the NHS).	March 23		
Continue articulating the needs and challenges of The Marches economy and businesses through work with local, regional and national partners. This will include engagement with:	Ongoing		
<ul style="list-style-type: none"> <li>the West Midlands (WM) and East Midlands (ME9) LEP Chairs and CEOs;</li> </ul>	Ongoing		
<ul style="list-style-type: none"> <li>the wider membership of Midlands Engine, particularly to support our data and intelligence capabilities and internalisation opportunities, and Midlands Connect to promote investment in our transport infrastructure;</li> </ul>	Ongoing		
<ul style="list-style-type: none"> <li>Welsh partners through the Growing Mid Wales Partnership, to deliver our joint transport, digital and energy priorities and to outline ideas for cross border projects ahead of the next Comprehensive Spending Review;</li> </ul>	Ongoing		
<ul style="list-style-type: none"> <li>the LEP Network, to work with the other LEPs on areas of shared importance, horizon scanning, amplify local messages into national Government and across Government departments, and share best practice.</li> </ul>	Ongoing		
Support the Marches Nature Partnership to develop an action plan and secure funding	December 2022		
Contribute to the discussions and development of LEPs that sit outside of devolution deals – Pathway 2 to ensure that ministers continue to be aware of capacity of the LEPs, the need for timely funding awards and the important relationship with businesses that LEPs have.	Ongoing		
<b>Business and Community</b>			
Continue working with the three Business Boards, Federation of Small Businesses, Chambers of Commerce, National Farmers' Union, and other membership organisations to share business intelligence and drive economic recovery. Look at developing a working relationship with the NHS.	Ongoing		
Review the effectiveness of how the existing business boards engage with the LEP and the flow of information to and from the boards.	Nov 23		
Continue liaising with the area's MPs, seeking their support to highlight how the LEP can add value to national initiatives, raise awareness of local economic issues and opportunities and increase the profile of the Marches across government departments.	Ongoing		
Continue to offer to attend Local Authority scrutiny committee workshops to update on LEP activity and/or do a deep delve into a particular work area/ project/programme.	Ongoing		
Support the development of diverse markets, workforces, and suppliers across the region, by collaborating with key employers, business, voluntary/community sector, and skills providers and by engaging with businesses or business leaders who are currently under-represented.	Ongoing		
<b>PR, Marketing and Communications</b>			
Produce an updated communication plan for 2022/23, outlining a co-ordinated approach across the LEP and MGH, including promoting external funding opportunities to maximise investment into the Marches.	Q2		
LEP and MGH to continue maintaining and developing their presence across a range of social media platforms to support business engagement and raise awareness of key initiatives.	Ongoing		
5% Increase audience across all social media platforms	March 2023		
Produce and distribute an electronic six-weekly newsletter (joint LEP/MGH where appropriate) to provide regular updates on the work of the LEP and the benefits that its interventions bring to the region and local businesses and promote new funding opportunities, to maximise investment in the region.	Ongoing		

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### 2. Governance

PRIORITY ACTIONS	TARGET DATE	PROGRESS TO DATE	RAG RATING
Manage the appointment of a New Chair and facilitate a timely handover period and induction.	September		
Appoint two new Board members including ideally someone from the Health Sector.	September		
Review and update LEP Board's and subgroups' Terms of Reference (TORs) and Board's Articles of Association.	September		
Review and update the Accountability and Assurance Framework, including policies, and make the document more user friendly by removing the policies and replacing them with links to the documents.	September		
Sign off audited LEP's accounts for fiscal year 2021/22 at AGM and submit audited accounts to Companies House within the statutory deadline.	September		
Attend quarterly service review meetings with Shropshire Council to ensure services provided by the Council under the Service Level Agreement, i.e., HR, legal, accountable body, procurement, finance, and IT, meet agreed terms and LEP's business needs.	Ongoing		
Conduct an annual review of the LEP Board membership, rotation, gender representation and composition.	September		
Arrange an away day to support strategic planning and training for Board Members, including a session on diversity and inclusion.	October		

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### 3. Delivery

PRIORITY ACTIONS	TARGET DATE	PROGRESS TO DATE	RAG RATING
Ensure the remaining Getting Building Funding (GBF) is spent by March 23	March 23		
Continue to monitor and report on Local Growth Fund (LGF) and GBF to collect outputs and outcome information and ensure delivery is as outlined in the approved business cases, for example jobs, houses, commercial and green space.	Ongoing		
Explore new funding opportunities and submit bids and or support funding applications of other bodies, for the benefit of the Marches.	Ongoing		
Explore potential benefits of taking over The Business Environment Network.	September 2022		
Deliver the Telford Land Deal work programme, including the flagship NI Park development.	Ongoing		
Continue collaboration with The Marches Nature Partnership and look to shape the group in order to respond to national policy development, to shape future rural support programmes and to consider economic opportunities related to the transition to net zero.	Ongoing		
<b>Environment/Energy</b>			
Contract and manage the £4m energy Fund	November 2022		
Prioritise the delivery and implementation of key energy projects in The Marches, including the promotion of new national and regional schemes and identification of potential future funding opportunities.	Ongoing		
Help 50 businesses across the Marches access BEEP or similar programmes	March 2023		
Increase awareness of environmental technology to businesses through events and newsletters.	March 2023		
Continue working with the Midlands Energy Hub to address the capacity gap within local authorities, improve the regional and national communication channels, deliver energy infrastructure projects across the Midlands and support local authorities' commitment to zero-carbon and a green recovery.	Ongoing		
<b>Transport</b>			
Work with Transport Officers Group (TOG) members to support Midlands Connect's work following the Union Connectivity Review and help to raise the profile of Rural Transport issues.	Ongoing		
Continue working with Midlands Connect and central Government on the delivery and implementation of key transport projects in The Marches, across the Midlands and North Wales.	Ongoing		
<b>Other sectors</b>			
Look at providing support to other key sectors such as Cyber, Food and Drink and Healthcare	November		

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### 4. Business Support

PRIORITY ACTIONS	TARGET DATE	PROGRESS TO DATE	RAG RATING
Support businesses in achieving their recovery and growth ambitions, the LEP will continue the implementation of its <b>Access to Finance Strategy</b> and contribute to the strategic delivery of the Midlands Engine Investment Fund.	Ongoing		
<b>Marches Growth Hub (MGH)</b>			
Review the Growth Hub delivery model and maximise business support with reduced funding	August		
Enable 5,000 businesses to access support via the Growth Hub	March 2023		
Run Marches wide events to promote the Growth Hub and raise awareness with businesses that have not previously access support.	Ongoing		
Promote externally funded business support programmes to ensure Marches businesses exploit funding opportunities (e.g., MEIF, BGP2)	Ongoing		
Continue to promote GH support using case studies and newsletters.	Ongoing		
Work with other Growth Hubs to explore potential economies of scale through joint commissioning of services.	September		
Awareness raising of support offered through <a href="http://www.marchesgrowthhub.co.uk">www.marchesgrowthhub.co.uk</a> , the three physical hubs and through referrals to partners.	Ongoing		
Provide 12 enterprises with non-financial support by GBF & LGF project deliverables	Ongoing		
Work with The Marches <b>Business Support Steering Group</b> to continue to understand businesses challenges help shape business support and help promote all the different support available to businesses.	Ongoing		
<b>Department for International Trade (DIT) projects</b>			
Develop and implement a new delivery model for the <b>Key Account Management</b> programme to support locally based foreign-owned companies and attracting new investment.	Q2		
Promote and encourage the take up for <b>export and international trade</b> services through locally based teams, regional and national support.	Q2		

### 5. Skills and Employment

PRIORITY ACTIONS	TARGET DATE	PROGRESS TO DATE	RAG RATING
Support the LEP Board's Skills Champion in developing the Marches <b>Skills Advisory Panel</b> (and sub-groups) to meet Government requirements to drive the skills and employment agenda across The Marches and meet the objectives of the Skills & post-16 Act and the Levelling Up White Paper	Q3		
To seek funding from Department for Education (DfE) to continue the production of high quality local-level skills analysis, maintain relationships to deliver the local skills agenda and provide oversight of the implementation of the Local Skills Report Action Plan.	Q1		
To review ESF provision and identify opportunities to support local authority partners in developing Marches-wide successor projects under UKSPF to meet local priorities.	Q2		
Oversee the promotion of national skills initiatives, including those in the Government's Plan for Jobs/Skills & post 16 Act through effective liaison with DfE, including the Education and Skills Funding Agency, Department for Digital, Culture, Media & Sport, and Department of Work & Pensions.	Q4		
Assist new learners and create learning space by GBF & LGF project deliverables	Ongoing		
Ensure availability of more Green Skills courses	Ongoing		
To support the developing Local Skills Improvement Plans (LSIP) agenda led by Employer Representative Bodies through liaison with partners and provision of underpinning data and intelligence.	Q3		
Deliver the <b>Marches Careers Hub</b> contract funded by Careers and Enterprise Company (CEC) including: <ul style="list-style-type: none"> <li>• Securing funding for the period 1 September 2022 – 31 August 2023</li> <li>• Development of a new strategic plan through consultation with Careers Hub stakeholders for sign off by the Careers Hub Steering Group</li> <li>• Continue to drive performance improvement to meet KPIs</li> <li>• Carry out an options analysis on delivery methods to ensure value for money and maximise impact</li> </ul>	Q2 Q2 Q4 Q1		

### 6. External Funding

PRIORITY ACTIONS	TARGET DATE	PROGRESS TO DATE	RAG RATING
Help and support Local authorities and other bodies in their bids for new Funds and convene parties where appropriate to help deliver pan Marches initiatives.	Ongoing		
Identify and explore potential future funding opportunities to include both grant funding and potentially commercial contracts to delivery economic development support.	Ongoing		