



**LEP Strategy Committee
MINUTES (DRAFT)**

Meeting Held: Wednesday 13th June 2018
Wyvern House, Winsford

Present:

Robert Mee (Chair)
Philip Cox
Andy Hulme

Stephen Kinsey
Chloe Taylor

Graeme Bristow
Kathryn Carr

Apologies:

Frank Jordan
Gary Steen
Robert Davis

Clare Hayward
Andy Farrall

Pete Waterman
Charlie Seward

Attending:

Rachel Brosnahan (AI 10)

Agenda Item 1: Apologies

Robert Mee welcomed members to the meeting. Apologies were recorded from Clare Hayward, Frank Jordan (represented by Kathryn Carr), Gary Steen, Robert Davis, Pete Waterman, Andy Farrall and Charlie Seward (represented by Chloe Taylor).

Agenda Item 2: Declarations of Interest

No pecuniary or non-pecuniary interests were declared.

Agenda Item 3: Minutes of Previous Meeting and Matters Arising

The Minutes of the meeting held on 25th April 2018 were approved.

The matters arising were covered under the agenda with the exception of: -

AI 4 – Matters Arising – Strategic Infrastructure Oversight: It was confirmed that a meeting had now been scheduled between the LEP and a number of key infrastructure providers from the power, water and communications sectors.

Agenda Item 4: Strategy Work Programme

The contents of the report were noted, including the current position in regard to the development of the supporting delivery plans to the SEP.

Andy Hulme confirmed that the 'light touch' review of the SEP has been completed and the revised draft had been circulated to the Committee as part of the Agenda pack. **The Committee noted the minor revisions to the SEP and approved its release for public use.**

Progress on the public-facing version of the Energy Strategy was noted. Subject to securing some final graphics to illustrate the document it was planned to release it for consultation by the end of June, with a closing date for comments of the end of July.

The Committee considered the revised draft of the Quality of Place Strategy. The narrative and action plan had been sharpened and some of the 'process'-related text removed. In addressing previous concerns about the need for a clear and coherent marketing and branding strategy it was noted that work had already been undertaken as part of development of the Cheshire Science Corridor to produce detailed "investment propositions" focussed on our key sectors and investment locations. It was also confirmed that Katrina Michel, Chief Executive of Marketing Cheshire was also undertaking some work on brand development and marketing.

It was suggested and agreed that a specific session be arranged to share the marketing and comms work with the Strategy Committee.

Action: Andy Hulme to arrange a specific session focussed on investment propositions, brand development and marketing.

The progress in development of the strategy was welcomed and **the Committee approved the recommendation that it now be worked up into a public-facing document for consultation.**

There was a discussion around how the success of this and other strategies would be measured (e.g. through the use of KPIs). It was confirmed that specific monitoring and evaluation plans would be developed for each thematic strategy.

The development of the LEP's Science and Innovation Strategy is ongoing with the first two of a planned series of three workshops having been held, involving almost 50 businesses and science-related organisations. The final session is scheduled for the 6th July by which point it is hoped that a high-level draft of the Strategy will be prepared for circulation.

The proposed approach to the digital strategy was noted, particularly the proposal that a brief be prepared and circulated to enable procurement of consultancy support to undertake the development of the strategy for the LEP. **This recommendation was approved.**

Kathryn Carr advised that BDUK is offering support in developing model digital strategies. The Committee welcomed this and asked that the opportunity to engage with BDUK be explored further.

Action: Options for engaging BDUK in the development of the Digital Strategy to be explored and shared with the Strategy Committee.

Agenda Item 5: Business Growth Hub

Philip Cox verbally updated the Committee on proposals to procure a fixed term, external, interim support to lead on the integration of the Business Growth Hub into the main LEP team, shape the 'new' Growth Hub offer and also develop proposals for the LEP's wider approach to private sector engagement.

The Committee noted and approved the approach as set out.

Action: Philip Cox to share the draft specification

Agenda Item 6: Industrial Strategy

Philip Cox gave a short presentation on the Industrial Strategy and the four Grand Challenges set out within it. The importance of identifying specific areas of strength within the sub-region to respond to the Grand Challenges (and initial 'missions') was discussed.

Agenda Item 7: Low Carbon Energy Innovation Fund

The contents of the report were noted. The Committee was supportive of the proposed key themes and the suggested allocation of resources against these themes. **The recommendation that the proposals now be worked up in detail to enable a launch in Q2 2018/19 was approved.**

Agenda Item 8: Government Announcements

The announcements and briefing papers in respect of the **Strength in Places Fund** and the **Business Productivity Review** were noted. Committee members were asked to review the questions set out at Annex 1 of the Business Productivity paper and feedback their views on whether the LEP should look to submit a response by the deadline of 5th July.

Action: Strategy Committee members to review the questions set out at Annex 1 of the Business Productivity paper and feedback their views as soon as possible on whether the LEP should look to submit a response by the deadline of 5th July

Agenda Item 9: Ellesmere Port Microgrid Study

This item was discussed as a Part B 'Non-Public' item. A separate note of the discussion has been drafted for the record.

Agenda Item 10: Growing Places Fund

This item was discussed as a Part B 'Non-Public' item. A separate note of the discussion has been drafted for the record.

Agenda Item 11: Any Other Business

There were no matters raised under this item.

Agenda Item 12: Date and Time of Next Meeting

Wednesday 19th September 2018, 2pm, Room G5, Wyvern House, Winsford.

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