



**Service Pillar Committee**

**Thursday 8<sup>th</sup> June 2017, 2.00pm – 4.00pm**

**Coast to Capital, Horsham Training Centre, Hurst Road, Horsham, RH12 2DN**

**Meeting started at 2pm and ended at 3:45pm**

**Members:**

Jonathan Sharrock	Coast to Capital (Chair)
Malcolm Brabon	Coast to Capital
Georgina Angele	Careers and Enterprise Company
Rebecca Tonks	Coast to Capital
Joshua Madden	Coast to Capital
Karen Leigh	BEIS
Rob Lewtas	DIT - Trade
Neil Abbott	DIT – Invest
Kerry Kyriacou	Coast to Capital Business Navigator Partnership Manager

**Present:**

Jonathan Sharrock	Coast to Capital
Malcolm Brabon	Coast to Capital
Georgina Angele	Careers and Enterprise Company
Rebecca Tonks	Coast to Capital
Joshua Madden	Coast to Capital
Rob Lewtas	DIT - Trade
Neil Abbott	DIT – Invest

**Apologies:**

Karen Leigh	BEIS
Caroline Davies	BEIS - Local Business Support (Growth Hubs) Policy & Delivery
Kerry Kyriacou	Coast to Capital Business Navigator Partnership Manager

**1. Welcomes and Introductions**

**2. Action points from previous meeting**

### 3. Review of Terms of Reference

JS – The Coast to Capital Services Pillar is accountable to its funders and governance and accountability are critical. The committee is asked to consider if we are providing the right services in the best way possible – always looking for ways to improve.

It was agreed that the Service Pillar committees should be held 5 weeks before each Board Meeting.

**Action:**

**AB - to arrange Service Pillar Committees to meet five weeks prior to Board Meetings.**

### 4. Coast to Capital Business Navigator Growth Hub

Discussions included:

The funding for the Growth Hub was explained. Funding from BEIS until March 2018, SEEDA Legacy Funding and hopefully EU match funding from April 2018. EU funding part of a bid being considered by DCLG.

The Risk Register was discussed and agreed.

Evaluation document – Good independent report on 2016/2017 delivery received showing improved customer and stakeholder satisfaction. The review reported good client engagement stats.

The Coast to Capital Board is presented with a new dashboard produced initially in April 2017.

Rob Lewtas (DIT) asked if there were case studies that highlight the impact of the service.

- MB confirmed that case studies are on the Growth Hub website.

BEIS were contacted as part of the evaluation study. They indicated that they prefer more in-depth support providing 3 hours of support rather than lighter touch engagement with large volumes of businesses (focus on quality rather than quantity).

- In April 123 businesses supported and 130 in May. JS asked for regular engagement reports from the Growth Hub
- RL offered to work with the Growth Hub to provide support, help and providing more examples of positive case studies to create an attractive narrative that can be promoted to businesses.

BEIS is currently reviewing Growth Hubs and making recommendations about future funding.

MB added that he is quality assuring the Business Advisers and they are currently undergoing a SFEDI accreditation. Key moving forwards is measuring impact of the service.

The Routes to Market activity is still being funded by the Growth Hub to drive clients to the service. The RTM partners have been asked to focus on generating warm leads with quality, high growth businesses.

DIT reported challenges with new client engagement and is discussing events with the Chambers in the Coast to Capital area.

**Action:**

- Growth Hub to produce regular KPI reports.
- Focus on building a narrative of a number of positive case stories to promote the services including inward investment case studies.

## 5. Enterprise Adviser Network

BT provided an update on the EAN Service.

- Enterprise Advisor Network won't hit its target but has grown significantly in recent weeks.

- The key aim of Enterprise Advisor Network is to develop long-term and sustainable engagement between businesses and schools.

It was agreed that it is important to get parents involved in Career Workshop events as they play a key role in influencing their children.

JS covered the aims of Coast to Capital and Enterprise Advisor Network to get Enterprise Advisors into the schools and, looking ahead 2/3 years, ensuring young people are well informed and motivated by creating a minimum of 4 employer encounters with each student. The goal is to aim that each teacher of each subject offers a 1 work day placement in their subject.

Discussions around how C2C can make it a challenge for other regions to compete by addressing the needs of foreign businesses and attracting employers to C2C region. Make it the aim of C2C is to ensure that children within our region can navigate their way into employment smoothly.

C2C has a strong advantage in potentially cornering the market and are the 1<sup>st</sup> and only region employing their own Enterprise Coordinator team.

**Action:**

- Beki to send out link of members and Angelique to circulate among committee members.
- Enterprise Advisors to review profile and key sectors within the skill gaps that businesses have identified in the report received.
- Challenge businesses to send their HR representative into schools to recruit and research where their next pool of talent is coming from and for C2C region to cover those gaps by promoting businesses to offer apprenticeships.
- Promote region with positive narratives and take examples from the automobile sector of the West Midlands, Cardiff with Cyber security tech where the children teach themselves. Look to create quality and exciting career paths for young minds.
- Agreed across the board to sell it by dress it up to make it more attractive and appealing i.e. quality career paths to engage young (Virtual reality gap)

- Utilise parents by engaging them and including them at Job fairs.

## 6. International Trade

Josh covered TOR and discussion around making C2C a unique and attractive region to invest in for foreign trade with strong area partners such as Diamond Gatwick offering the second largest airport in the UK with direct long haul flights to China and other countries which may be appealing for what happens with Brexit.

Discussions around the Task Group to looking at trade missions for both buyer and seller and developing an Industrial Strategy for International Trade.

Objectives to be achieved by the Task Group;

- to promote C2C as a unique region that offers long haul flights.
- Understand the challenges businesses face and different views which will help C2C to achieve the best outcome for objectives in the region.

Motion across the board to create a regional identity that springs to mind setting C2C at forefront and ahead of other regions for foreign trade, investment and regarded as a place of business offering growth potential.

Motion by Neil to use "MatchMaker" and suggested a business module that articulates well to include everyone by selling C2C as a region that is ready to go for businesses wanting and looking for an attractive region to be based in. C2C can achieve this by providing a top class service that links in with area partners with the ambition of being ahead of London or Scotland, by marketing C2C's unique geographic diversity and infrastructure, to create a product that can be used by DIT to attract 3<sup>rd</sup> parties and international trade / investment. It is key that we articulate this to well to bring C2C to the front of investors' minds over other regions.

Malcolm added that information gathered from the last workshop is still being used and highly useful however there is no synergy and is a challenge to get area partners in the same room.

- A motion was made and agreed upon by committee members to be proactive and take initiative to drive C2C objectives forward to be seen as a region to do business in. Task Group to address area partners who are not engaging and formulate a list of members to be approached using members like Thames Valley as a module example of success of what can be achieved by collaborating within the C2C's region.

#### **Action:**

- Josh to redo Terms of Reference (TOR) to include 3 deliveries;
  - 1. Risk register to be read to the board
  - 2. Mike to lead the Task Group
  - 3. Address region and include wider groups
- Malcolm, Neil, Josh and Rob to brainstorm together to rework TOR objectives.
- Rob is happy to share ideas in the next meet up to make C2C a safe bet for business by offering a VIP response unlike other regions which include;
  - What protocols we can put in place in our "Salvage Response Plan" that will assist businesses who are considering to leave the region.
  - Assigning an account managers to businesses leaving.
  - Manage different businesses differently to suit their needs.
  - Learning from businesses who have already left.
  - Looking at an ambassador role for BREXIT.
  - Close holes in our geographical map so that other regions don't take advantage and we lose that investment within the region.
- Greatest challenge for the Task Group is to look at what C2C profile and establishing a clear leadership with protocols in place offering a VIP account management service within the region.

- Course of actions agreed regarding Task Groups purpose to review concept of operations, establish agreed policies, marketing strategy for C2C region, SOP's for Networking, devise a SOP for C2C Salvage response action plan, and create a healthy balance between area partners, local businesses and C2C by taking a proactive initiative.
- Most importantly get the Senior Key Participants who are right at the top of each area involved in driving the process throughout their region / enterprise.
- Present case studies by creating positive narrative stories that can be sold to investor's to set C2C above other regions in attracting business and growth.
- C2C to create a regional identity that will create an attraction and strengthening DIT engagement by promoting the benefits of geographical arrears of our region such as the South Coast, Gatwick Diamond and Brighton area above other regions.
- Proposal to run an event ourselves promoting our finding to chief executives in the region as a means to engage with Key Senior People.
  - Georgina strongly urged that the Task Group attend the Careers and Enterprise Network Event as senior members will be attending this event.
- Review who the account managers are for each region and assign account managers where there are none.
- Strategise and formulate a marketing plan to market C2C region as a whole.
- Broadcast what we are doing in the region to inspire others not to be left out and join.
  - Task Group to address area partners who are not engaging and formulate a list of members to be approached using members.
  - Take initiative to drive C2C objectives forward to be seen as a region to do business in.

## 7. A.O.B.

Feedback comments from DIT and CEC is that they felt the Service Pillar Committee was helpful and in particular highly informative.

### **Actions:**

- Georgina advised that she would send comparative reports from CEC to demonstrate what C2C is doing differently compared to other regions and that C2C may be interested in what other regions are doing as well.