

D2N2 Local Enterprise Partnership Business Growth Advisory Board

Date: Tuesday 12 February 2020, 13:30-15:30

Venue: MPQC Offices, Meadowbank Way, Eastwood, NG16 3SB

MINUTES OF MEETING

Attendees	
Diane Beresford	East Midlands Chamber
Ann Bhatti	Connect Derby (Derby City Council)
Richard Blackmore	CBI
John Collins	PCA Coach
Robert Dixon	Nottingham City Council
Natalie Gasson	D2N2 LEP
Geoff George	Nottinghamshire County Council
Jeremy Hague	Nottingham Trent University
Frank Horsley	D2N2 LEP
Colete McHugh-Putman	University of Nottingham
Chris Pook	D2N2 Growth Hub
Sajeeda Rose	D2N2 LEP
Viv Russell	Longcliffe Quarry (Chair)
Lewis Stringer	British Business Bank
Nicola Swaney	Rolls Royce
Claire Twells	Smith Partnership
Maureen Vieyra	D2N2 LEP (note taker)
Michael Watkinson	FSB East Midlands
Mark Wheddon	University of Derby
Paul Wilson	Derbyshire Dales District Council

Apologies	
Amanda Brown	Derbyshire County Council
Brenden Byczkowski	DT FDI and Export
Catherine Evans	Rushcliffe Borough Council
Rachel Hayward	Ask the Chameleon
Mark Hurdley	EMB Ltd
Andrea Huscroft	NBV
Emma Knight-Strong	Green Arch Consulting
Melanie Pythian	BEIS
Julian Stone	Inception Associates
James Whybrow	Nottingham College
David Wright	BEIS

1. Welcome from MPQC

There was a presentation from MPQC (Mineral products Qualifications Council), a not for profit organisation supporting the quarrying, minerals and mining sector.

MPQC is made up of three divisions:

- MP Skills – commercial training and assessment division
- MP Awards – accredited awarding organisation and quality assurance
- MP Futures – standard setting organisation for mineral processing sector

2. Introductions

The Chair welcomed representatives and noted apologies.

3. Minutes from the Last Meeting

The Minutes from the meeting held on 17th December were accepted as a true and accurate record.

4. Update from the Initial Task and Finish Group Meetings

The Chair outlined the key focus of the Advisory Board in focusing and “forming and storming” on productivity and supply chain development as well as overseeing D2N2 approach to effective business support. The meeting was advised that the Task and Finish Groups were informal when they were first set up but had now developed areas of focus. They were not meant to be permanent groups but would inform the delivery future focus of the AB and cross refer to other ABs. The AB would also seek to inform the emerging LIS.

It was noted that the D2N2 LEP had a full complement of staff it was now able to work to full capacity.

a) Performance

- The Business Productivity Review Report (November 2019) from Government had been circulated to members.
- The Business Change Cycle in the review was very informative and would act as a lens for future activity when the Task and Finish Group embarked on potentials tools/interventions and engaged with different companies.
- It was noted that by referring to the Government approved document and methodology, we would be talking the same language, and this would avoid confusion.
- Another meeting would to be scheduled when the Task and Finish Group would look at the tools for the assessment of productivity.
- Jeremy Hague noted that there was an opportunity for D2N2 to develop its ask. The question of what makes us different would be discussed at the next Task and Finish group.

- Reference was made to page 9 of the Report (Business Productivity Review Actions) and considered how we could respond locally.
- It was noted that more data was required on productivity improvements resulting from business support interventions especially in relation to Upscaler/Digital Upscaler.
- It was agreed that the Task and Finish Group would look at the ONS productivity calculator.
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/articles/howproductiveisyourbusiness/2018-07-06>

Further Actions:

- **Review tools for assessing productivity (a diagnostic)**
- **Consider D2N2 response to the Productivity Review actions**

b) Engagement

- The questions that arose from this Task and Finish Group were:
 - Who are the stakeholders we need to engage with?
 - How do we engage?
 - Do the stakeholders recognise they need to engage?
- The answers to these questions will drive the account management role of D2N2.

Further Actions:

- **Map key stakeholders within the business support network**
- **Feed into the D2N2 engagement plan**

c) Business Growth Strategy

- Any further meetings would be delayed until the LIS was published.
- Once that was shared, another meeting would be scheduled.
- The group could look at a medium/long term strategy to support development of Growth Hub.

d) Communications

- This Task and Finish Group had met twice to date.
- It was agreed there was a need to be more consistent and use simpler language.
- Rob Harding had now joined the group and had provided an overview of the evolving D2N2 Marketing and Communications Plan to ensure branding and messaging was consistent with business and the public.
- It was agreed that Communications linked to all the Advisory Boards and a supporting Engagement & Comms approach was required across the D2N2 governance.
- It was agreed to invite some other Heads of from the D2N2 LEP to talk to group.
- It was agreed to use feedback and case studies to ensure we are getting the message across.

Further Actions:

➤ **Meet again to help steer the D2N2 Marketing and Communications Strategy**

Frank Horsley noted that he had attended the Growth Hub Executive the previous week and that the Exec would now feed reports into the AB similar to the previous Strategic Board.

Actions:

- **Chris Pook to present Growth Hub update to the next meeting.**
- **Natalie Gasson to produce a report on the four Advisory Boards which would be circulated at the end of each round of meetings.**
- **Frank Horsley to discuss mapping with Chris Pook and Diane Beresford**

5. Update on Local Industrial Strategy

Sajeeda Rose gave an overview of the emerging LIS. This was now a working document and could be viewed by the Advisory Board. It was intended for a LIS to be produced for every region and for regions to demonstrate their unique offer.

As a consequence of the election and Brexit there had been changes to Government and as a result the Government had yet to engage regarding the shape of industrial and regional policy going forward.

The advice received had been to continue to develop the regional offer through the LIS and focus was now on our three guiding principles: Upskilling for Productivity; Clean Growth and Connectivity & Inclusion.

The LIS was not intended for consultation but if there were any thoughts the meeting was asked to share them.

Action: Sajeeda Rose to share the latest iteration of the LIS.

6. Date of Next Meeting

The date of the next meeting was 30th March at Rolls Royce. All attendees needed to bring photo ID with them. Members were advised that if they had been in China in the 14 days prior to the meeting date they would not be allowed on site.

7. Any Other Business

Frank Horsley, the Head of Business and Innovation for D2N2 LEP, would be meeting with relevant members to review the task and finish groups.