

Enterprise M3 Board

29 November 2018

Enterprise M3 Directors Report – Item 15

1. Strategic Economic Plan / Local Industrial Strategy

- 1.1. We have now published our SEP and are working on developing our LIS (item on the board agenda). We have secured a session with government in early December to demonstrate our progress, to seek joint action with government and to highlight our approach – Stacey King will be joining this session with government. We have focused over the last few months on aligning our current and future activity against our published SEP and our developing LIS. Our new Local Growth Fund prospectus is a call for ideas and projects that align with our priorities and we are hopeful that the prospectus (launch due Dec/Jan) will draw in new thoughts and ideas as well as bring in new entrepreneurs and business people to work alongside us. Additionally, we are working with action group chairs and team leads to revise the role and focus of our action groups, so that they can drive forward ideas and help in the development of the project cases.
- 1.2. We have been active in taking out our messages using existing meetings to highlight our ambitions with Dave Axam speaking at such events as Regen North event and the Clean Growth event at Marwell. Kathy has spoken at the South Western Railway Stakeholder Group and to various business grouping. We have also met with MPs – Kit Malthouse and Ranil Jayawardena and joined Maria Miller at a Diversity event. We are aiming to speak to other MPs over the coming months.
- 1.3. We have developed our new communications approach and branding with White Label which reflects our key messages within our SEP. Our aim is to use our new branding to launch the prospectus. And our communications activity is highlighting the need for all of us – team, board and action groups to take out our messages into our area.

2. LEP Review

- 2.1. There are several linked papers relating to the LEP Review on the agenda. We are well advanced on all fronts in taking forward the recommendations and set out our progress in our October submission of our Implementation Report to government. We are still awaiting feedback from government on our proposal on boundaries but have taken the decision with Solent LEP to start work on planning for this change.

3. Communications

- 3.1. We launched our monthly newsletter in October and will be following this up with a second newsletter in the coming weeks. The most popular 'click' was the launch of the Clean Growth Fund, followed by becoming an Enterprise Champion. 2nd edition to be released soon.
- 3.2. We have developed a solid pipeline of announcements and events and are using social media and our website to showcase activities. Since the last board we have celebrated the 1st anniversary of BASE Innovation Centre, celebrated the start of build and signing of contracts between Village Hotels and Basingstoke and Deane Borough Council and seen the opening of the Guildford College Technology Tower.
- 3.3. We have been revising our website to make it clearer where documents are held and are putting out a tender for a new website.
- 3.4. White Label were responsible for the design of the SEP and are currently designing the Life Sciences Report and will be designing the Prospectus with the new branding (if supported at this Board) It will be the first publication to carry the new strapline and visuals.

- 3.5. A brand strategy document has been produced, tested with staff and is included on this agenda. It focuses on Enterprise M3's key messages on its core strengths, maximising the impact of our SEP and emerging Local Industrial Strategy. The look and feel of Enterprise M3's brand has been updated while maintaining its original colours and logo.

4. **Enterprise and Innovation**

- 4.1. The Growth Hub have recruited a new Senior Project Manager who is putting new processes in place to manage the monitoring and reporting requirements. The focus of recent activity for the Growth Hub has been on driving forward support with 5+ employees scale up businesses within key sectors while also ensuring that micro SMES remain supported within the priority sectors of life sciences, space, creative sector and aerospace & defence. There has been a 10% growth of support to scale up businesses due to a targeted marketing campaign. The Growth Hub is continuing to assist the Enterprise M3 internationalisation agenda through support for the Department for International Trade activities and promoting events such as the IP China event. Discussions are ongoing with UKIE (the Association for Interactive Entertainment) regarding a Guildford Gaming Festival next year. Sue Littlemore is discussing EM3 support and agreeing details with Guildford BC and the University of Surrey.
- 4.2. Unfortunately, Paulina Piotrowski, Enterprise M3's Internationalisation Senior Project Officer will be leaving the team at the end of November to start a new role at Southampton City Council. Paulina has been an asset to the region and provided welcomed support to many partners across numerous projects and initiatives. The hard work, passion for making things better and her professionalism will be missed by us all. Recruitment for the role will begin in December.
- 4.3. The number of Foreign Direct Investment (FDI) successes for the EM3 regions in 2018/19 FY is less than in comparison to 2016/17 and 2017/18 FYs. It is a downward trend experienced across the UK. We have recorded four FDI successes as entering the EM3 area and the number of 'Ongoing- Live Active' projects is currently at 23. We are discussing how to develop a more strategic and proactive action plan with the DIT Partnership Manager in order to source more inward investments.
- 4.4. We are working in partnership with the British Consulate General in Chongqing, China who are organising a visit to Guildford in April. There is a plan to bring over 30 Chinese games and VR companies. This is a strategic visit to attract more inward investment and showcase the area.

5. **Skills**

- 5.1. Enterprise Adviser Network. We continue to recruit into this team with Sarah Burch joining us this month. Unfortunately, Chloe Giles has left the team to join Solent LEP in order to work closer to her home.
- 5.2. We have submitted two proposals to the Department for Digital, Culture, Media and Sport (DCMS). The first is a £200,000 project to support underrepresented groups to take up roles within the Games sector. The project will work with local partners e.g. University of Surrey, Guildford Borough Council, Aldershot Games Hub and local games businesses and networks including Ukie, Women in Games, BAME in Games. The second proposal is to develop a Local Digital Skills Partnership in the Enterprise M3 area which brings together businesses, charities, and public sector organisations to tackle local digital skills challenges. If successful we will work with DCMS who will provide us with resource to develop the partnership and support data gathering, including identifying gaps in digital skills provision and identification of interventions to support digital skills. We expect to hear the outcome of both proposals in December 2018.
- 5.3. The Technology Tower at Guildford College was officially opened on 16 October by Richard Billington, Deputy Mayor of Guildford, alongside Jacki Hughes Principal of the Guildford College Group and Barney Ely, Enterprise M3 Board Member. The project was a beneficiary of £300,000 LGF to refurbish the Tower to become a construction centre which includes training in construction to include Environmental Technologies. The new Technology Tower has already recruited an additional 50 students into training for the construction trades.

6. Transport

- 6.1. Work has progressed on several key transport initiatives.
- 6.2. We continue to work closely with the Heathrow Strategic Planning Group and Heathrow Airport themselves on the Development Plan for airport expansion to help ensure that the economic benefits from this are delivered across the whole of our area. Central to this is working with our neighbouring LEPs, Thames Valley Berkshire and Buckinghamshire Thames Valley and West London Business to help ensure that our area is promoted as a world-class sub-region, making the most of the once-in-a-lifetime opportunity of London Heathrow Expansion. We are developing a high-level vision statement and then developing this into an approach that maximises the opportunities presented through skills, contract and supply chain, visitor economy and Innovation (SMEs) & mobility. We will be focusing this work through the Heathrow Strategic Planning Group sub-group on economic development. In addition, we are also pushing Government to move ahead with southern rail access to Heathrow; following on from the market testing call for proposals earlier in the year. The apparent lack of progress is disappointing.
- 6.3. We are continuing to promote and encourage new mobility initiatives for transport around autonomous and connected vehicles as well as electric and mobility as a service. We recently convened a meeting of experts in this field across our areas to start the process of seeing where the LEP can best influence this agenda, add value locally and invest any capital funding with the greatest effect. Key things that were agreed were the benefits of developing an exemplar to demonstrate the unique properties of the EM3 area and the importance of identifying a senior political champion.
- 6.4. We recently spoke at the South Western Railways Stakeholder Conference, the focus of which was on how we can work with our key partners in the rail industry to deliver more. It also gave us an opportunity to highlight the major rail infrastructure projects we are lobbying for in our area, that are key to unlocking future growth and the significant investment of our own that has already been made in infrastructure that both directly and indirectly supports rail.

7. Recruitment

- 7.1. Since the last Board we have successfully completed the recruitment of the Assistant Director - Business Delivery and are pleased to confirm that Rob Dunford has accepted the position and we anticipate that he will join us late January 2019. Thanks to EM3 colleagues for participating on the Assessment day - to Stacey King, Nick Elphick, Paul Shackley, Louise Punter, Keith Robson, David Fletcher and Gail Walker.
- 7.2. Rob will bring a wealth of valuable experience having worked as the deputy CE for many years at the Dorset LEP and we look forward to welcoming him.
- 7.3. We have made steady progress on recruitment taking on careers and enterprise staff, new project and contract staff and maternity cover. We have used the recruitment to test out our new induction pack.

8. Other Activities

- 8.1. New Inward Investor, Gulfstream, has secured planning consent for their new Farnborough service centre. Hampshire County Council, Rushmoor Borough Council worked with the LEP to secure this deal into the area.
- 8.2. We are planning to hold a Rural Forum in the Spring to engage wider audiences from the rural economy along with some board members.
- 8.3. We would like to congratulate Sandy Hopkins CE of East Hants on her appointment as CE at Southampton City Council.

Kathy Slack
Enterprise M3 Director
22 Nov 2018