

**Enterprise M3 Board Meeting**  
**Thursday 25 March 2021**  
**AGM & Annual Report - Item 6**

The Board is asked to:

- **CONSIDER** the 2020/21 successes of the LEP and Growth Hub and key messages for the Annual Report
- **AGREE** two Board members who would be willing to work with the Head of Strategic Communications and her team to review an early draft of the Annual Report
- **NOTE** outline proposals for the Annual General Meeting

**1. Introduction**

- 1.1. In any year the publication of our Annual Report and our Annual General Meeting are among the most important events of the LEP's calendar. They always represent an important opportunity to review the year's work, and to celebrate and showcase the breadth and depth of our successes to Government, partners, stakeholders and our own team.
- 1.2. This year the timing of the 20/21 AGM and publication of the Annual Report are particularly significant, for four reasons:
  - They will take place just as the Government is expected to announce the results of a review of LEPs and their role going forward
  - They come at the end of the LEP's hugely successful £247 million ten year programme of investment in growth of the local economy and in the prosperity of its communities
  - They come at the beginning, potentially, of an opening up of the economy after more than a year in shut down/slow down
  - They will be an opportunity to welcome a new Chair of the Board of Directors, and especially to thank Dave Axam for his leadership and inspiration during six years with the LEP as Chair and Board Director

**2. Annual Report - Key Messages to Convey**

- 2.1. The main high level and strategic messages we may want to get across in this year's Annual Report are set out below. They draw on the suggestions from the Board Directors at the recent Directors' Workshop on the Future of the LEP and on a document, "It Wouldn't have Happened Without the LEP", prepared for BEIS Secretary of State and local MP, Kwasi Kwarteng, at his request.
- 2.2. The messages and themes will be evidenced with statistics, case studies and testimonials:
  - **A decade of "intelligent" investment in business growth, innovation and international trade**
  - **A business-led and local partnership for growth**– we are apolitical, work across borders, prioritise collaboration, we know our area and how our economy works
  - **Strategic leadership, and intelligence gathering** - We commission and collect economic and business intelligence and data; develop evidence based strategies and action plans for economic growth and the case for regional investment.

- **Convening** - Local authorities, business, education providers & business support organisations are our close partners – we work with them and help them connect with other important networks. Clean Growth Forum, Skills Advisory Panel, Smart Mobility & Transport Group
- **Investing in business growth**, Growth Hub, Enterprise Zones, Trade and Inward Investment (successes eg Nanoavionics., HPOs Gaming, Animal Med Tech)
- **Investing in the commercialisation of innovation** – supporting marketable R&D, business partnership with universities, inspiring and instilling a business focus eg Future Towns Innovation Hub, Health Tech Accelerator, 5G Innovation Centre
- **Investing in sectors of the future** Space and Satellite, Net Zero, Games and Immersive Tech, Animal Med Tech cluster development and nurture
- **Investing in people and places** Skills for jobs that employers need; Town Centre Regeneration & High Streets fit for a new future
- **Recognised for outstanding governance & as a consistently high performing LEP by Government**

### 3. Arrangements for Approval of the Annual Report

- 3.1. Last year, Board members agreed Linda Cheung and Deborah Allen would provide Board level oversight of the production of the Annual Report. Jo Gumb, Director of our external communications company, Whitelabel, took forward that process. Both board directors are willing to do this again and **we are seeking agreement from the Board that Linda Cheung and Debbie Allen provide oversight of this year's annual report.**
- 3.2. As our Head of Strategic Communications, Sue Littlemore has the day to day editorial responsibility for the tone, design and detail of the content.
- 3.3. Chief Executive, Kathy Slack, is responsible for final approval of the 20/21 Annual Report, and ensuring it is in line with the Board's overview.

### 4. Annual General Meeting

- 4.1. A proposed title for this year's AGM and Annual Conference is, "Owning the Future to Seize New Opportunities".
- 4.2. We have invited BEIS Secretary of State and local MP, Kwasi Kwarteng, to be our key note speaker. We are waiting for confirmation from his local office, who have highlighted Friday the 25 of June as a preferred date. Board members have been asked to hold both the 24 & 25 June as possible dates for the event.
- 4.3. In view of the uncertainty that still remains over the course of the pandemic and Government directives on safe gatherings, it has been decided to hold the AGM as a virtual conference. Last year's virtual event was extremely successful with our highest level of attendance and greatest number of questions from the audience that we could respond to.

Sue Littlemore, Head of Strategic Communications 17/03/2021