

## Enterprise M3 Board Meeting

10 October 2023

### Managing Director's Report – Item 4

#### 1. LEP News

- 1.1. Enterprise M3's Annual Report for 2022-23 was published yesterday, Monday 2 October, and promoted via a press release, news story and social media. The report is available here: [Enterprise M3 'Innovation Region' Annual Report 2022-2023 | EM3](#).
- 1.2. Earlier today, Tuesday 2 October, Enterprise M3 held its annual conference, at the Village Hotel in Farnborough. The theme of the conference was "Celebrating Our Innovation Region", and we welcomed guest speakers from several innovative businesses. The event was over-subscribed and the audience was very engaged, demonstrating the continued interest of our partners in the work of EM3, and their ongoing commitment to working together to drive forward our region's economy. Many thanks to those EM3 Board members who participated on stage – and particular thanks to the EM3 communications team (Katherine Garrett and Richard Garfield) for delivering a highly successful event.
- 1.3. The window for applications from projects seeking capital funding from the EM3 Future Fund closed on the 15<sup>th</sup> of September. We received 37 applications across a wide range of project types, an excellent response. A shortlisting panel considered all of the applications, and applicants have been informed of the outcome. The next steps for shortlisted projects now include a presentation to the panel, and due diligence.
- 1.4. Discussions about the integration of LEP functions continue with Hampshire County Council and Surrey County Council. To inform this process, the two County Councils wrote to EM3 to request a comprehensive pack of data about our organisation, which we have provided. We have also been arranging for senior officers at HCC and SCC to learn more about EM3's activities, in discussion with some of our staff. A further update will be provided at the EM3 Board meeting on 10 October, under Item 5.

#### 2. Growth Hub Activity

- 2.1. The team are continuing to raise awareness of how the Enterprise M3 Growth Hub supports businesses with expert tailored advice and fully funded growth support, working as coaches, mentors and consultants in the following areas: strategy; planning; business development; finance ready; funding; sales and marketing; and operations and people. Start-up and pre-start support and signposting are filtered through the Business Support Helpline and webchat. The team is also focusing on: joining up business and funding support to simplify access to bespoke support for local SMEs; driving sector/cluster growth and accelerating collaborations; driving proactive inward investment by providing a soft landing for companies looking to come to the region; and providing "stickiness" engagement for businesses to remain in the region.
- 2.2. The Growth Hub Event Plan, to drive increased engagement, is now in progress; the first in-person event will be held at Belvedere House on 17 October, followed by a combination of virtual and in-person events each month up to March 2024.
- 2.3. The Growth Hub has renewed its exhibition stands and leaflets and attended the Future Skills Forum launch on 19 September and the FAC Conference on 28 September, and will also have a stand at:
  - Surrey Chambers Scale Up Show in November
  - Innovate UK Edge Funding Roadshow in November
  - Venturefest (with the South Central Cluster) on 16 November

#### 3. Growth Hub Cluster

- 3.1. EM3 chairs a monthly meeting with business representative organisations as part of an ongoing business intelligence gathering exercise. The findings from these meetings are included in a monthly business intelligence report submitted to the DBT.

- 3.2. Generally the feedback from businesses is positive and upbeat about individual business performance. This has been reported by the FSB, Business South and Surrey Chambers of Commerce. However, they are reporting an increase in online fraud, with small businesses reporting a need to be very vigilant, especially around e-commerce fraud.
- 3.3. Small businesses are seeking funding to support investments to reduce energy costs and reduce carbon emissions. The FSB has expressed concern at the practice of some banks closing accounts where businesses fail to provide their bank with up-to-date account information. This has been flagged to a Treasury Committee.
- 3.4. Finding new properties or expanding existing properties is causing a number of businesses concerns and holding back growth plans.
- 3.5. South Central Cluster also invited Sue Elliott from the British Business Bank to attend and update the group.

#### **4. Trade and Investment**

- 4.1. The team are running an event in Basingstoke on 9 November in conjunction with the Department for Business & Trade and Hampshire Chamber of Commerce as part of International Trade Week. The event will focus on more experienced exporters including a presentation by a Hampshire DBT Export Champion, Summerdown.
- 4.2. Two significant inward investment projects are likely to complete during the current financial year. DPS Games in Guildford are increasing their headcount by up to 100 as they relocate staff to the UK from their Cyprus HQ. The other project is Cooper Vision that may see a significant investment in R&D at their South Hampshire site with up to 100 new jobs.

#### **5. Sector/Cluster Development**

##### ***Jet Zero***

- 5.1. SQW are in the process of completing their work and will be presenting this to the Board, Item 7 on the agenda. The evidence base document provides good indications of an emerging cluster with nearly 160 businesses who are engaging with the aerospace decarbonisation agenda and significant research assets.
- 5.2. SQW have also produced an action plan and sector proposition document that provides a roadmap to take the sector forward (and how we project it to external partners). It has a strong initial focus on building the local/regional partnership, and more medium term, showcasing the cluster at the Farnborough Airshow and building a case for a hydrogen business accelerator with FAC.
- 5.3. EM3 has joined the Solent Decarbonisation Partnership and attended their networking event at Southampton Science Park in September.

##### ***Animal Health Innovation Network***

- 5.4. The team presented at the online DBT Chinese investor salon event held on the 3 August to showcase the strengths of the Animal Health Innovation Network within EM3. Ten investment/collaboration enquiries came from the event and these are being reviewed for possible introductions into the network.

##### ***Life Sciences***

- 5.5. Following the research mapping work, we are planning to explore the idea of conducting a survey, in conjunction with HCC/SCC colleagues, of the large pharma and medtech companies to understand their needs better (such as talent pool and supply chain requirements).
- 5.6. We have had productive conversations with the Academic Health Science Networks on possible collaborative activity around Net Zero, working with anchor institutions and international partnerships.

#### **6. Skills**

- 6.1. The next meeting of the EM3 Skills Advisory Panel will be taking place on 9th October and will have a focus on LSIPs and skills fora.
- 6.2. The LSIP (Local Skills Improvement Plan) report has now been published on the Surrey Chambers of Commerce website - <https://www.surrey-chambers.co.uk/future-skills-hub>. The Future Skills Forum launch event on 19 September brought together over 75 representatives from employers, providers and other stakeholders to explore different ways we can collaborate and deliver on the recommendations.

- 6.3. A collaboration of 18 providers and other organisations, including the LEP, submitted a funding application to the Department for Education for around £6m of capital and revenue funding from the new Local Skills Improvement Fund, to respond to the priorities in the LSIP report. We now await feedback from the Department in anticipation of delivery starting in October 2023 through to March 2025.
- 6.4. A collaboration between the LEP and Hampshire and Surrey County Councils has secured £1.8m to work with providers to deliver Skills Bootcamps between September 2023 and March 2024. The LEP is now working with Hampshire County Council to put in another funding application to deliver Skills Bootcamps in 2024-25.

## 7. Careers Hub

- 7.1. The Enterprise M3 Careers Hub has ensured a smooth transition to new arrangements, which see the EM3 Careers Hub operating in Mid and North Hampshire, with Surrey schools and colleges having moved across to a new Surrey Careers Hub, led by SCC, from last month. Two colleagues from the Enterprise M3 Careers Hub were recruited into the new Surrey Careers Hub. All schools and colleges were notified of the change and provided with support where needed.
- 7.2. The Enterprise M3 Careers Hub has submitted operational plans for the academic year 2023/24 to the Careers and Enterprise Company. The plan provides support for the company's five priorities:
- Raise Quality
  - Drive Experiences with Employers
  - Boost Skills Pathways
  - Tackle Disadvantage
  - Connect Careers to Economic Need
- 7.3. At the same time the plan links to the local skills agenda, growth areas and Hampshire County Council's ambitions regarding careers and enterprise.
- 7.4. Enterprise M3 Career's Hub priorities for the academic year 2023/24 are:
- **Increase the use of Compass Plus in all schools.** Two training sessions for the Careers Hub Team took place in September, with further training for those schools not engaging held on November 7. This session is facilitated by the Careers and Enterprise Company.
  - **Increase in Gatsby Benchmark One achievement** by schools in the Enterprise M3 Careers Hub area. Each Careers Coordinator within the Hub will work with schools to increase this to achieve above benchmark returns.
  - **Increase in employer links and experiences of the workplace** to achieve above benchmark in Gatsby Benchmarks 5 and 6, which covers links with employers and experiences of the workplace for mainstream and SEND schools.
  - **Support for disadvantaged pupils and those at risk of becoming NEET** (Young People Not in Education, Employment or Training) in all our projects.
  - **Increase in parental engagement**, particularly around apprenticeships and technical education routes - see support for teachers and parents available on [Enterprise M3 Careers Hub new web pages](#).
  - **Enterprise M3 Careers Hub projects for the 2023/24 academic year:** Space and Digital event, February 2024; Business Connect with SEND schools, Spring Term 2024; 15 parent events, to increase support for apprenticeship and technical routes, and training to improve teacher awareness of this area; Careers Leader training; Lunchtime Live sessions to support increase in Gatsby Benchmark 1 and Compass Plus engagement; SEND training conference, Spring term; programme of manufacturing open days; Degree Apprenticeship Fair, Spring Term 2024; and, Winchester University collaboration for disadvantaged students, through widening participation programme.
  - **We will specifically target Free School Meals, Pupil Premium and potential NEET students** in all our activities to impact Gatsby Benchmarks 3, 5 and 6.
  - **Enterprise M3 Careers Hub will ensure Labour Market Information** gathered for new web pages is supported by training activities with schools.
  - **A second awards event will be held in July 2024** to continue to increase the reputation of the Enterprise M3 Careers Hub and recognise the achievements of careers leaders.

## **8. Latest evidence on the economy and labour market**

- 8.1. The Dashboard report for October 2023 highlights key issues for the EM3 economy - see Item 15. This month's dashboard includes a snapshot of the region's innovation capability, to provide both context and a steer on EM3's role in expanding innovation activity. The December dashboard will include a feature on the region's export capabilities.

## **9. Enterprise Zones**

- 9.1. Cushman & Wakefield are presenting the work on the new Delivery & Implementation Plan to the Board, Item 8 on the agenda. Following extensive consultations with partners and stakeholders, they have reached the point of providing Business Rates Income Growth ('BRIG') projections based on a number of intervention scenarios. The most ambitious and advanced projections show various capital and revenue investment interventions over the next 20 years to help de-risk development delivery and maximise BRIG outcomes.
- 9.2. The EZ Steering Group met in September to review the work above and have been asked to feed in comments on the projections and related assumptions prior to the EM3 Board meeting.

## **10. Communications & Stakeholder Engagement**

- 10.1. Following the refresh of the Careers Hub pages that were launched in June, work to refresh the wider website is underway to a) improve its effectiveness b) support programme performance during 2023/24; and c) ensure that our web content is relevant and up to date, in advance of the transfer of LEP functions to local authorities from April 2024. There are two phases for the refresh; the first (including the home page) was completed in time for our Annual Conference so that all new EM3 collateral has a fresh look. Work for the second phase has begun, to bring additional functionality to and expand content in certain sections of the refreshed website, for example, our work to support high growth sectors.
- 10.2. The communications team have worked closely with the Growth Hub team and Carswell Gould, our external marketing agency, to develop a marketing and advertising campaign with the aim of driving sign-ups to the [upcoming events schedule](#). The initial phase of this went live on 27 September and will run throughout the Autumn. The team has also produced a new banner and two new leaflets to support Growth Hub marketing efforts.
- 10.3. Support for the Careers Hub team has been provided, including additional website updates and delivering a training session on the website and HubSpot marketing functions. A new flyer for employers to encourage volunteers to work with the Careers Hub has been produced. This is complemented by an email campaign to employers to encourage them to engage with Careers Hub voluntary opportunities, including the production of a new expression of interest form. The following news articles have also been produced to highlight the work of the Careers Hub in our region:
- [Careers Hub helping schools provide high quality careers guidance](#)
  - [Careers Hub Annual Awards Celebration](#)
  - [Successful talking futures event](#)
  - [Osborne school insight day](#)
- 10.4. The communications team provided comms support for the launch of the latest round of funding for the Future Fund, including a social media/email campaign stretching across six weeks. This was a successful campaign, leading to 37 applications.
- 10.5. The communications team is working with a media production company for a programme to be shown on SkyTV in early 2024. The focus is on low carbon, high growth and will feature a number of local businesses across key sites. Both HCC and SCC are aware and have been invited to participate.
- 10.6. In addition to those mentioned above, the communications team also produced and shared the following news articles and case studies:
- [EM3 presses ahead](#)
  - [Ambitious plan for skills launched in our region](#)
  - [HR specialist secures investment via EM3's Growth Fund](#)
  - [Harbour Kitchens](#)
  - [Future Fund](#)

- [EM3 promotes world leading agri-tech to Chinese investors](#)
- [International space projects receive UK Space Agency investment](#)
- [EM3 continues to nurture Jet Zero cluster](#)
- [Preview tours of exciting £12 million Basing View development](#)
- [New Msc Med Tech Course Launched](#)
- [Discover how you can accelerate your business in international markets](#)
- [Creative skills and emerging technologies promise new investment, skills and opportunities for the EM3 region](#)

## **11. European Funding**

- 11.1. All ERDF projects are now fully completed. Through the portfolio of projects, 1,285 SMEs have been supported, and an estimated annual decrease of 1,378 tonnes of Green House Gas emissions (CO2 reduction), has been achieved through the green projects.
- 11.2. The ESF programme has supported to date: 747 unemployed participants gaining employment; 370 inactive participants gaining employment or moving into job search activities; 244 participants gaining basic skills; 627 participants gaining up to level 2 qualifications; and 349 participants gaining level 3 or above qualifications. Three ESF projects are still open for delivery until the end of the year: Apprenticeship & Skills Hub; technical construction skills for the unemployed; and EM3 armed forced veterans and their families.

## **12. Gigabit EM3**

- 12.1. An update on the fibre spine project is provided under Item 9 on the agenda.

Stephen Martin - EM3 Managing Director  
2 October 2023