

Date: Wednesday 24 September 2014

Time: 1000 to 1500

Venue: St Agnes Island Hall, St Agnes, Isles of Scilly, TR22 OPL

Board Directors arrive at St Mary's Airport between 9.00 and 9.30am and are greeted by Diana Mompoloki

On arrival at the Isles of Scilly Airport a taxi will take all directors to the Quay for the boat to St. Agnes. Everyone will then walk to the Island Hall, where the meeting will commence.

			Lead	Action required
1.	1000	Tour of Island Hall Nat Legg	NL	
Main Board Business				
2.	1015	Welcome & Introductions Apologies for Absence Sophie Hughes	CP	
3.	1025	Declarations of interest	ALL	
4.	1030	LEP Board 16 July <ul style="list-style-type: none"> • Minutes • Action Summary Management Team 6 August <ul style="list-style-type: none"> • Minutes • Action Summary 	SR SR	Note progress Note progress
5.	1045	Island Futures: A Strategic Economic Plan Presented by Diana Mompoloki and Theo Leijser	DM	Presentation
6.	11.30	Chief Executive Officer's Update Report	SR	Note progress
7.	12.00	Budget Update	SR	Board decision
	12:30	LUNCH		
8.	1300	Governance <ul style="list-style-type: none"> • Company Secretary appointment • 13/14 Accounts Submission and Audit 	SR	Board decision Board decision
9.	1330	LEP Board Director Appointments	SR	Board decision

10.	1345	European Update	SR	Board decision
11.	1400	Growth Deal Update	SR	Note progress
12.	1415	Other Board Business <ul style="list-style-type: none"> • CDC Progress Reports • Growing Places Report and Project Summaries • Letters of support <ul style="list-style-type: none"> • Cornwall Care • Cornwall Chamber of Commerce • Duchy College • Plymouth University • Retallack Resort and Spa 	SR	Note progress Board decision Board decision
13	1455	Any other business		

Dates of next meetings

LEP Away Day 9 October 2014, Health and Wellbeing Innovation Centre
Management Team 15 October 2014 2pm to 5pm NCH
LEP Board 12 November 2014 Advent House Victoria Commercial Centre, St Austell

Post Meeting arrangements

On conclusion of the meeting directors will walk to the quay (15mins) for a return boat to St. Mary's.

For those Directors staying overnight, there will be transport to the accommodation (which is located out of Hugh Town and has wifi available www.scillyguesthouse.co.uk)
Directors will then have 2-3hrs free hours prior to the evening business engagement workshop.

For those Directors returning to the mainland, at 1550, there will be a Taxi to the Airport for Rob Davey, John Pollard and Sandra Rothwell for return **16.40 flight** to NOY.

Evening business workshop

Location: Mermaid Pub.(Beer and butty provided per head)

Time: 6.30pm- 9.30pm

Who: Directors and invited local business owners

Purpose: To give local businesses a greater understanding of the remit of the LEP.

The airport shuttle bus will pick up all directors who are staying overnight in the morning for the return flight.

CORNWALL & ISLES OF SCILLY

LOCAL ENTERPRISE PARTNERSHIP

CORNWALL AND ISLES OF SCILLY LOCAL ENTERPRISE PARTNERSHIP

MINUTES of a Meeting of the Cornwall and Isles of Scilly Local Enterprise Partnership held at Careers South West, Unit 5 Tamar Business Park, Pennygillam Industrial Estate, Launceston, PL15 7ED on Wednesday 16 July 2014 commencing at 10.00 am.

Present:- Chris Pomfret (Chairman)
Chris Loughlin (Vice-Chairman)

Robert Davey, Lucy Edge, Julian German CC, Paul Massey, John Pollard CC, Gavin Poole, Roland Tiplady and Simon Tregoning

Also in attendance:- Diana Mompoloki, Julia Sweeney and Adam Paynter CC
Officers and Support Team:- Sandra Rothwell, Mel Richardson, and Emma Coad

Apologies for absence:- Anne Carlisle, Andrew Williams, Andrew Kerr, Richard McCarthy, Daphne Skinnard, Tom French and Theo Leisjer.

WELCOME AND INTRODUCTIONS

(Agenda No. 1)

LEP128 The Chairman welcomed everyone to the meeting, in particular he welcomed Julia Sweeney, Director of European Projects and Local Growth Delivery at the Department for Communities and Local Government (DCLG), Stephanie Drakes, Social and Local CIC and Kirsty Miles from Cornwall Development Company. He advised that Councillor Adam Paynter, Portfolio Holder for Partnerships would also be attending the meeting.

The Chair advised that Julian Beer, Vice-Chancellor at Plymouth University and Adrian Dawson, Head of GAIN Partnerships and Projects at Plymouth University would be attending later in the meeting to provide the Board with an overview of the Growth Hub proposal.

APOLOGIES FOR ABSENCE

LEP129 Apologies for absence had been received from Anne Carlisle, Richard McCarthy, Daphne Skinnard, Andrew Williams, Andrew Kerr, Tom French and Theo Leijser.

The Chair advised that Diana Mompoloki was attending the meeting today instead of Theo Leijser as the officer representative from the Isles of Scilly Council. The Board

was informed that Michael Crich, Director of Economy, Enterprise and Environment at Cornwall Council would act as a substitute for Andrew Kerr at future meetings.

CORNWALL BRANDING
(Agenda No. 2)

LEP130 Stephanie Drakes from Social and Local CIC and Kirsty Miles from Cornwall Development Company attended the meeting to provide the Board with a presentation on Cornwall Branding. With the aid of a power-point presentation, attention was drawn to the challenge of developing a compelling economic proposition for Cornwall, the process undertaken including details of research and consultation, the three initial directional routes, purpose of the Brand Key, the details and background to the final Brand Key, activation ideas and the future going forward.

In the ensuing discussion, arising from the presentation, the Board made reference to the following points:-

- i. It was important to note that the Cornwall Branding exercise was not about creating a 'logo', the purpose was to create a brand narrative for Cornwall;
- ii. The intention was to use the brand narrative as part of the communications exercise in the Autumn. Reference was made to a potential joint creative project involving the Tate, Eden and Hall for Cornwall;
- iii. It was commented that there were diverse messages about Cornwall and that there was a demand for a brand narrative to push the message that Cornwall was a competitive environment for economy and business;
- iv. The Board referred to the essence of the final brand key and expressed the need to be clear on what it meant for Cornwall;
- v. It was commented that it was not clear who the Cornwall branding was aimed at, there was a need to ensure who the key people were;
- vi. It was considered that the Cornwall Branding would need to be in tune with the direction of the Cornwall Council Strategy;
- vii. It was important to maintain an element of simplicity, there was a need to be realistic and to avoid a disconnection with businesses;
- viii. There was a need to strengthen the wording in relation to the 'reasons to believe' element of the Brand Key;
- ix. It was important to recognise the successful family businesses in Cornwall;
- x. It was emphasised that the Cornwall Branding exercise was not a communications strategy;
- xi. It was commented that the work that had been undertaken was very positive, it was however questioned how the exercise would translate into reality and how it could be made clear and coherent for Cornwall;
- xii. Reference was made to the need to ensure that the factual details were correct.

The Board thanked Stephanie Drakes and Kirsty Miles for the presentation and confirmed that they were satisfied with the principle of the Cornwall Branding as proposed subject to a couple of suggested amendments to the Final Brand Key to strengthen the reasons to believe and to be clear on the essence taking on board the comments made by the Board as detailed above.

The Board was advised that any comments in addition to those above could be forwarded to Mel Richardson.

DECLARATIONS OF INTEREST

(Agenda No. 3)

LEP131 There were no declarations of interest.

The Chairman re-emphasised the need to be clear on any conflicts of interest, particularly in relation to major initiatives between Cornwall Council and the LEP.

BOARD 22 MAY 2014

(Agenda No. 4a)

LEP132

Minutes of the meeting held on 22 May 2014

LEP132.1 It was agreed that the Minutes of the Meeting held on 22 May 2014 were a true and accurate record subject to the following amendment:-

Minute No. LEP/122 – Meetings Attended – 16. Enterprise Zone Board

It was noted that the text should be amended to refer to the “Cornwall Institute for Advanced Technologies”.

Action Summary

LEP132.2 A summary of actions confirmed at the meeting held on 22 May 2014 had been circulated, details of which were noted together with a summary of outstanding actions. The Board was informed of the following update:-

Action 10 – A meeting with the Health and Wellbeing Board and Local Nature Partnership Chairs had taken place.

Action 11 – reference was made to the level of media briefings regarding the Growth Deal.

MANAGEMENT TEAM 4 JUNE 2014

(Agenda No. 4b)

LEP133

Minutes of the meeting held on 4 June 2014

LEP133.1 The Notes of the LEP Management Team meeting held on 4 June 2014 had been circulated.

Action Summary

LEP133.2 A summary of actions confirmed at the meeting held on 4 June 2014 had been circulated, details of which were noted together with a summary of outstanding actions. The Board was informed of the following updates:-

Outstanding Action from previous meeting – Commercially Sensitive enquiries – The Board received a paper regarding how the LEP handles commercially sensitive enquiries.

Action 1: the Board agreed the approach as detailed within the paper on how the LEP handles commercially sensitive enquiries and that all documents should be updated accordingly

OTHER BOARD BUSINESS

(Agenda No. 5)

LEP134

CDC Reports

(Agenda No. 5.1)

LEP134.1 A report setting out progress by Cornwall Development Company since the last Board meeting on the delivery of the Regional Growth Fund (RGF) Round 2, Growing Places Fund (GPF) and the Enterprise Zone (EZ) was presented by Sandra Rothwell.

The following updates were provided to the Board:-

Regional Growth Fund – Strand 1A – an update was provided on the current position regarding Superfast Cornwall.

Regional Growth Fund – Strand 1B – an update was provided on the current position regarding Business Catalyst.

Regional Growth Fund – Strand 2 – an update was provided on the current position regarding Enabling Infrastructure.

Growing Places Fund – an update was provided on the current position regarding the revolving fund.

Enterprise Zone – the Board was provided with an update on the current position of the Enterprise Zone, particular reference was made to the presence of the Enterprise Zone at the Farnborough Airshow; the development of a Cornwall Institute for Advanced Technologies and the recent announcement that the Enterprise Zone had been identified as a possible location for the UK's first spaceport for commercial space flights.

The Board referred to the recent announcement regarding the commercial space flights and welcomed the news and the opportunities it could provide. It was agreed that a small team of Board members should be pulled together to create a taskforce to progress the spaceport opportunity.

Action 2: the Chairman and Sandra Rothwell pull together a small team to create a taskforce to progress the spaceport opportunity. It was agreed that Lucy Edge would form part of the taskforce.

Letters of Support

(Agenda No. 5.2)

LEP134.2 There were no requests for letters of support.

Arising from the above, Mel Richardson advised that the Transport Team had announced that they had been successful in their project bid around 'Improving Access to Education' via the Local Sustainable Transport Fund, a project that the LEP had previously supported.

It was noted that the Regional Growth Fund – Round 6 may generate requests for letters of support between now and the end of September.

DRAFT Financial Report

(Agenda No. 5.3)

LEP134.3 The draft Financial Report was noted.

BUSINESS PLAN

(Agenda No. 6)

LEP135 Sandra Rothwell referred to the recent announcement that the LEP had secured £198m Growth Deal for Cornwall and Isles of Scilly, and the announcement of a multi-million pound package of rail improvements for Cornwall and the South West.

In the discussion arising from the above, reference was made to a number of points, including:-

- i. The level of funding that had been received including the per capita share;
- ii. The implications and governance arrangements for the Growth Deal;
- iii. Delivery of the Growth Deal, including working arrangements with the Highways Agency, Isles of Scilly Council, Department of Environment, Food and Rural Affairs (DEFRA) and DECC;
- iv. It was noted the Cornwall and Isles of Scilly LEP was only one of six LEP's that formed part of Lord Young's enterprise taskforce;
- v. Details of ongoing discussions between the Isles of Scilly Council and DEFRA regarding relevant legislation to address the water and sewage element of the Local Growth Fund. Julia Sweeney indicated a willingness to attend a meeting between David Rodda and DEFRA as part of her role with the LEP and Chris Loughlin offered his assistance
- vi. It was suggested that the Draft Business Plan should be discussed at the next meeting of the Management Team and that detailed papers should be circulated to Board Members prior to that meeting;
- vii. Board Members were asked to consider their roles and commitment to the working groups prior to the Management Team meeting in August.

Action 3: the Draft Business Plan and supporting papers to be discussed at the next Management Team and Board meetings.

Update on resourcing

(Agenda No. 6.1)

LEP135.1 Sandra Rothwell updated the Board on the current position regarding the future structure and resource of the LEP and circulated a draft core team structure with proposed roles and outlined how it was considered they would operate within the LEP and provided details of the possible timeframe for implementation.

Business Plan working group report - Construction Strategy

(Agenda No. 6.2)

LEP135.2 The Board considered a report relating to the draft Construction Strategy prepared by Roland Tiplady. The Board was advised that the Construction Strategy was still work in progress and was awaiting feedback from David Renwick at Ocean Housing. Roland Tiplady advised that there had been a wide range of consultation undertaken on the Strategy, he further advised that he had also used his experience in the construction industry in the development of the strategy and had focussed on areas where a material difference could be made. He invited comments from the Board on the Strategy.

During discussion the following points were raised, including:-

- i. The Board commended Roland Tiplady and the team involved in developing the Draft Construction Strategy, referring to the huge level of detail within the document;
- ii. Chris Loughlin indicated that he would be willing to talk with Roland Tiplady to address some of his frustrations regarding statutory undertakings;
- iii. It was commented that the development of the Cornwall Local Plan was progressing and that there may be an issue regarding how this strategy could influence the Local Plan due to time constraints;
- iv. The Board referred to the procurement rules and how this could impact on tender responses;
- v. It was commented on some of the phraseology of the strategy;
- vi. It was suggested that the views of Thelma Sorensen, Cornwall Business Partnership be sought on the draft Construction Strategy.

Action 4: Mel Richardson to forward a copy of the draft Construction Strategy to Thelma Sorensen for her comments by 20 August

GAIN AND GROWTH HUBS

(Agenda No. 7)

LEP136 Julian Beer, Pro Vice-Chancellor (Regional Enterprise) Plymouth University and Adrian Dawson, Head of Gain Partnerships and Projects Plymouth University attended the meeting to provide the Board with an update on the Peninsula City Deal Growth Hub.

A report had previously been circulated which provided an overview of the Growth Hub proposal, explaining the Growth Hub objectives, purpose, and how the Growth Hub was different to others.

With the aid of a power-point presentation attention was drawn to the role of the Growth Acceleration and Investment Network (GAIN) as a mechanism for driving business growth through partnership, the key activities that were identified to improve

Cornwall and Isles of Scilly Local Enterprise Partnership
16 July 2014

business support co-ordination, the Growth Hub objectives, details of the main components of the Growth Hub, namely; The Digital Exchange – an online resource designed to meet the needs of all growing enterprises, the business engagement service – an impartial, free telephone and email based advice service, Co-ordination and Engagement - raising the awareness of Growth Hub activities, GAIN Growth Fund Plus – a business grant programme delivering grants, details of how the Growth Hub model differed from others.

In the discussion arising from the presentation, the following information was provided to the board:-

- i. Details were provided of the marketing undertaken to date and the areas that had been marketed;
- ii. Details were provided of the current number of registered users, and the number of those based in Cornwall;
- iii. A commitment had been made as an educational institution that the information would be used for decision making across the Peninsula and that data could be pulled off and shared with the LEP;
- iv. Issues of data protection would need to be dealt with as the project moved forward;
- v. The official launch had been delayed;
- vi. GAIN was a loose collective of partners with a common aim, the Growth Hub co-ordinated elements being delivered by the GAIN model;
- vii. The Strategy was managed by a Steering Group;
- viii. Plymouth University was contracted to deliver the call centre element of the Business Engagement Service and Digital Exchange;
- ix. There was evidence that the best form of learning was Peer to Peer;
- x. The level of engagement to date was good;
- xi. It was acknowledged that there were business opportunities for partners;
- xii. The majority of funding had been provided by the Regional Growth Fund, through the City Deal partnership managed by Plymouth City Council, the funding was available to March 2015, the Digital Exchange was funded by commitments to the University;
- xiii. The Growth Hub could be offered to LEP's to take it beyond March 2015;
- xiv. The current model had been welcomed by Lord Heseltine;
- xv. The model could be adapted for different LEP's;
- xvi. Details of why it was described as an exemplar model were provided to the Board.

The Board acknowledged the work being undertaken and considered that it would be appropriate to continue engagement to better understand the work undertaken through the Steering Group, and recognised that the University of Plymouth was a key partner.

At the conclusion of the presentation, the Board debated the principle of the Growth Hub and GAIN. It was commented that Growth Hubs were at an early stage and that it would be necessary at some point to tender for a Growth Hub for Cornwall and the Isles of Scilly as part of the EU Investment Programme.

BUSINESS ENGAGEMENT AND COMMUNICATION
(Agenda No. 8)

LEP137 The Board considered a report prepared by Sandra Rothwell, regarding the LEP engagement and communications. The report provided an overview of how the LEP had engaged and communicated to date with a suggested approach to enhancing its activities, with both the public and private sectors, the report set out the issues faced by the LEP, background to the engagement activity to date and included the previously agreed Communication Plan for the LEP.

In discussion arising from the above, the following points were raised:-

1. The potential for increasing the scope of the Sub Groups in particular the Employment and Skills Board;
2. The need to identify separate plans for businesses and stakeholders; it had been indicated that the LEP was good at engaging stakeholders; however, the engagement with businesses could be improved;
3. It was commented that Cornwall and Isles of Scilly LEP had a good profile and that engagement with stakeholders was essential to push growth. There was a need to ask what needs to be done to achieve that growth. It was suggested that new approaches to communication could be pursued i.e. use of social media, broaden the Strategy;
4. It was important for the LEP to be flexible;
5. It was commented that there was a need to recognise that some businesses did not want LEP involvement;
6. Future Growth Hub services in Cornwall and the Isles of Scilly would enable businesses to choose whether to engage with the LEP;
7. It was important that businesses across Cornwall and Isles of Scilly were aware of the LEP, whilst acknowledging that some may not want to engage, however, engagement or the development of relationships should be encouraged;
8. Even though it was considered that there was a gap between the LEP and those undertaking work at the 'coalface' there was huge potential for reducing the gap, this could be achieved through the engagement of lawyers/banks who dealt with businesses face to face, perhaps a day's seminar;
9. Roadshows and the use of Growth Hub services could increase business engagement opportunities.

Action 5: In view of the points raised in discussion it was suggested that the responses to the detail around the LEP's engagement and communications plan be co-ordinated through an online questionnaire with the summary of these responses to be taken to the September LEP Board for further discussion.

Deborah Clark Associates (DCA) PR Services Contract

The Board considered the appointment of a company to provide PR Services to the LEP as the current contract with Deborah Clark Associates (DCA) could be terminated on 31 July 2014. The three year contract has annual break clauses.

The Board recognised the work undertaken by DCA during 2013/14 and the benefits a PR Service had brought to the LEP. It was considered that it would be appropriate to revise the PR brief as the LEP moved forward.

Action 6: Deborah Clark Associates (DCA) be confirmed for a further year of their contract to provide the LEP with PR Services commencing 1 August 2014 subject to the brief being revised.

ANY OTHER BUSINESS

(Agenda No. 9)

LEP138 1. Department of Communities and Local Government (DCLG)

Sandra Rothwell advised that she had received an urgent communication from DCLG regarding the allocation of funds to the Thematic Objectives, in particular reference was made to Thematic Objective 7 and the need to give consideration to increasing the amount provided to Thematic Objective 7 in the sum of £7 million, this would, however, require the sum of £7 million to be taken from another Thematic Objective.

It was acknowledged that the figures would be subject to change as the programme progressed and that there should be a degree of flexibility in the allocation of funds. Concern was expressed regarding the need to make this change at short notice and that if it was necessary every effort should be made to ensure that reallocation of funds was taken from the larger pot of funding. The Board was informed that the deadline for making the decision was the following day.

Action 7: Sandra Rothwell to action the request to reallocate the £7million, however, the reallocation of the funding from the Thematic Objective 3 should be avoided.

2. Appointments Committee

The Board considered a report, circulated at the meeting, regarding the appointment of an Appointments Committee. In accordance with the LEP Articles (item 17.5) for the purposes of appointing any Director, the Directors should appoint a committee from their number and such committee shall be known as the 'Appointments Committee'.

Action 8: the LEP appoints an 'Appointments Committee' in accordance with the LEP Articles (item 17.5) comprising the Chair of the LEP, Vice Chair of the LEP, Chief Executive of the LEP and a Council Board director (to be nominated by John Pollard) with one other private sector Board director (suggested Gavin Poole as the Board director with a legal background).

3. Future Meeting Dates

Mel Richardson advised the Board that a schedule of future meeting dates would be circulated on the same basis as last year.

The Board was informed that Cornwall College had indicated that they would be willing to host a LEP Board meeting.

DATE OF NEXT MEETING

Cornwall and Isles of Scilly Local Enterprise Partnership
16 July 2014

LEP139 It was noted that the next Board meeting was scheduled to take place on 24 September, 2014 in the Isles of Scilly. The Board was informed that it was intended to incorporate an 'Away Day' and to meet with Businesses during the visit to the Isles of Scilly and therefore it would be necessary to spread the visit over two days if possible. The exact details and logistics would be investigated and Board members advised accordingly.

The next Management Team meeting was scheduled to take place on 6 August, 2014.

The meeting ended at 3.00 pm.

[The agenda and reports relating to the items referred to above are attached to the signed copy of the Minutes].