

## **Private and Confidential**

### **LEP - Business Support Management Board**

#### **Minutes of the Meeting held on Tuesday, 25th October, 2016 at 12.00 pm at the Former County Mess - The John of Gaunt Room, County Hall, Preston**

##### **Present**

Michael Blackburn

Michael Damms  
Sue Smith

Timothy Webber

##### **In Attendance**

Andrew Leeming

#### **1. Welcome and Apologies for Absence**

Chair welcomed members and apologies were noted from Lee Petts, Gary Lovatt, Councillor Frank McKenna and Kevin Duffy. Andrew Leeming attended on behalf of Andy Walker, Alan Welsh on behalf of Barbara Murphy and Paul Foster on behalf of Gary Lovatt.

Chair also welcomed Steven Cochrane from Growth Lancashire and Mark Brennan from Freshfield attending to present information to the Board under Item 7.

#### **2. Declarations of Interest**

There were no declarations of interest noted at this time.

#### **3. Minutes of the meeting held on 30 August 2016**

**Resolved:** Minutes from the meeting held on the 30 August 2016 were agreed as an accurate record and signed by the chair.

#### **4. Matters Arising**

Further to discussions at the last meeting around International Trade – Strategy and Provision, members were advised that the draft strategy would be circulated to the Board for comment.

Members agreed that any proposal through Boost should be examined around the international trade element.

It was also recognised that there was a need to gain awareness on the capabilities for international trade in Lancashire. Members agreed that there was a requirement to identify data on how many companies export to measure the outputs required for the strategy.

**Resolved:**

- i. Data mapping and planning exercise requirements to be identified.
- ii. To be brought back to the next meeting of the Board for further discussion.

## **5. Schedule of Meetings**

Andrew Leeming, Boost Programme Manager, Business Growth and Innovation reported that future meetings of this Board would be scheduled in line with Lancashire Enterprise Partnership (LEP) Board meetings to assist with more effective reporting to the LEP Board from the sub committees.

## **6. European Structural and Investment Funds - Update**

Andrew Leeming presented the report circulated with the agenda on the European Structural and Investment Funds (ESIF) Business Support Programmes update.

The report included a copy of the letter to Philip Hammond, Chancellor of the Exchequer on the potential ESIF funding at risk following the EU referendum result.

Following discussions held by the Board on this report, a number of questions were raised and areas identified:

- How could Lancashire start to plan requirements post Brexit and without EU funding?
- Would Boost continue after Brexit and if so what would it look like?
- Members agreed that there is a need for a mapping exercise to be completed and to look at apprenticeships and the type of apprenticeships required.
- There is a need to look at how to incite a response by identifying initially what Lancashire would require post Brexit.

**Resolved:** The Board;

- i. Noted the overall position in terms of ESIF funding
- ii. Noted and endorsed the representations made by the LEP and shadow Lancashire Combined Authority to retain funds for key programmes
- iii. Noted the new business support programmes which have commenced since the last meeting of the Board in August

## 7. Growth Hub Update

In addition to the report provided to the Board on the Growth Hub update, Andrew Leeming introduced the following guest presenters to provide information to members on the marketing and gateway services of the Growth Hub:  
Mark Brennan from Freshfield (Boost's marketing partner)  
Steven Cochrane from Growth Lancashire (Gateway service provider)

Information (appended to the minutes) was tabled at the meeting which provided an update on the Boost objectives and enquiries.

From these discussions, members agreed:

- That there was a need to look at learning from past experiences.
- That there was a need for collaboration with other partners to avoid duplication.
- Further information on the outcomes against the outputs to be identified.

**Resolved:** The Board;

- i. Noted the Boost performance update
- ii. Noted the presentations from marketing and gateway partners

## 8. Wider LEP Update

Andrew Leeming provided a brief verbal update to the Board on the wider LEP work.

It was reported that there is currently a skills area review for colleges taking place with meetings being held in November. From this, proposals would be drafted by the end of November.

## 9. Reporting to Lancashire Enterprise Partnership Board

Members identified items to be reported to the next LEP Board meeting following the discussions held around the ESIF update.

**Resolved:** The Board confirmed the following to be reported to the next LEP Board meeting:

- i. The potential challenges around the EU funding and Lancashire's response to the upcoming changes.
- ii. Boost/Business Support – what would Lancashire need to assist business growth (based on learned experiences) and what would the future hold.

## 10. Any Other Business

A request was made for clarification to be sought on whether the additional member for a HEI representative included in the current Terms of Reference for

the Board would still be required given that Susan Smith has now joined the Board.

**Resolved:** A request for clarification to be made.

**11. Date of Next Meeting**

Members discussed the need for the December meeting given that it fell only five weeks from this meeting and that a meeting date has been set for January 2017.

**Resolved:** That the planned meeting in December be cancelled.

Next meeting would be held on the 19 January 2017 at 12pm, County Mess, County Hall, Preston.

# Boost: Objectives

## ✓ The numbers



- Over 6,000 'Join' Boost (more on the 'Join' concept later)
- Help break 3,000 assists / referrals
- Drive over 12,000 unique Lancashire visitors to the website
- Double our social media communities

## ✓ Boost & Co



- Boost & Co network to grow
- More referrals into clients (businesses)
- Be popular (not famous - fame is short-lived!) because of quality reputation

## ✓ Larger businesses (£5m+ turnover)



- Get more face time with larger businesses
- Launch a dedicated 'Boost Bespoke' service

## ✓ The brand



- People understanding the growth hub and what it does
- Win a national business award
- Win a national public sector award
- Winning trust from private sector

## ✓ Internal



- Strong joined-up partnership with the LEP
- Be the county's leading business support facing brand
- Win further round of funding
- Create a sustainable Growth Hub

# Making it happen



## New brand & Growing Lancashire campaign

- Launch brand with Growing Lancashire campaign
- Relunched website live
- Marketing collateral for delivery partners to use in recruiting businesses
- Maximise Local Authority business engagement networks through expanded Growth Lancashire membership



## Sponsorships & advertising

- A 12-month round-table campaign in partnership with Lancashire Business View
- A regular event programme led by Shout introducing Boost to target businesses
- New brand launch advertising focused on the businesses helped by Boost
- Google Adwords campaign



## Events

- VISION 2021 growth conference at Preston Guild Hall, 22nd November, 250 businesses attending
- Boost & Co partner seminars to launch the Growth Vouchers programme and re-energise this audience about Boost
- A series of partner events and seminars
- Attendance at Lancashire business exhibitions and relevant events
- Series of rolling bitesize briefing sessions between Growth Lancashire and key delivery partners



## Content marketing

- A case study-led content marketing campaign that will see regular blogs and videos created and shared through all channels
- A regular news and media relations programme
- A GrowthStories newsletter created and distributed
- Regular content focussed campaigns showing the impact of Boost support. We're helping Lancashire businesses... export, sell more, access finance, etc...
- An active content sharing campaign by Boost & Co members from the private sector



## Sales & direct marketing

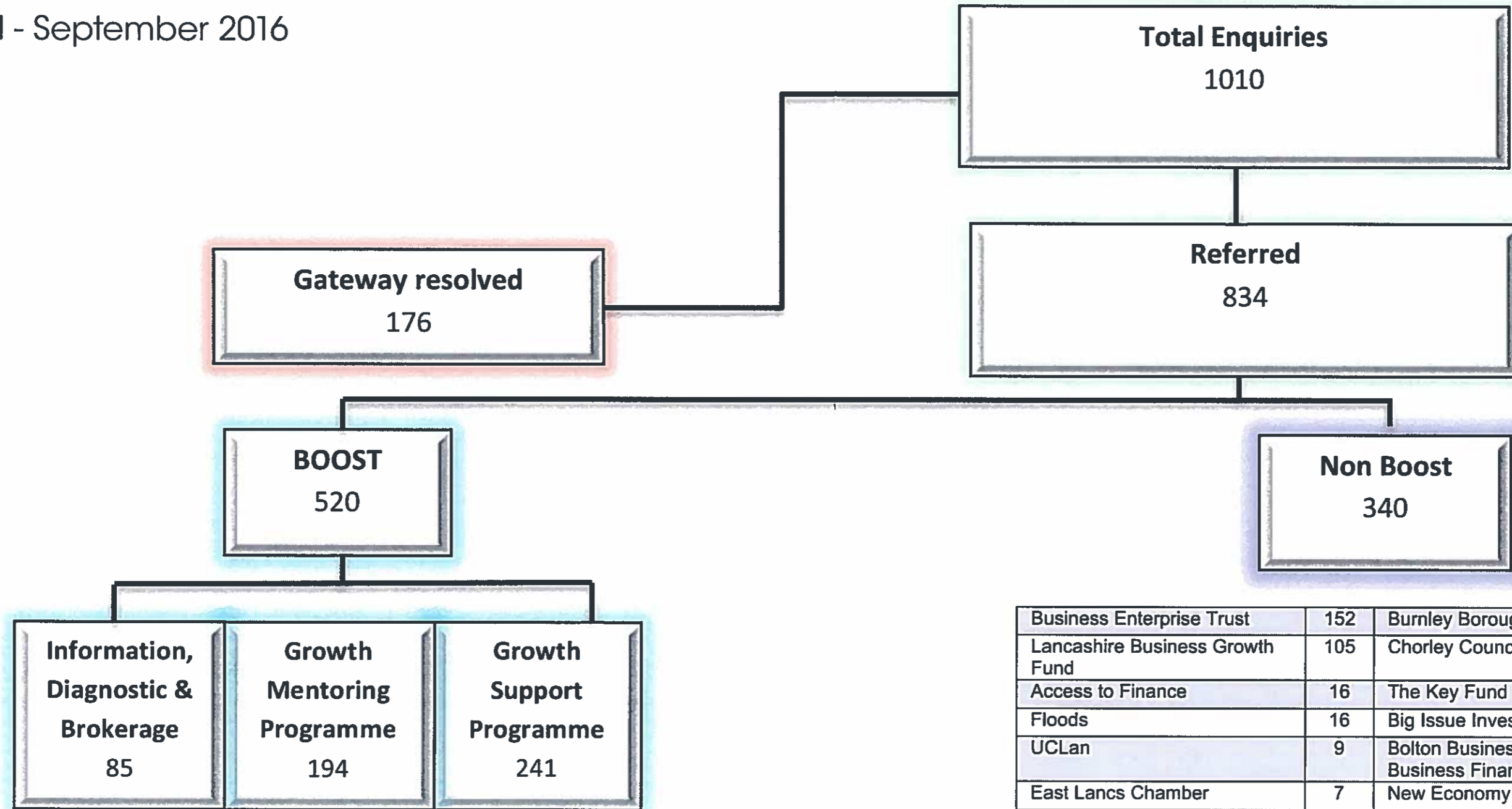
- A series of sales campaigns delivered by the Growth Lancashire Gateway team targeting specific sectors and regions across the county
- A monthly newsletter to the database of 6,000+ contacts
- Monthly e-mail updates to 65+ Boost & Co partners



## Latest results >

# Enquiries

April - September 2016



Business Enterprise Trust	152	Burnley Borough Council	4
Lancashire Business Growth Fund	105	Chorley Council	2
Access to Finance	16	The Key Fund	2
Floods	16	Big Issue Invest	2
UCLan	9	Bolton Business Ventures / Business Finance NW	1
East Lancs Chamber	7	New Economy Manchester	1
National Bus Support Helpline	6	Ribble Valley Borough Council	1
Blackpool Borough Council	5	Selnet Limited	1
Lancashire County Council	1	Pendle Borough Council	1
Lancaster City Council	1	Creative Lancashire	1
Blackburn with Darwen BC	5	West Lancashire Borough Council	1