



**Business Lincolnshire Governance Board Meeting**

**10th July 2018**

**Present:**

- Mary Stuart (MS) Chair – Vice Chancellor of University of Lincoln
- David Thorpe (DT) – FSB
- Simon Beardsley (SB) Lincolnshire Chamber
- Professor Scott Fleming (SF) – Bishop Grosseteste University
- Ian Green (IG) – HSBC
- Andrew Stevenson (AS) – University of Lincoln
- Vicky Addison (VA) – University of Lincoln

SH welcomed the attendees and introductions were done round the table.

Apologies were received from:

- Matthew Collinson – North Lincs Council
- Lesley Potts – North Lincs Council
- James Pinchbeck – Streets Chartered Accountants
- Helen Thompson – North East Lincs Council
- Justin Brown – LCC
- Ruth Carver – GLLEP
- Phoebe Edwards – EMB
- Paula Clay - EMB

No declarations of interest were received.

**Growth Hub Management Report/Operational Board meeting – Samantha Harrison**

**SH provided a run through of paper 1**

The team have been working on the full ERDF application, BEIS annual report and also the new re-brand and re-vamp of the businesslincolnshire.com website. There has also been a new Monitoring and Evaluation Framework matrix issued by BEIS , that requires the Growth hub to capture and report extra client information, which has meant that the annual Report has some areas that cannot be currently populated. New reports will be commissioned through our CRM provider to allow us to report on these in future. The growth hub team will put letter together on behalf of the board to the request that all reporting requirement are agreed in advance of the annual contract to ensure that we can capture all the information BEIS require. – ALL AGREED.

Performance statistics – We have had a really good start with 183 diagnostics delivered since April 2018, previously there had been a client waiting list but the advisors are now catching up. The new GDPR regulations have meant that we have lost a significant number of people who subscribed to our newsletter we are now embarking on an extensive campaign through social media and written letters to try and increase the number of sign ups. Plea to members to advertise through all member channels for sign ups. Samantha to send some wording out.

The business Lincolnshire website will be launched at the Go Digital 2018 conference in July. Currently the advice and grant scheme finder is the most web page. The new branding is in line

**Update and Discussion**

**GH Team**

**SH**

with the LEP and the website will be easier to navigate and contain updated information and live case studies and blogs.

AD has been working very hard on the Business Lincolnshire Sustainable Business Growth 2 (BLSBG2) application which is a £5.28m project enabling the Business Lincolnshire Growth Hub to extend the business support services being provided via the Sustainable Business Growth and Digital Business Growth projects from June 2019 to May 2022. The support programme will be marketed externally as Growth Lincolnshire. The project will be focused towards established businesses. 1087 enterprises will be provided with support at least 3 hours of support with 768 enterprises receiving either 12 hours of advisory support and/or at least £1000 grants. Overall the project will create 204 jobs whilst increasing productivity an unlocking private sector investment of £775,000. Growth Lincolnshire will provide a comprehensive and enhanced offer of one to one support, capacity building and growth funding.

New for BLSBG2 will be a partnership with the Lincolnshire County Council Trading Standards team. This team will provide Legislative best practice advice to businesses. The aim is to help a business understand the legislation affecting it, now and in the future, enabling them to put appropriate measures in place. Through the support, the business will reduce their compliance costs; reduce risk and the cost of failure and increasingly generate a satisfied, happy and returning consumer base.

We will continue to deliver the current and new programme through the existing delivery agents, however the new bid will make changes to the client process, the Growth Hub Advisers will provide the initial diagnostic support and client follow up. The advisors will make 2/3 business support suggestions and make directly referrals to business support projects. This will help to ensure the plans are focused and achievable. These will then be followed at a later date and further suggestions made where appropriate.

The existing Information Sharing Agreement are being reviewed in light of the GDPR regulations to enable us to share client information, (as long as the business has agreed to do so).

The Made In Lincolnshire Awards (partnered with Streets and NatWest Bank) were very successful, 78 applications were received. These businesses will be featured in the e- Business Bulletin to showcase the fantastic range manufacturing activity that takes place in Greater Lincolnshire.

The Cotemaco Interreg Bid was successful (- Increased NWE Competitiveness Through Efficient Man & Machine) - The University of Lincoln, the Business Lincolnshire Growth Hub and 8 European partners including Denmark, Germany, Belgium and the Netherlands have secured €2,330,445 of ERDF funding (Total Project €3,884,075) develop and pilot a programme of activity to help facilitate the cooperative automation (cobots) of the food industry.

It is a collaboration between Manufacturing SMEs in North West Europe struggle to maintain their cost competitiveness against large-scale production facilities in low-wage economies.

This sector specifically suffers workforce scarcity because employees in manufacturing SMEs are often subjected to physically repetitive tasks, which do not use their full capabilities while also contributing to adverse health effects. The next step to increase competitiveness will only be achieved by offering high levels of production flexibility, enabled thanks to collaborative robotics. With the potential to have as much impact (or even more) within the manufacturing sector as 3D printing or IoT (McKinsey, 2013), collaborative robots focus on enhancing the cooperation between human workers and industrial robots, unlike previous automation waves. Collaborative robotics manufacturing not only allows for a more efficient use of employees (+85%, MIT): it reduces health issues and raises motivation.

COTEMACO will deliver and bundle 4 regional field labs in the Netherlands, UK, Belgium and Germany, where the targeting of key production steps in automotive and food will be showcased to overcome low sectorial awareness and knowledge gaps. Testing in relevant environmental conditions, and allowing manufacturing SMEs to interact with them, will bring collaborative robotics closer to these end-users. COTEMACO will engage with 60 SMEs in automotive and food sectors in the field labs via voucher schemes, and working with 50 of those to implement collaborative robotics through international cooperation.

This will maintain:

>€500M of regional turnover and >1250 NWE manufacturing jobs, and generate >€50M and >125 jobs.

Replication to other sectors and regions will ensure long-term financing sustainability of field labs (private contracts), coupled with additional funding committed from regional sources. Activity will commence during 2018/9.

This links directly with our Local Industrial Strategy work on Food processing productivity: Productivity increases in the food processing sector, automation and robotics potentially through the development of the digital demonstrator for food manufacturing.

The Enterprise Growth Team is currently recruiting a permanent full-time senior project officer to manage the development of provision for the Visitor Economy Sector and explore the opportunities for Internationalization. This will involve developing support, securing funding, commissioning and delivery of business support services for the Visitor Economy sector and forging economic co-operation agreements with countries that directly align with Lincolnshire County Council's and Greater Lincolnshire LEP's Strategic Economic Plan eg China, India and US. The appointed person will attend the meeting in November.

## **Business Lincolnshire Growth Hub 2017/18 Annual Review – Samantha Harrison**

### **SH provided a run through of paper 2**

This paper provides an overview of the main activity delivered between April 2017- March 2018:

- 646 Business Diagnostics
- 91% satisfaction (slightly lower on last year), when looking into why – the Growth Hub has held more events and more people have been surveyed
- New Jobs created 210.5 – which is great news!
- GVA is not currently counted but will be from next year

It has been a busy year with events including Tritton Knoll event which was incredibly successful and led onto contracts and direct meetings being held with the Suppliers. There has also been a Cyber Security Conference in partnership with Lincolnshire Police, bitesize workshops and flagship events including the Greater Lincolnshire Manufacturing in Action Conference, Digital Expo, GLLEP Business Live etc.

Noreen Read has now officially started as the Growth Hub Scale up Account Manager delivering a range to scale up workshops and programmes to existing and future scale up businesses.

We are also working closely with the digital sector and working on a Digital Strategy and Action Plan.

MS – The LEP is staying all businesses need to embrace this new world of technology – however

**Update and Discussion**

**GH Team**

<p>the growth hub needs to look at emerging sectors also not just what the priority sectors currently are. The RAF has approached the growth hub about supply chain opportunities and also digital technology. We need to look at the definition of the digital sector, because the current SIC codes do not provide an accurate reflection. SH – Can build into the action plan.</p> <p>The evaluation work that is ongoing by Social Change has so far highlighted that businesses still find value in face to face support and events. The new website will have pages for business opportunities and also a full events programme. The evaluation work is ongoing and will be reported at each governance board meeting. The BEIS department is considering how they can help Growth Hubs by negotiating licenses for products eg MINT. SB happy to help where possible. AS stated that the University of Lincoln are currently looking at Beauhurst data which includes new filters and is of a higher quality than MINT data, we could look to share the costs. AS to send info through to SH.</p> <p>IG Can we work with surrounding growth hubs when licenses run out work to purchase information as a whole and share the costs. SH to follow up with East Midlands Growth Hub colleagues.</p>	<p>AS</p> <p>SH</p>
<p><b>Growth Advisor Update – AD</b></p> <p><b>AD provided a run through of paper 3</b></p> <p>Key thing to point out – the number of referrals coming through is on target but there is a need to focus on achieving 12hrs of support to meet the ERDF target. Our Advisors are working with those in the pipeline to push through to the 12hr threshold. Grants are also slightly behind our profile. The application numbers are on target but client spend and drawdown need to catch up MS – may be bigger reasons why businesses are nervous to spend including all the uncertainty of Brexit.</p> <p>Grants - 103 approved – 50% claimed – EMB are chasing those who have not drawn down and ensuring that they provide all the claim evidence required. New clients have been put on a waiting list whilst the possibility of moving the ERDF project budget into the grant pot is confirmed by the ERDF Team.</p> <p>Jobs created – there has been a lot of office/administration roles created to date.</p> <p>Spread of referrals across the districts has remained the same.</p> <p>Trudy Roberts has now started within the growth hub advisor team so this will bring the total number of advisors to 6 working on the patch.</p> <p>Digital Conference 18<sup>th</sup> July at Sir Isaac Newton building</p> <p><b><u>Debate: How do we balance our reactive approach to small businesses with a more proactive approach in targeting the businesses with real growth potential?</u></b></p> <p><b>SH delivered a presentation and requested discussion of the points raised.</b></p> <p>MS – The generic one size fits all approach delivered so far has worked but we cannot keep this up, we need to focus on how we move forward and have the most impact for Lincolnshire. DT – Growth, Jobs and productivity still remain the focus. The majority (about 90%) of Sole traders don't have any employees but do have growth potential. However, a focus on those</p>	<p><b>Update with Actions</b></p>

businesses more likely to have growth potential could involve a priority for Incorporated businesses.

SF – What is the definition of right business to support ?

SH - we need to have differentiated offer for each type/growth stage of business. Do we filter businesses to the website and work with those that do want to grow?

IG – We need to identify which businesses in Lincolnshire are at the top of the supply chain and who are they working with. Large businesses do write business plans and are keen to share them if we can help them achieve it.

AS – More around the input than output – we need to look at different measures – not 12hrs for example. We should focus on aspiration for growth and absorptive capacity – do we want to shift percentage of micro to small businesses – there is currently a disjoint in what we have.

MS – Focus on the economy of Greater Lincolnshire – we need to support businesses to create higher wage jobs. Focus on closer working with DIT, we need to capitalise in inward investment opportunities. SH to bring DIT figures to next meeting.

MS – What extent can we measure/track our micro businesses and are they able to scale?

DT – Getting that message out that it's not just working with an advisor, it is about the business engaging with the Growth Hub through the most appropriate channel i.e. 1/ Website 2/ Helpline 3/ Web Chat or 4/ Business Advisor. Our neighbouring Growth Hub for Greater Cambridgeshire and Greater Peterborough have in-house 'Navigators to assist with the diagnostic process - we are able to provide help for all businesses, whatever is relevant to that business in terms of growth and prosperity, we are the navigators.

AD – The growth hub is working on an online diagnostic tool, this would ask questions and determine the channel of support required. This would then enable us to either field through the website or refer onto an advisor. A self-service model. MS – Good idea! Still utilise the website and be proactive with the larger businesses.

AS – We need to still remain focused on productivity and employment growth.

SB – How can we better the interaction with our intermediaries as these are currently the largest referral mechanism. We need to ensure that they are fully briefed on all then offers and develop a strong relationship .

AS – Look at the reason why the referrals are being made and who are the banks etc referring onto the GH support ( loan declines, growth opportunities??).

IG – An appointment with the bank manager could be included as part of the scale up programme? There is also the possibility for GH advisers to provide updates at the bank's monthly team meetings to ensure that relationship is maintained and the flow of information is constant.

MS – When a diagnostic is undertaken, do we monitoring of they have actioned it, does this equal growth ? Health check with businesses – what are their barriers to growth ?.

SH – will report back at the next meeting.

### **Explore Opportunities arising from the GLLEP Innovation Council – Vicky Addison**

**VA gave an explanation of the ERDF Innovation programme and showed a video case study.**

The programme is designed to stimulate business innovation and develop collaborations between the business and research communities.

How the growth hub could work more closely with the Innovation council?

The current stats for the programme:

307 enrolled, 33 Innovation vouchers issued, 14 proof of concepts and 28 internships to date.

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<p>A 6 week peer mentoring programme will start shortly, it will provide support to businesses and share expertise.</p> <p>The University are producing some short case studies to promote the programme and show it is an easy process to access the support and grants.</p> <p>The Innovation Council predominately made up of key individuals from the business community– good mix of people who actively support the programme and seeks to drive forward innovation across Lincolnshire.</p> <p>The next meeting on 19<sup>th</sup> Sep will have the topic - Industrial digitalisation, the December meeting topic is to be confirmed. MS suggested that a good topic for the December meeting would be Brexit and the effect it will have on business. There will be a joint Growth Hub and Innovation Council dinner in December (date TBC), the focus will be on the Strategic priorities of the LEP versus Emerging Sectors. MS to feedback to the GLLEP Board.</p>	<b>MS</b>
<p><b>AOB:</b></p> <p>SH – open invitation to the Digital Conference next week.</p>	
<p><b>Date of next meeting:</b></p> <p>13<sup>th</sup> November 2018 10am – 12pm – Minerva Building, Vice Chancellors boardroom, UoL</p>	