



**Business Lincolnshire Governance
Committee Meeting**

11th December 2019

Present:

- Mary Stuart (MS) Chair – Vice Chancellor of University of Lincoln
- Pete Holmes (PH) – BEIS
- Ian Green (IG) – HSBC
- Andrew Stevenson (AS) – University of Lincoln
- Noreen Read (NR) - EMB
- Phoebe Edwards (PE) - EMB
- Zoe King (ZK) – EPIX Media
- Paul Scott (PS) – Private Sector business
- Katrina Pearce (KP) - FSB

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

Apologies were received from:

- Prof Fleming
- Ruth Carver
- Simon Beardsley
- Justin Brown
- Helen Thompson

No declarations of interest were received.

Growth Hub Management Report/Operational Committee meeting – Samantha Harrison

Update and Discussion

SH provided a run through of paper 1

The ERDF business Lincolnshire phase 2 programme is now underway, the success from phase 1 has continued and things are moving forward in a positive way. The growth hub team have submitted an expression of interest for an extension for a further year which has now been invited to full application. This would take the programme through until 2023.

All of the ERDF funded business support programmes (that are promoted as part of the Growth hub offer) from start up through to high growth have all received continuation funding. In terms of the Growth Hub's ERDF Programme, Growth Lincolnshire, the only difference from phase 1 is that there is no longer separation between Sustainable Business Growth & Digital, this is now classed as one programme. There is however still two grant pots, the SBG grant is up to £10,000 and the digital grant is £1000. The continuation programme began in July 2019 and already the client satisfaction rating has risen to 94%.

The main event achievement since the last meeting has been the joint event with Lincoln City Football Club, this event was a business promise event. The football club wanted to launch their promise to the local community and try to ensure that 80% of their supply chain was within Lincolnshire. The event was a huge success and again received excellent feedback, we are looking to replicate with other suppliers and really encourage those local supply chain

opportunities and where possible for all to trade locally.

The annual Taming the Dragons event also took place in November and was again very successful. There were some successful pitches and we are hoping some deals will be reached in the coming months.

We also hosted our annual #GoDigital19 Conference, this was the fifth digital conference. The event was held at the Hilton Hotel in Lincoln and for the first time there were 17 experts available for businesses to access and several workshops throughout the morning. The feedback received was excellent and a very high percentage of evaluation was completed stating that they would indeed make changes and implement after the conference.

We delivered our Funding Fairs across the County from July to November and encouraged those businesses that may not have accessed the support or interacted with the growth to do so. All the grant providers from across the programmes were in attendance and again these were very successful.

A new Lincolnshire County Council Employment and Skills Commissioning Board will be set up it will be a joint board between LCC and LEP to advise on skills issues, challenges and opportunities. Together colleagues with a remit for skills and employment from across the council and the GLLEP will work together to reflect the 'One Council' approach of maximising combined strengths and expertise.

The Growth Hub has partnered with the University of Lincoln to secure new Interreg Funding. The COM3 UOL4.0 Challenge project has secured £250,000 of funding to help rural businesses grow by utilising digital technology, and is being led by researchers from Lincoln International Business School at the University of Lincoln

The new project will help Lincolnshire businesses implement digital technology. It will pair teams of students with businesses in Lincolnshire to explore how the use of technology could lead to the development of new commercial ideas and new ways of interaction with customers and suppliers.

Future plans – the Growth Hub will continue to deliver the EU Exit support focusing on business resilience. We can support businesses that don't have robust plans through to providing specific 1 to 1 advice. Lincolnshire Chamber of Commerce are managing the EU Exit helpline.

The Scale Up programmes are proving very popular and new cohorts are progressing through.

The next flagship event will be the 'How to Recruit, Retain & Motivate conference on 5th March at the Petwood Hotel in Woodhall Spa. The keynote speaker, former RAF flight lieutenant and England rugby's record try scorer, Rory Underwood MBE will provide a thought provoking session on high performance teams and there will be topics such as:

- The power of research and benefits of market mapping;
- New and innovative approaches to recruiting talent;
- How to keep your best, most wanted employees from job hunting;
- Building a strong succession plan and finding your hidden leaders

ZK stated that it is very common for recruitment marketing not to be considered in these situations, it may very well be useful to try and include this at some point in the day. Businesses often don't focus on the advert and why people should work for their business. MS working with

<p>businesses about how to work with graduates could also form part of the session.</p> <p>The monthly Growth Hub Impact report now includes the feedback from the marketing, events and adviser interactions. It has been extended to cover North & North Lincolnshire.</p>	
<p>Business Lincolnshire Growth Hub Growth Hub Advisor Update – PE & NR</p> <p>PE & NR provided a run through of paper 2</p> <p>This paper provides an overview of the main activity delivered and evidenced until 29th November 2019.</p> <p>PE explained that the delivery of phase 2 started on 1st July and has so far been very successful. Phase 1 had 4 strands but phase 2 is much more about the customer journey and is flexible and can be tailored to the business & their specific needs. Noreen will continue to be the team leader along with the 5 generic advisors and also some specialist support. The financial readiness element of the programme is still very popular along with sales and marketing.</p> <p>There is a strong grant pipeline with revenue, capital and digital pots available.</p> <p>The events programme is also blending in very well so that businesses can also access that as part of the package of support.</p> <p>NR reported to the group that David Hawkins had retired at the end of the previous programme but has been replaced by Gordon Stewart who has slotted into the team very successfully.</p> <p>The Scale Up programme successfully supported 78 businesses in the last programme, starting from July with phase 2 there is already 28 brand new businesses engaged. The referrals have been generated mainly from recommendations from the old programme and also Invest SK.</p>	<p>Update and Discussion</p>
<p>EU Exit Activity Update – SH</p> <p>SH provided a run through of paper 3</p> <p>SH reported that the growth hub is pleased to confirm that we have some business resilience support available for Greater Lincolnshire businesses. GL LEP have been selected by BEIS to act as a new Growth Hub Cluster lead for the East Midlands region. We now have Mark Hurdley working as an advisor to support the businesses and procurement for larger scale consultancy support is currently underway. This will be a robust offer to all businesses and will include briefings, workshops, diagnostic support and tailored provision</p> <p>The general Brexit related enquiries have slowed down although we have seen an increase in the number of businesses who are closing or making redundancies has been noted.</p> <p>The growth hub has been collecting Intelligence and reporting back to BEIS on a weekly basis, this will continue. In the meantime we are developing a rapid response team is ready to assist with any economic shocks.</p> <p>Hunan Update - AD</p> <p>AD provided a run through of Paper 4</p>	<p>Update with Actions</p>

AD reported that a large delegation visited Hunan in November, the civic partnership is now turning into a more commercial focus and the fruits of that relationship are becoming more apparent. The trade mission including 30 businesses, DIT and several education providers highlighted that the pre work completed back in Lincolnshire for the months running up to the visit really helped support the importance of our relationship. The Governor of Hunan moved his diary appointments around to ensure he was available to meet the delegation, this is apparently unheard of.

At a strategic level, a primary focus of the visit was on food technology. The visit has led to three substantive areas of progress:

1. Collaboration on technology for food manufacture
2. Help local education providers to broaden their income base by delivering courses to Chinese students
3. Pursue additional investment from China in those businesses who are located in Lincolnshire and who already have substantial trade links with China

The team will now continue to follow up on actions from the November delegation and work with business and education representatives to identify follow up opportunities.

The team will also work with Collison Associates and CBBC to host a round table discussion / briefing / how to do business in China session with the firms were unable to join the November delegation.

One of the main outcomes of the visit was agreement to produce a five year economic partnership plan. The five year plan gives us the opportunity to set a clear timetable of events and agreed objectives.

Debate: Digital Landscape Report and Sector Update – how can the Growth Hub further support the Digital Sector - ZK

ZK delivered the presentation.

In 2016, our first Digital Landscape Survey found that nearly 2000 'digital' businesses are based in the county, selling a range of digital products and services including telecommunications, digital marketing, software and app development, gaming products, healthcare, education and aerospace technology. In 2019, this figure has increased to 2,394.

The results of this year's report suggest a growing focus on filling the recruitment gap in the digital sector, including the arrival of a landmark Institute of Technology in Lincolnshire (one of only 12 in the UK), as well as the need for further collaboration and networking opportunities, improvements to infrastructure and providing assistance to businesses with the potential to scale up. There is increasing appreciation for the relevance of the sector, with the Greater Lincolnshire LEP recognising it as an important, enabling sector of the Greater Lincolnshire economy.

The first Women in Tech event has also been delivered and was very well attended.

The Lincoln Hack also ran again this year; the feedback was really positive and is now attracting people from other parts of the country.

<p>Mosaic is a brand-new, £1.8 million digital hub and co-working space based in Lincoln City Centre. A collaboration between the digital community, Lincolnshire Co-Operative and Lincolnshire County Council, Mosaic is designed to bring Lincolnshire’s digital and tech businesses together in one space to innovate, create and collaborate. A Digital Hub director will be appointed by Business Lincolnshire in the very near future. This person will be responsible for coordinating activity, promoting the sector and making connection with traditional business who have technology challenges.</p>	
<p>AOB:</p> <p>SH after the unfortunate recent flooding incidents LCC has set up a local response unit. Business resilience grants of up to £2500 are available for those businesses that have been affected and are eligible, please see the Business Lincolnshire website for the grant application and guidance. Please inform the growth hub if any member becomes aware of a business that has been affected.</p>	
<p>Date of next meeting:</p> <p>30th April 2020 2-4pm – Minerva Building, Vice Chancellors boardroom, UoL</p>	