

SEBH Steering Group Minutes

Date: 6 February 2020

Part 1

Attendees: Amy Bernardo, Chris Burr, Ellie Clow, Emma Culloch, Ian Smallwood, Ioni Sullivan, Iwona Bainbridge-Dyer, Jo Simmons, Jon Birkett, Julian Gibbs, Mark Jones, Paul Chapman, Susan Berdo, Suzanne Bennett, Tudor Price

Apologies: Billy Masters, Dave Hughes, Eloisa Whiteman, Joanne Cable, Kaye Crittall, Lorna Norris, Louise Aitkens, Robert Sharp, Ryan Jagpal, Sean Dennis

1. Welcome and apologies

1.1 Attendees were welcomed by Iwona Bainbridge-Dyer who chaired the meeting. All present introduced themselves to the rest of the meeting.

1.2 Apologies were received from Billy Masters, Dave Hughes, Eloisa Whiteman, Joanne Cable, Kaye Crittall, Lorna Norris, Louise Aitkens, Robert Sharp, Ryan Jagpal and Sean Dennis.

2. Minutes of the last meeting and matters arising

2.1 The minutes of the last meeting were confirmed as a true record.

2.2 The action points arising from the last meeting were cleared as appropriate.

2.2.1 It was confirmed that the promotional material including the [brochure](#) for Mentoring for Growth had been shared with the steering group. Iwona Bainbridge-Dyer added that a new [Mentoring Advisor for the London and South East](#) had been appointed and was due to visit each of the Growth Hubs. She also confirmed that the [programme](#) had been added to the SEBH new website.

2.2.2 The teleconference relating to the Action Plan had taken place. Five top priorities had been selected.

2.2.3 Fact sheets and banner were shared with the Growth Hubs.

2.2.4 The telemarketing script had been shared and agreed. The telemarketing activity took place in October 2019.

2.2.5 The updated spreadsheet for business intelligence gathering was shared with the individual Growth Hubs.

2.2.6 A copy of the Risk Assessment had been shared with the Growth Hubs.

2.2.7 The amended Grant Agreement 2019-20 was shared with the Lead Authorities on 17 December 2019.

2.2.8 Q3 returns were completed and returned to the Accountable Body.

3. Terms of Reference/Business Planner

3.1 Iwona Bainbridge-Dyer asked the steering group members whether they had any comments on the set of the Terms of Reference presented to them.

3.2 It was noted that having a business representative on the steering group would add more value to the conversation. Iwona Bainbridge-Dyer enquired whether the steering group members meant someone from an actual local business or a representative of a membership group representing businesses within SELEP area such IoD and/or FBS.

3.3 Following a conversation, it was agreed that a Board member/director representing a private business would be most suitable.

3.4 Iwona Bainbridge-Dyer agreed to amend the Terms of Reference and establish whether a Board member/director could join the steering group. **ACTION – Iwona Bainbridge-Dyer.**

3.5 The steering group was presented with a Meeting Planner 2020/21. The document contained the date of each steering group meeting, points for discussion and important dates the Growth Hubs should be aware of.

3.6 Iwona Bainbridge-Dyer explained that this was a living document and would evolve over time. She also suggested that she would email the steering group members three weeks in advance of the meeting asking for any additional agenda items and/or points that any of the members would like to add and/or raise at the meeting. **ACTION – Iwona Bainbridge-Dyer**

4. Future of the Growth Hub project

4.1 Suzanne Bennet provided an updated on the future of the Growth Hub project.

4.2 She spoke about the national picture, possible renewed framework and Government steer on the future of the business support.

4.3 It was clear from the update that there might be a review of how the Growth Hub project and wider business support in view of the comprehensive spending review.

- 4.4 She also said that business support would feature strongly in the Local Industrial Strategy (LIS) and before the LIS was signed off by Government, time should be spent on reviewing the provision in order to make it more cohesive.
- 4.5 Suzanne Bennett also mentioned increased reporting to the Board and painting a positive picture of business support in the SELEP area.

5. Monitoring and Evaluation

Progress against Schedule 3 (2019-20)

- 5.1 The steering group members were reminded that Schedule 3 of the Grant Offer Letter was the 'promise' to Government outlining how the Growth Hub project was going to be delivered by SELEP.
- 5.2 Iwona Bainbridge-Dyer added that the bi-annual and annual report to BEIS was a serious of questions around performance and outcomes based on the Schedule 3.
- 5.3 She reminded the Growth Hubs that the end of the financial year was looming, and it was important that they started to evaluate their performance against the 5 Principles of Funding identified in the Schedule 3 in preparation for the annual report.
- 5.4 Iwona Bainbridge-Dyer advised that a regular progress update against the Principles of Funding would take place at the steering group meetings.
- 5.5 She offered to put together a document/schedule that would be easy to follow and report against. **ACTION – Iwona Bainbridge-Dyer**

Review of Action Plan (top 5 priorities)

- 5.6 A copy of the Action Plan (top 5 priorities) had been shared in advance of the meeting.
- 5.7 The steering group went through the Action Plan and the following comments were made:
 - the CRM system still required some fine tuning in order to ensure that all hubs the reporting the same outputs
 - asked for the Secretariat to drive links with some of the partners such as IUK, Catapults, Be the Business, DIT and IoD where appropriate
- 5.8 In reply, Iwona Bainbridge-Dyer explained that Mark Jones was testing the CRM, compering the outputs and listing any discrepancies. She reassured the steering group that the CRM system would be ready for the new reporting cycle.

- 5.9 Moreover, Iwona Bainbridge-Dyer offered to provide a list of Catapults that were most local to Essex, Kent and East Sussex. **ACTION – Iwona Bainbridge-Dyer**

Grant Offer Letter 2020-21 (monitoring cycle and KPIs)

- 5.10 Iwona Bainbridge-Dyer advised that once the Grant Offer letter was confirmed by BEIS she would draw up a monitoring cycle.
- 5.11 The KPIs suggested template was shared with the participants in advance of the meeting. Following a discussion, it was agreed that descriptors were required in order to explain what each category meant. The participants also agreed that high intensity businesses should be combined with scale-ups to avoid double counting.
- 5.12 It was noted that a detailed KPI document needed to be drafted. **ACTION – Iwona Bainbridge-Dyer**

Annual Evaluation of the SEBH – procurement update

- 5.13 It was noted that in order to procure the annual evaluation of the SEBH an RFQ (Request for Quotation) would have to be issued. Iwona Bainbridge-Dyer promised to keep the steering group updated on the process and the outcome. **ACTION – Iwona Bainbridge-Dyer**

6. CRM – development progress update

- 6.1 Iwona Bainbridge-Dyer advised the steering group that SELEP CRM was now picking up aggregated data from all three Growth Hubs. Additionally, she outlined the processes by which KMGH data was being fed into the central system.
- 6.2 Moreover, she stressed that even though all data seemed to be now in the central system some supplementary testing had to be undertaken in order to iron out any anomalies and duplications.

7. Website – development update

- 7.1 Iwona Bainbridge-Dyer and Ellie Clow presented the new website to the steering group.
- 7.2 Following a long conversation about the website functionality it was agreed that the current Growth Hub websites should be redirected to the new SEBH website by 26 February 2020. **ACTION – Growth Hubs**

8. EU Exit support programme

Business intelligence - feedback

- 8.1** Mark Jones shared a presentation on business intelligence arising from the SMEs responses up until 31 December 2019. It was agreed that a copy of the presentation would be shared with the steering group. **ACTION – Iwona Bainbridge-Dyer/Mark Jones**

Update on [Ready 2020](#) campaign

- 8.2** Iwona Bainbridge-Dyer provided an update on the Ready 2020 campaign that was launched on 31 January 2020.
- 8.3** The steering group was informed that the campaign was being delivered in collaboration with the London and Hertfordshire Growth Hub.

Output monitoring

- 8.4** Iwona Bainbridge-Dyer informed the steering group that each Growth Hub had a number of outputs to reach by 31 March 2020 totalling to 3,000 engagements across the SELEP area.

9. Skills update

- 9.1** The steering group was advised that skills update was added to the agenda following feedback from previous meetings. Iwona Bainbridge-Dyer added that this sort of update would form part of the steering group meetings on regular intervals and would be provided by Louise Aitken.
- 9.2** On this occasion the steering group was presented with a written report.

Break

Part 2

Attendees: Amy Berdo, Chris Burr, Ioni Sullivan, Iwona Bainbridge-Dyer, Jo Simmons, Susan Berdo, Suzanne Bennett

Apologies: None

10. Service Level Agreement 2019-20 – amendment

- 10.1** Iwona Bainbridge-Dyer advised the Lead Authorities that the Grant Agreement between Essex County Council (the 'Accountable Body') and the Lead Authorities had been amended and forwarded to individual Lead Authorities for signature by s151 Officer.

10.2 The Lead Authorities representatives were advised that as soon as the amended Grant Agreement was signed and returned the core and additional funding payment would be processed. **ACTION – Lead Authorities**

11. Growth Hub Expenditure (Q4) – including any underspend

11.1 The Lead Authorities representatives were reminded that Q4 forecast was due. Any underspend should be notified to the Accountable Body as soon as possible. **ACTION – Lead Authorities**

12. Grant Offer Letter 2020-21 - update

12.1 Iwona Bainbridge-Dyer advised that the appropriate Schedules for the Grant Offer letter had been completed and returned to BEIS. The confirmation of the Grant Offer letter should be received before the end of March 2020.

13. Service Level Agreement 2020-21

13.1 The Lead Authorities representatives were advised that Grant Agreements for 2020-21 funding would be issued as soon as the Grant Offer letter was received.

14. ERDF Legacy Funding - update

14.1 Jo Simmons provided an update on the ERDF Legacy Funding. It was agreed that an additional discussion should take place outside of the steering group meeting. **ACTION – Jo Simmons**

15. EU Exit support funding – Grant Agreement

15.1 Iwona Bainbridge-Dyer advised the Lead Authorities representatives that the Grant Agreement between the London Greater Authority (GLA) and the Essex County Council (the 'Accountable Body') was under discussion. She added that as soon as the Grant Agreement was signed by both parties, back to back Agreements between the Lead Authorities and ECC would be issued.

16. AOB

16.1 There was no AOB to discuss.

Meeting closed at 4:30pm

Summary of Action Points

- 3.4 To amend the Terms of Reference and to establish whether a Board member/director could join a meeting as a business representative – **Iwona Bainbridge-Dyer**
- 3.6 To give the steering group members an opportunity to contribute items to the agenda in advance of each meeting – **Iwona Bainbridge-Dyer**
- 5.5 To put together a schedule/document to enable the Growth Hubs to report against the Principles of Funding on regular basis – **Iwona Bainbridge-Dyer**
- 5.9 To draw up a list of Catapults – **Iwona Bainbridge-Dyer**
- 5.12 To draft a detailed KPI document – **Iwona Bainbridge-Dyer**
- 5.13 To keep the steering group up to the date on the RFQ process for SEBH Evaluation – **Iwona Bainbridge-Dyer**
- 7.2 To re-direct the existing Growth Hub websites to the new SEBH website by 26 February 2020 – **Growth Hubs**
- 8.1 To share a copy of Mark Jones' presentation with the steering group – **Iwona Bainbridge-Dyer/Mark Jones**
- 10.2 To process the core and additional funding payments once the signed Grants Agreements were returned – **Iwona Bainbridge-Dyer**
- 11.1 To return Q4 forecast and notify the Accountable Body of any underspend – **Lead Authorities**
- 14.1 To organise a discussion around ERDF Legacy Funding with the appropriate Lead Authorities – **Jo Simmons**