SEBH Steering Group Minutes

Date: 16 July 2020
Part 1

Attendees:	Iwona Bainbridge-Dyer, Susan Berdo, Jonny Birkett, Chris Burr, Paul Chapman, Ellie Clow, Julian Gibbs, Mark Jones, Jo Simmons, Ioni Sullivan
Apologies:	Louise Aitken, Suzanne Bennett, Amy Bernardo, Joanne Cable, Ryan Jagpal, Billy Masters, Lorna Norris, Tudor Price and Ian Smallwood

1.   Welcome and apologies

1.1   Attendees were welcomed by Iwona Bainbridge-Dyer to the steering group meeting.

1.2   Apologies were received from Louise Aitken, Suzanne Bennett, Amy Bernardo, Joanne Cable, Ryan Jagpal, Billy Masters, Lorna Norris, Tudor Price and Ian Smallwood.

1.3   It was noted that it was Chris Burr's last meeting of the steering group as he was moving onto pastures new. The steering group members thanked Chris Burr for his time and contribution to the steering group work and wished him well for the future.

2.   Approval of the minutes and matters arising

2.1   Minutes of the previous meeting were confirmed as a true record.

2.2   Iwona Bainbridge-Dyer went through the summary of action points from the previous meeting. The following were noted:

2.2.1 To provide information on the Anglian Ruskin University (ARU) offer to businesses at the next SEBH steering group meeting.

- Julian Gibbs emailed the latest update to Iwona Bainbridge-Dyer in advance of the meeting and provided a short outline to the steering group members. The link to the ARU COVID-19 Support for business would be shared with the steering group members as part of the follow up on action points. **ACTION – Iwona Bainbridge-Dyer**

2.2.2 To draft a monitoring template to aid the reporting against Schedule 3

- The steering group was informed that a document outlining suggested points for inclusion in the quarterly monitoring of Schedule 3 had been shared in advance of the meeting. The monitoring of Schedule 3 was covered under item 4 of the agenda.

2.2.3 To form a working group to discuss the CRM functionality and improvement work

- The CMR working group met on 29 May 2020. Iwona Bainbridge-Dyer suggested that the CRM update would be covered under item 3 of the agenda.

2.2.4 To draft a Communications Strategy and 'How to guide'

- It was noted that the 'How to guide' had been shared together with the agenda as part of the supporting documents. Iwona Bainbridge-Dyer thanked Ellie Clow for putting the guidance document together.

  The Area Leads were asked to share the guidance with their relevant team members. Additionally, Iwona Bainbridge-Dyer added that the Communications Strategy would be covered under item 5 of the agenda.

3. Uplift funding

3.1 Jo Simmons reported that all Growth Hubs across the country were due to receive a total of 10m in additional funding which could be used mainly for activities in response to COVID-19.

3.2 The process for accessing the funding was subject to co-design meeting with the CLGU and involved a discussion around the objectives and conditions of the funding.

3.3 Jo Simmons reported that the co-design conversation was open and constructive. She said that we were informed that the funding was aimed for COVID-19 work however it was also apparent that this funding was already in the pipeline before the crises hit. The main aim of it was to start levelling up of the playing field for the business support and strengthening of the Growth Hub provision.

3.4 Jo Simmons advised that COVID-19 had clearly brought out the business support front and centre in most LEPs including SELEP. She added that the Government had been looking to make sure that all Growth Hubs were operating to the some base level standards and were looking to see LEPs using the uplift money to make changes to the Growth Hub that needed to happen in order to achieve more consistency, flexibility and adaptability. She reiterated that there was a move to use Growth Hubs more and with that to raise the overall expectations.

3.5 She reported that since the co-design meeting we had agreed two common areas for funding allocation. These areas were optimising of the website, investing in CRM improvements and data collection and 'cluster work'. As well as these two areas, an allocation of funding was agreed for each Lead Authority for more specific area led activities.

3.6 Jo Simmons advised that the completed Schedule 1 and 3 were due to be submitted to CLGU by 31 July 2020. She confirmed that further discussion around the implementation of the proposed activities would be brought back to the steering group for debate and steer.

3.7 A discussion ensued around cluster work and whether the other two Growth Hubs (Hertfordshire and London) were willing and contributing as much as SEBH was. Jo Simmonds confirmed that this was the case and all three areas were accepting of the cluster model.

3.8 Furthermore, the steering group discussed the action point arsing from the last steering group meeting around CRM and its functionality. Iwona Bainbridge-Dyer provided a quick background to how the action point arose in the first place.

3.9 The steering group was informed that following the CRM working group meeting and a subsequent discussion with Alcium, Alcium provided an example of a 'ready-made' product called the Growth Manager that could possibly fulfil the SEBH requirements.

3.10 Iwona Bainbridge-Dyer explained the complexities of the system being currently used and the ongoing issues with the data within the central system still not being accurate. She sought an agreement from the steering group to make a clear break in the reporting cycle and use 1 April 2019 as the starting point (this was the time all three hubs started to report/collect data in the same way).

3.11 Furthermore, the steering group discussed the Growth Manager and decided that a further scrutiny was required. It was agreed that Iwona Bainbridge-Dyer would share the suggested model with the local Area Leads for consideration and then organise a meeting with Alcium to discuss the system and local hubs requirements. **ACTION – Iwona Bainbridge-Dyer**

It was stressed that there was a need to establish whether the proposed model was the ultimate CRM system or just necessary improvements that needed to be made. If the latter, it was agreed that the improvements should be implemented as soon as possible and then a further conversation should take place about what the optimum CRM should look like.

3.13 It was agreed that Mark Jones would review the system as well and look at the data dictionary to establish whether the system would provide what was required centrally for consistent and informed reporting. **ACTION – Mark Jones**

3.14 A further conversation ensued around what other LEPs/Growth Hubs were using the Evolutive system and whether there was a reason why we shouldn't be asking to see all versions of Evolutive in order to scope up our own requirements.

3.15 Following a long and extensive discussion it was agreed that the following actions should take place next: to scope out what our requirements/needs look like, ask other Growth Hubs, using the Evolutive system what they system were consisting of and establish whether CLGU had a view on good practice being used by other Growth Hubs. **ACTION – Mark Jones/Iwona Bainbridge-Dyer/Jo Simmons**

4.   Monitoring and Evaluation

4.1 Iwona Bainbridge-Dyer explained the need for monitoring of Schedule 3 which formed part of the Grant Offer Letter.

4.2 She shared a list of suggested headings for quarterly reporting. Having discussed the document provided the steering group agreed that the following headings should be used: primary objectives and priorities of the Growth Hub; strategic partnerships and KPIs. **ACTION – Iwona Bainbridge-Dyer**

4.3 Regarding the point on strategic partnerships, Julian Gibbs asked whether there should be a wider Universities representation on the steering group in order to fulfil the ask. Jo Simmonds said that there wasn't a simple answer to his question however queries could be channelled through the U9 Working Group.

An action point was agreed and taken by Jo Simmonds to discuss canvasing the U9 Working Group on representation on the steering group. **ACTION – Jo Simmons**

4.4 Ioni Sullivan asked whether the reporting to the steering group should be done in advance of the meeting or during the meeting as a general update. It was explained that it would be as a general update under the Monitoring and Evaluation item.

4.5 Furthermore, the steering group was advised that there was a need to identify what extra funding was being used over and above the core funding in delivery of the Growth Hub project, how the funding was leveraged and what was delivered under the banner of the Growth Hub.

Jo Simmons said that once the reporting format was developed it could be used to tell a really useful story about what other activities took place under the auspices

of the Growth Hub and how much extra was delivered under what was a relatively small core funding for our area.

5. Communications and Marketing

5.1 Iwona Bainbridge-Dyer reminded the steering group that at the last meeting it was agreed that SELEP would put together a Communications Strategy. She advised that since it was thought that the time wasn't right for starting to draft a Communications Strategy and proposed that this action was deferred to the Autumn.

5.2 Jo Simmons added that in order to develop a Communications Strategy we had to ask ourselves what we were going to be saying as a core Growth Hub versus the engagement taking place at the local level, what were the shared messages, how should we be promoting each others work and how broad should this be.

5.3 She added that Zoe Gordon suggested we organised a workshop around the Communications Strategy in early Autumn. It was agreed that the steering group would engage with Zoe Gordon and Ellie Clow in order to organise the workshop. **ACTION – Iwona Bainbridge-Dyer**

5.4 Iwona Bainbridge-Dyer brought to the steering group attention a need for case studies. A discussion ensued around the format of case studies, structure and methodology and the need for fresh material.

5.5 The initial comments were positive however all three areas expressed lack of time and internal resources as the main barrier to producing of regular case studies.

5.6 Furthermore, it was thought that the case studies were an excellent way of showcasing the Growth Hub's work. Iwona Bainbridge-Dyer said that the most recent requests for case studies came from the British Business Bank and the Cabinet Office.

5.7 Jonny Birkett suggested making a short film/video which could be used for various purposes and perhaps an easier solution than the standard case studies. Susan Berdo said that infographics could also be a good solution.

5.8 Ellie Clow confirmed the need for case studies and the importance of showcasing the Growth Hub's work. She provided an example of a discussion that took place at the recent MPs meeting in support of the recent requests.

5.9 The steering group agreed that case studies should feature at the communications workshop and suggested that in the meantime, each Growth Hub would try to produce a case study providing the time and resources allowed for it. Ellie Clow

offered to help with creating of the case studies and provide an updated template for that purpose. **ACTION - All**

6.   **SME Business Support Fund**

6.1   Jo Simmons advised that she was leading on mapping on of the current business support, doing gap analysis and developing of the Business Support Fund.

6.2   She explained that there was an expectation that a paper would go to the Strategic Board meeting in October outlining how the 'pot of funding' could be cut out to support the needs of business community in the SELEP's area.

7.   **Annual Report returns 2019-20**

7.1   Iwona Bainbridge-Dyer informed the steering group that the Growth Hub Annual Report 2019-20 and the Growth Hub EU Advisor Funding Uplift Report were completed and submitted to BEIS within the required timescales.

7.2   She also advised that a copy of the annual report had been shared with the Lead Authorities.

8.   **Skills update**

8.1   The steering group had been provided with a written update which was shared in advance of the meeting.

9.   **Structure of Steering Group meetings going forward**

9.1   Iwona Bainbridge-Dyer and Jo Simmons posed a question around how the meetings of the steering group should look like going forward.

It was recognised that it would have helped to have more of the steering group members present to aid the discussion.

9.2   The steering group members were asked what they thought about the meeting being conducted in two parts and whether there was mileage for implementing a change.

9.3   Iwona Bainbridge-Dyer conveyed a message from the Accountable Body suggesting two separate meeting on the same day (one following the other but with separate invitations and joining instructions).

9.4   The steering group agreed to try the new approach of scheduling of two separate meetings and having a further discussion about the purpose of the steering group meetings at the next meeting. **ACTION – Iwona Bainbridge-Dyer**

10.   **Any Other Business**

10.1   There was no AOB to discuss.

       Part 1 of the meeting closed at 4pm.

Part 2

Attendees: Iwona Bainbridge-Dyer, Susan Berdo, Jonny Birkett and Ioni Sullivan

Apologies: Suzanne Bennett, Amy Bernardo, Lorna Norris and Jo Simmons

1.   Reporting 2019-20

1.1   The Lead Authorities were provided with information about the closure of 2019-20 reporting. Iwona Bainbridge-Dyer advised that a written update about 'lessons learnt' from the 2019-20 Audit would be emailed to the Area Leads.

2.   Reporting 2020-21

2.1   There were no changes reported to the 2020-21 reporting schedule. The Area Leads were reminded that the Q1 and Q2 reporting was due.

3.   Any Other Business

3.1   There was no other business to discuss.

Part 2 of the meeting closed at 4:15pm

Summary of Action Points

2.2.1   To forward the ARU offer to businesses to the steering group members – Iwona Bainbridge-Dyer

3.11   To share the Growth Manager Guide with the Area Leads – Iwona Bainbridge-Dyer

3.13   To review the Growth Manager – Mark Jones

3.15   To establish what variances of the Evolutive CRM other Growth Hubs were using – Iwona Bainbridge Dyer

3.15   To scope up the requirements for SELEP CRM – Mark Jones

3.15   To discuss good practice around data collection with the CLGU – Jo Simmons

4.2   To share the final list of headings for quarterly reporting – Iwona Bainbridge-Dyer

4.3   To discuss Universities representation on steering group with Suzanne Bennett – Jo Simmons

5.3   To organise a Communications Strategy workshop in early Autumn – Iwona Bainbridge-Dyer/Zoe Gordon/Ellie Clow

5.9   To produce case studies - All

9.4   To try a new approach to the scheduling of the steering group meetings – Iwona Bainbridge-Dyer