



**Membership**

<b>Name of Member</b>	<b>Organisation</b>	<b>Attendance</b>
David Andrews (DA)	VisitWiltshire	✓ - joined at 2.15pm
Anita Bellinger (AB)	InSwindon	
Daniel Rhind-Tutt (DR-T)	Salisbury & District Chamber	
Layla Burrows (LB)	Innovate UK	Apologies
Sally Cook (SC)	DWP	Apologies
Kathryn Croweller (KC)	Chippenham Chamber	
Jim Davison (JD)	MakeUK	✓
Mark Edwards (ME)	Calne Town Council	
Lorna Howarth (LH)	KTN Innovate UK	
Emily Manser (EM) / Jenna Hunt (JH)	Cities & Local Growth Unit Representatives	Apologies EM ✓ JH
Ruth Lambert (RL)	Federation of Small Business, FSB	Apologies
Awaiting replacement	DIT	
Robin McGowan (RMcG)	Salisbury BID	Apologies
Tim Major (TM)	Thames Valley Chamber	✓
Chris Farr (CF)	CLA	Apologies
Phil Mills (PM) / David Purcell (DP)	SWMAS	✓
Paul O'Collins (PO)	Innovate UK Edge	
Mandy Paterson (MP) OR Rob Perks	Inspire by Wessex Chamber	✓
Kez Garner (KG)	Trowbridge Chamber	✓
Dee Temple-Multon (DT-M) OR Ian Larrard	BusinessWest	✓
Beverley Waters (BW)	ICAEW	Apologies
Katie Davis (KD)	NFU	✓ - joined at 2.30pm
<b>SWLEP: attendance will be dependent on topics discussed</b>		



Paddy Bradley (PB)	SWLEP CEO	✓
Rob Creer (RC)	SWLEP	✓
Ian Lloyd (IL)	SWLEP	✓
Alison North (AN)	SWLEP Director and Chair of BING	✓
Laura Arlott (LA)	SWLEP	
Chris Stevens (CS)	SWLEP	✓
<b>Swindon Borough Council: attendance will be dependent on topics discussed</b>		
Dave Dewart	Swindon Borough Council	Apologies
<b>Wiltshire Council: attendance will be dependent on topics discussed</b>		
Rory Bowen (RB)	Wiltshire Council	✓
Rachel Finlay (RFi)		✓
Russell Frith (RF)		
Victoria Moloney (VM)		✓
David Perrett (DP)		

<b>Guest(s)</b>	
<b>Chair</b>	Paddy Bradley (PB)
<b>Minutes</b>	Deborah House (DKH)
<b>Venue</b>	Via video / teleconference call
<b>Start time</b>	2pm
<b>Finish Time</b>	3.30pm

<b>1.0</b>	<b>Welcome and Introductions</b>	<b>Date</b>
	The meeting opened at 2.02pm. AN welcomed attendees to the meeting and apologies were noted. Introductions were made.	
<b>2.0</b>	<b>Minutes of meeting on 7 December 2022 and matters arising</b>	
	The minutes of the meeting held on 7 December 2022 were read and approved. <b>Matter Arising:</b> The Matter Arising was completed.	



<b>3.0</b>	<b>Labour Market Intelligence (LMI)</b>	
	<p>PB presented to the meeting highlighting key economic facts about the Swindon and Wiltshire area, including average wages, job prospects and strengths and weaknesses of particular sectors.</p> <p>The presentation can be accessed by following the link below:</p> <p><a href="https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/business-development/brog/2023/27-feb-23/bing-state-of-the-economy-27022023.pdf?sfvrsn=113e208f_3">https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/business-development/brog/2023/27-feb-23/bing-state-of-the-economy-27022023.pdf?sfvrsn=113e208f_3</a></p>	
<b>4.0</b>	<b>Structure of Tourism Support from Government</b>	
	<p>DA presented to the meeting on the structural and funding changes for Destination Management Organisations (DMOs) in England, such as Visit Wiltshire, after the recent DMO Review.</p> <p>The presentation can be accessed via the following link.</p> <p><a href="https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/business-development/brog/2023/27-feb-23/dmo-review-update-feb23.pdf?sfvrsn=7eec087e_3">https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/business-development/brog/2023/27-feb-23/dmo-review-update-feb23.pdf?sfvrsn=7eec087e_3</a></p> <p>The existing tourism support and structure was fragmented and inconsistent and recommendations had been made to government to establish a tiered approach:</p> <ul style="list-style-type: none"><li>• a top tier of accredited Tourist Boards acting as ‘Destination Development Partnerships’ or as leaders of them, (these could be described as ‘hubs’);</li><li>• a second tier of accredited Tourist Boards acting as Boards acting as members of these Partnerships (‘spokes’);</li><li>• organisations which did not meet the national accreditation criteria would be considered as the third tier; and</li><li>• elevate the Tourism Minister to a Minister of State position to reflect the importance of tourism to the economy.</li></ul> <p>Additional comments:</p> <ul style="list-style-type: none"><li>• Visit Wiltshire had been advised by Wiltshire Council that there would be no further funding wef 1 April 2024;</li><li>• without local authority funding organisations could not be a Local Visitor Economy Partnership (LVEP); and</li><li>• such a move would exclude organisations from Visit Britain / Visit England promotional activity.</li></ul> <p>The question was raised as to why these organisations could not be fully privately funded. In response, DA stated that private businesses tended to steer towards tactical promotional activity, whereas public funding provided money for more</p>	



	<p>strategic thinking. The links to the Review and the Government response are given below.</p> <p>The link to the DMO Review is given below:  <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1011664/2585-C_The_de_Bois_Review_ACCESSIBLE_for_publication_.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1011664/2585-C_The_de_Bois_Review_ACCESSIBLE_for_publication_.pdf</a></p> <p>The link to the Government Response to the DMO Review  <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1091821/DMO_government_response.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1091821/DMO_government_response.pdf</a></p>	
<b>5.0</b>	<b>Place Board updates</b>	
	<p><b>Trowbridge Partnership Board</b></p> <p>RB spoke to the meeting and updated on activity of the Trowbridge Partnership Board, which was chaired by local MP, Dr Andrew Murrison. The last meeting was held on 27 January and met at Wiltshire College &amp; University Centre at its invitation. The whole session was focussed on the digital and creative sector and included tours of the facilities and meeting some tutors, who were both inspirational and enthusiastic of their subjects, including e-sports and gaming. A successful Google Digital Garage event was held on 17 February with 30 local businesses present with various masterclasses. Momentum towards a digital/esports cluster was gathering and Dr Murrison was using #techtrowbridge.</p> <p>The Wiltshire Future High Streets Fund constituted 4/5 workstreams, which were all progressing fairly well. Some were undergoing redesign and descoping owing to cost inflation, particularly on the Biss River Project.</p> <p>Wiltshire Council was looking to reallocate some funds from the Market Hall to the Vacant Commercial Units Fund. Grants given out were to encourage conversion of vacant units, for both residential and commercial use. 16 formal applications had been received and £400,000-500,000 had been issued with a pipeline of up to £700,000 from a total fund of £1.2m.</p> <p>A recent presentation from the Town Council included a SWOT analysis and draft action plan as part of the Wiltshire Town’s programme with short term actions to generate activity, allowing Wiltshire Council to focus on where it wanted to be in the medium and longer term.</p> <p><b>Action: RB to update at next meeting.</b></p> <p><b>Salisbury Partnership Board</b></p> <p>VM spoke to the meeting and outlined activity of the Partnership Board. This Group had existed in various forms for about three years. Most of the work took place outside the Board in subject specific pillars and reported back to the main Group. The Group was responsible for delivery of the big schemes, such as</p>	<p><b>May 2023</b></p>



Salisbury River Park Project and the Future High Streets Fund and there were ongoing conversations with National Highways on improvements to the A36.

The Group recently heard about Salisbury Hospital’s HEAT Programme, which would also lead to FE and HE opportunities, and were awaiting the in-depth National Highways North South Route Study. Any potential road disruption would be advised to event organisers.

**Town Advisory & Engagement Group, Swindon**

PB spoke to the meeting and highlighted the activity of the Town Advisory & Engagement Group, Swindon, which he chaired. This Group had emerged from Swindon’s Towns Fund Board, which had produced and supported all business plans for the agreed £19.5m allocation from Government. The Group had met four times in its latest guise, maintaining oversight of the progress of these projects over the next two years, for which Swindon Borough Council was responsible for implementation, monitoring the projects and producing any Project Change Requests (PCR). In respect of the Towns Fund project the Group had to sign off performance reports and PCRs. The Group was led by businesses and communities in Swindon, but also included local councillors, the two Swindon MPs, youth organisations, the Police and Crime Commissioner, Health organisations and central government officials.

**6.0 SME Competitiveness Programme**

RC spoke to the meeting and outlined the background and progress of the programme:

- it was an ERDF-funded programme offering support to businesses in Swindon & Wiltshire;
- SWLEP Growth Hub, YTKO for start-ups and SetSquared for scale ups formed the consortium of companies offering the support;
- there was also a support offering for associates made redundant from Honda;
- the programme was due to finish at the end of June 2023;
- the programme was developed prior to COVID, so a lot of adjustment and change in approach was needed from the proposed face-to-face delivery to telephone/webinar delivery, which subsequently moved back to face-to-face over recent months;
- 850 businesses had engaged with SWLEP Growth Hub;
- 350 businesses had received direct support from the consortium;
- which equated to 4,200 hours of business advice and guidance;
- a child project within the programme was the COVID recovery grant scheme;
- 112 jobs created were directly attributed to SME Competitiveness support. Our target was for 135 jobs, but there was still some months to go, so it could be achieved; and
- 49 new business startups via YTKO.

RB advised that Wiltshire Council had been referring potential applicants of the Vacant Commercial Unit Fund to the Growth Hub for business support and the



	<p>question was raised as to whether a more bespoke service could be provided for Trowbridge. However, in response, the support needed was outside the remit of free service and professional paid-for services would be required. For example, issues highlighted were problems with legal contracts where tenants were signing onerous contracts and an out-dated design guide for shops which needed revisiting. MP and DT-M reiterated the services provided by Inspire and Business West and were happy to take any referrals and enquiries.</p> <p><b>Action: RB / RFi to talk offline with RC, with possibility of Subgroup being established to include RB, RC, KG, DT-M and MP.</b></p> <p>To finish, RC advised that we had now received three quotes to produce a summative assessment of the programme and we were looking to appoint a supplier early next week. We would expect publication late June/early July.</p>	<p><b>Mar 2023</b></p>
<b>7.0</b>	<b>AOB and Items proposed for future meetings</b>	
	<p>Attendees were thanked for their contributions to the debate for the items.</p> <p>UK Shared Prosperity Fund</p> <ul style="list-style-type: none"> <li>• Overview of the investment plan from Wiltshire Council</li> <li>• Overview of the investment plan from Swindon Borough council</li> <li>• Experience Salisbury</li> <li>• Institute of Technology update</li> <li>• The Budget</li> <li>• Results of local elections.</li> </ul> <p>JD raised the issue of support from the government on the increasing costs of energy for manufacturing businesses. The scheme was unsatisfactory and did not pay out even though energy prices were high.</p> <p><a href="https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/business-development/brog/2023/27-feb-23/bing-group-presentation-slides-makeuk.pdf?sfvrsn=d9cf0442_3">https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/business-development/brog/2023/27-feb-23/bing-group-presentation-slides-makeuk.pdf?sfvrsn=d9cf0442_3</a></p> <p><b>Action: JD to send MakeUK’s Advisory Group information to DKH for circulation.</b></p>	<p><b>Mar 2023</b></p>
	<b>Date and time of next meeting</b>	
	<p><b>Next meeting</b> Wednesday, 14 June - 12.30pm to 2pm</p> <p><b>Proposed dates for 2023:</b> Thursday, 21 September - 12.30pm to 2pm Wednesday, 6 December - 12.30pm to 2pm</p>	
	<b>Meeting closed at 3.29pm</b>	



**Swindon & Wiltshire**  
LOCAL ENTERPRISE PARTNERSHIP

**Minutes of Business Intelligence  
& Networking Group Meeting  
(BING)  
27 February 2023**

*Alison North*

Alison North - Chair

6 July 2023