



Attendees	Tim Burghes, Growth Hub Ian Durston, SWLEP (Acting Chair) Ruth Lambert, FSB Andrew Mercer, Business West Alison North, SWLEP Board Director Christopher Thompson, TechB Alison Edgar, Sales Coaching Solutions Rachel Finlay, TEN Andrew Wells, SBC in place of Julia Stuckey
Guests	Chris Stevens, Higher Futures Cami – Intern at SWLEP
Apologies	John Mortimer (JM), Charlotte Boole (CB), (Greenway Training), Alison Edgar (Coaching Solutions), Mandy Clarke (SWLEP), Julia Stuckey (SBC)
Minutes	Sandy Evans
Venue	Seminar Room, Digital Mansion, Pickwick Road, Corsham, SMI3 9BL

Item	Narrative	Action
I.	Welcome	
	<p>Welcome delivered by Ian Durston (Acting Chair).</p> <p>JM would normally be Chairing the meeting but is recovering from illness and therefore is unable to attend today.</p> <p>ID advised he was leaving the SWLEP at the end of January, an interim is being appointed and will hopefully be able to attend the next meeting.</p> <p>ID introduced Sandy Evans who working with the SWLEP on incorporation and is taking the minutes today.</p> <p>Cami is an intern who is working with us until the end of January.</p> <p>Chris Stevens, who is in the Higher Futures team, will be joining us after the Growth Hub Manager discussions.</p> <p>Alison North, Board Director of the SWLEP will be taking over as Chair of the Growth Hub Governance Group with effect from the next meeting. It is really good to have AN join the group.</p> <p>Short introductions from everyone.</p>	

2.	Conflict of Interest Declaration	
	None advised.	
3.	Minutes/Matters Arising	
	Due to Jo Minnaar leaving the SWLEP we have been unable to find the minutes from the last meeting – apologies.	
4.	Growth Hub Manager Update	
	<p><u>Item 3:</u> We will address this item first and then call in Chris Stevens to join the meeting.</p> <p>Jo M left at the end of November. We advertised for a replacement with a comprehensive job description. Interviews have been held but nobody appointed. The recruitment process will continue in February.</p> <p>An ERDF bid has been submitted and this is for £1.2m which is match funded (plus some extra funding for Honda support). YTKO will deliver the start-up element and Set Squared will deliver the scale up element. This will be part of the Growth Hub Manager’s remit.</p> <p>CS joined the meeting.</p> <p><u>Item 1:</u> Brexit Readiness: Before Christmas the focus was on No Deal, then the General Election. BEIS funded the LEPS to deliver Brexit Support – SWLEP received £71k for Brexit expert and £43k for intelligence – telemarketing.</p> <p>BEIS is looking at a new way of funding, creating clusters of LEPS. BEIS currently has 38 LEPS and Growth Hubs; interaction can be challenging, so BEIS are creating smaller groups/clusters. We are with GFirst and West of England.</p> <p>Brexit support is being carried out by Business West through the cluster.</p> <p>AM asked if the clusters will be formalised. We don’t know the answer but we see it as another layer of bureaucracy and could become more complicated.</p> <p>GFirst has an excellent physical Growth Hub, though, and we are looking to learn from them.</p> <p>There are no set targets, but we do have to report to BEIS every week.</p>	

	<p>The weekly report has a lot of information in it and there is additional things we could add to improve it further.</p> <p>Business confidence appears to have improved ACTION: TB to produce a report with more detail for the group.</p> <p><u>Item 2:</u> ERDF application has been submitted and the funding will be secured as long as the contract is signed this year. The £1.2m will be match funded. More funding has been added to help businesses/employees affected by Honda closure and SBC can match fund to assist in the start-up or supply chain elements.</p> <p>Navigators will be appointed; one in the north, one in the south and one finance focussed. They will be delivering a triage service with diagnostics and supplementing the work already taking place.</p> <p>YTKO will be delivering the workshops and support for the start-up companies. Set Squared (University of Bath) will be delivery the scale up programme.</p> <p>Small grants (total pot is £100k) are available to businesses looking to invest on a 2:1 match funded basis. There is an eligibility criterion and some businesses will not be eligible. Forms are based on the grant application previously used for SME Growth.</p> <p>Re the funding, the full application was submitted in summer 2019, YTKO helped with the application. Questions were raised around Honda and a few additional questions were raised before Christmas. All of these have been addressed.</p> <p>The YKTO start-up can be up and running straight away. Set Squared will take longer. We will recruit navigators as soon as SWLEP is fully incorporated.</p>	
5.	Telephone Navigator Service Update	
	<p>Business West</p> <p>AM stated that Access to grant funds through a range of partners for start-ups is fairly speedy. The hot spots are funding, grants and rural/manual areas.</p> <p>Telephone service is fully branded as Growth Hub.</p>	

	<ul style="list-style-type: none"> • SWMAS is live • RDPE is live with £20m for food, tourism, business development and rural areas. <p>The growth in calls to the service is organic, not campaigned.</p> <p>Customers giving positive feedback and it was commented that TB's workshop was excellent.</p> <p>Health checks on businesses a good thing.</p>	
6.	Growth Hub Marketing Update	
	<p>TB talked through his slides.</p> <p>Our last marketing was on the back of Small Business Saturday as we weren't running any specific campaigns.</p> <p>ACTION: TB to set up something to capture the call details from GH and show the conversion rate to bring in other conversations.</p> <p>The Growth Hub is the place to do reviews, talk about events and have articles published. It is a marketplace to sell to each other. The FSB has offered GH Members a discounted rate for FSB membership.</p> <p>There is no visibility of what the other GHs are providing. BEIS used to organise meetings in London, but this does not happen now.</p> <p>We want to find out what businesses want and become a more active community.</p> <p>There may be a perception that business consultants will find business on here – we are really here to provide help and support.</p> <p>The idea that we could do a case study for businesses to show how it works was put forward and received well. We can use the report for ERDF and make it a type of blog on the site to help with engagement.</p> <p>ACTION: TB to get invite to next week's event with JH.</p> <p>Growth in community membership has slowed. The last paid campaign was March/April last year.</p> <p>We can do a call to action on the website and look at doing more surveys. We need to promote the benefits of joining when the new grant funds are available.</p>	

	<p>We offer tangible support and could do a marketing piece to help with sign ups.</p> <p>1,200 companies are now registered on the Community area of Growth Hub.</p> <p>There has been a slight dip in the twitter activity.</p> <p>Capacity is a problem at the moment with Tom Bown having left the SWLEP in October 2019. TB is picking up the additional work and helping with the apprentice who joined the team last year.</p> <p>AN apologised that she had to leave the meeting. AN thanked ID for standing in to Chair the meeting and said she was sad to see ID leaving, which was reiterated by everyone.</p> <p>ID commented that he had enjoyed seeing the development of the Growth Hub over the last five years.</p>	
7.	2020/21 Budget Proposal	
	<p>The budget of £205k is for the core service.</p> <p>The SWLEP Growth Hub team and several licences are part of this. Enlarging the navigator services will be put out to tender. Last year it was funded to £10k - we are looking to increase this to £30k this year.</p> <p>The proposal will be submitted to BEIS this month. We will receive a formal offer once it is submitted</p> <p>The Growth Hub Manager and Growth Hub EA are to be used for match for ESIF money.</p> <p>The group APPROVED the budget.</p> <p>ID to ensure that all the income is spent.</p> <p>ACTION: ID to feedback information on what we have spent the money on, what the end of year variance is and why.</p>	
8.	Actions	
	<ul style="list-style-type: none"> • TB to produce a report with more detail from the data captured for the group on the. • TB to set up something to capture the call details to GH and show the conversion rate to bring in other conversations. 	



	<ul style="list-style-type: none">• TB to forward the invite to next week's event with JH to AM.• ID to feedback information on what we have spent the money on, what the end of year variance is and why.	
	Date of next meeting	
	Tuesday, 21 April 2020	
	Future Meetings Tuesday, 14 July 2020 Tuesday, 13 October 2020	

Signed

Alison North
1 July 2020