



<b>Attendees</b>	Paddy Bradley (PB), SWLEP CEO Tim Burghes (TB), Growth Hub Alison North (AN), SWLEP Board Director (Chair) Alison Edgar (AE), Sales Coaching Solutions Rachel Finlay (RF), TEN Chris Stevens (CS), Growth Hub Manager Chris Parsons (CP), SBC Jane Purdy (JP), BusinessWest Claire Alexander (CA), SWLEP Christopher Thompson (CT), TechB Mirabelle Mack (MM), SBC
<b>Guests</b>	
<b>Apologies</b>	Charlotte Boole (CB), Greenway Training / Mandy Clarke (MC), SWLEP / Ruth Lambert (RL), FSB / Julia Stuckey (JS), SBC / Shona Taylor (ST)
<b>Minutes</b>	Sandy Evans (SE)
<b>Venue</b>	Via Microsoft Teams Meeting

Item	Narrative	Deadline
<b>1.</b>	<b>Welcome</b>	
	AN welcomed everyone to the meeting and thanked everyone for joining via Teams.  The agenda is swapped around due to ST not being able to attend. PB will give an update on the Careers Hub but needs to leave early therefore PB will do that Careers Hub update first. CA will join the meeting later.	
<b>CA</b>	<b>Conflict of Interest Declaration</b>	
	None advised.	
<b>3.</b>	<b>Minutes/Matters Arising</b>	
	AN gave apologies for the minutes from the last meeting only being sent today. Various things led to this and with that in mind, any comments or amendments are to be sent to AN by close of play on Tuesday, 21 July 2020.  <b>Action: SE to ask for comments by cop 21 July 2020.</b>	<b>16/07/20</b>
	AN will sign a copy once any amendments have been actioned.  <b>ACTION: SE to liaise with AN and once agreed, send a clean copy for Chair signature.</b>	<b>23/07/20</b>
	AN is keen to ensure that everything is correct.	

	<p>CS has yet to provide a breakdown of the 2019/2020, more narrative has been present for the Q1 update today. If a more comprehensive breakdown for 2019/20 is still required, we can look into that.</p> <p>The 121 one sessions are yet to be arranged.</p> <p><b>Action: AN apologised for the delay and will ensure these 121s are all done prior to the October meeting.</b></p> <p>Terms of Reference (ToR) are not agreed as yet. The Governance Framework has to be agreed before these can be implemented. There are discussions taking place this week. The voting will take place electronically at next week's Board meeting. Once this has taken place and ToRs agreed, we can then finalise the ToR for this group. If there are any comments, please feedback to AN. The original documents were sent on 2 June 2020 but AN or SE area happy to send again if required. PB advised that the Board is hoping to adopt the Governance Framework at the Board meeting next week.</p>	<p><b>12/10/20</b></p>
<b>4.</b>	<b>Careers Hub Update</b>	
	<p>PB gave an overview of the Careers Hub.</p> <p>The Careers Hub is the link between Schools and business. Historically these links have been through personal relationship.</p> <ol style="list-style-type: none"> <li>1. The Careers Hub takes out the accidental Postcode Lottery from the area and makes it systematic.</li> <li>2. It is required to work with schools, to underpin the careers advice, give impartial, independent guidance and keep the schools well informed</li> </ol> <p>It works with secondary schools, SENDS, and FE Colleges and gives guidance, support, and engagement on the world of work and training available beyond school.</p> <p>Funding is through the Careers Education Company (CEC), and LEAs are given the money to fund the Careers Hubs. Wiltshire Council and Swindon Borough Council are the delivery agents. They employ the staff to work in the schools and coordinate the Enterprise Advisors, who are volunteers, and are linked to the schools.</p> <p>Funding is also available for organising events related to careers. Benchmarking is done by the Gatsby method. It is key to improve careers education for young people. By ensuring that the teachers understand their subjects and the expertise required for the pupils' careers, what will help them. It works well.</p>	

	<p>In Swindon &amp; Wiltshire we are fortunate that many of our schools and education partners have a strong management team and keen to work with the Careers Hub. This helps students to look at the opportunities available. If there is no buy-in by top management, the input is not there and it fails. Every year group has careers on the curriculum. It comes in the form of school visits by experts, on site placements and HE visits.</p> <p>There is an increase in NEETs for 16-year olds. The aim is to ensure they are better prepared to look at higher education, apprenticeship and job training available.</p> <p>There is a new policy of Technical Levels (T Levels), which is the technical equivalent to A Levels. The route to apprenticeships is still complicated. T levels require a huge amount engagement and time in businesses. This is problematic and even more so with COVID-19. In years to come the standards of T Levels will be set by businesses and sectors.</p> <p>RF asked what the timeline is? PB reported that this has been in motion for around two years and has picked up in pace. Currently S&amp;W is one of the best in the country in one area with a county wide coverage – only one school has not taken up.</p> <p>We have good links with SENDs Malmesbury Secondary School is the lead school New College is the Lead HE College A special school is coming on board in the coming months</p> <p>Performance and engagement are good. We need to ensure it adds value. It needs to be more than schools can do on their own.</p> <p>AE commented that she has strong links with Abbeyfield School and St Johns in Marlborough, would like the links to the lead advisors. PB reported that Sally Burnett is the Swindon Borough Council lead and Mandy Timbrell the Wiltshire Council lead. PB also commented that they are always looking for enterprise advisors to come forward.</p>	
<b>5.</b>	<b>Growth Hub Manager Update</b>	
	<p>CS presented the Finances first.</p> <p>Following the feedback at the last meeting, we have added background to the figures.</p> <p>Marketing &amp; Events underspend is due to COVID-19. We have now completed the first Webinar Test, and these will start rolling out shortly.</p>	

	<p>Salaries and triage delivery include the webchat feature, support through Business West, the telephone line and further increasing our membership.</p> <p>Portal IT – RIKA has a monthly retainer which is primarily the online service for our platforms. It also supports with redesign and is flexible to changes.</p> <p>Wirehive was the platform provider for the website. However, following several “down” days and the instability of the platform we have left and taken up with Microsoft Azure. This has more robustness and reliability.</p> <p>There is no spend on the Wavehill independent evaluation yet as this is done at the end of the year.</p> <p><b>Action: CS &amp; SE to send more detail of the previous year spend with the minutes. AN to discuss with PB/CA and CS.</b></p> <p>RF requested that more information be given regarding the forecast – that is the profile to spend. How the budget is due to be spent and profiled.</p> <p>RF asked if the COVID-19 support staff have an impact on salaries? CS advised that this was a different pot of money and has no effect on the core funding.</p> <p>AE commented that it was good to have the additional breakdown, but could we have more detail on what the retainer cover and other expenses?</p> <p><b>Action: AN, CA and CS to discuss line between governance and operations.</b></p> <p>CS then talked through his update, highlighting the work in response to COVID-19 in March. There were an additional 200 additional businesses support through the triage plus, CS and five navigators. The team from WC has now returned to their day jobs. There were 750 businesses that contacted us, 300+ have gone into the caseload, the Local Authorities are supporting.</p> <p>The SME Competitiveness programme is a £2.4m contract through ERDF. It looks at three sectors, pre-start up; scale up and Honda due to the closure in 2021.</p> <p>We are in the final throws of mobilisation. The Pre-Inception Meeting (PIV) meeting took place on 16 June 2020. We looked at compliance and capability. There are a few formal actions to complete.</p>	<p><b>31/08/20</b></p> <p><b>31/07/20</b></p>
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Our partners will be YTKO working with the start-up, Set-Squared (through University of Bath) is working on scale up and growth. Swindon Borough Council is working directly with Honda employees. We are agreeing the referral process currently. There was a positive response to the press release.

We have recruited three Business Navigators who will be delivery general support and signposting. A programme Coordinator is being appointed, giving us four new team members.

There is also an additional funding pot of £257k which we have been awarded to help with the COVID-19 Recovery. We will be setting up webinars that and workshops delivering leadership, financial and digital support. Each heading will have specific subtopics each.

We are delighted that Amanda Peach is being retained under this project as a full time Skills and & Enterprise Advisor.

Please can you look around your peer network as we are looking to recruit the right people for the specialist advice role.

The government has awarded a £10m contract to LEPs for visitor economy and we have been successful in securing £165k for the Voucher Scheme for visitor related support.

RF asked what the best route for referring people for business support? CS advised the same as always, Growth Hub Triage via phone or hello@. The Business navigators will then contact the business and signpost in the right direction.

SWLEP Navigators will have a physical presence across all TEN centres when appropriate, but currently via Teams and Zoom.

It is reported that BEIS has introduced some business support outside of government through Enterprise Nation offer, they are also looking for volunteer mentors and staff. RF asked if there was integration with the Growth Hub? There is no integration directly, but we have sight and are well dialled in. We are hosting lots of webinars, it is a competitive market and we will keep the situation monitored.

AE asked when the navigators start? CS advised we currently have a team of temporary people to ensure a smooth transition for the two new starters in September. The salaries will be costed to the ERDF project as of June 2020, not part of core funding.

	<p>PB commented that Enterprise Nation, supported by BEIS, is working with large partners such as Salesforce, Amazon, ICAEW, Xero and being backed by those businesses.</p> <p>AE advised that some of the smaller advisor businesses are struggling. AN echoed information given on the government side of donating specialism.</p> <p>CP reported that SBC has already started working with YTKO Honda and engaging with the supply chain, now starting to deliver. It is good to offer tangible support.</p> <p>All the £257k is allocated under a comprehensive expression of interest and the S1 and S3 forms have been completed detailing the spending profile.</p> <p>There will be dedicated salary spend on Digital Specialist, Finance Specialist, Research &amp; Evaluation Officer and Skills, and Business Navigator.</p> <p>Webinars will be under 12 topics, that is, HR, Finance etc.</p> <p>RF put a note in chat: Additional info on providers to the Enterprise Nation led scheme - 'The Recovery Advice for Business scheme is being supported by the Professional and Business Services (PBS) Sector. A number of professional bodies and trade associations across a range of PBS Sectors are encouraging their members to sign up and offer free advice, these include: the Institute of Chartered Accountants in England and Wales, the Chartered Institute of Personnel and Development, the Advertising Association, the Law Society and the Management Consultancies Association.'</p>	
<p><b>6.</b></p>	<p><b>Growth Hub Marketing Update</b></p>	
	<p>TB presented his graphs. Traffic through the main website is now rising again. The page views are around the same.</p> <p>The three highest pages are: Homepage / COVID-19 / Environment</p> <p>Currently we are unable to report which downloads are the most clicked on. This requires some coding into the website within Google Analytics and we hope to have this available at the next meeting.</p> <p>Twitter is down on impressions but up on engagement. LinkedIn, our most engaged platform, is steady and slightly up.</p>	

	<p>Unfortunately, we had a drop of 600 members, which were due to BOTS – these have been deleted. It appears they were being manually added. We now have a new web firewall.</p> <p>PB reported that we urgently need a campaign to increase our membership with legitimate members.</p> <p><b>Action: Members of the group to pass any ideas on how to increase membership to PB/CA or CS.</b></p> <p>TB reported that the next webinar will be on mental health, which given the current climate will have a good attendance. Membership generally increases when we are delivery workshops/webinars.</p> <p>PB asked the members to raise the awareness through the Growth Hub networks.</p> <p>CT commented that BOTS are common across all websites; we have good security. The new security system via Rika and Microsoft Azure should be improved. TB to speak with Rika and hosting provider regarding any additional tools available.</p> <p>TB was able to report that last month we had 60 new members (not BOTS). We are allocating some of the marketing budget to a LinkedIn campaign to boost our membership, this has previously worked.</p> <p>CS commented that the membership will be driven by the navigators when engaging with them and the benefits. This will be ongoing in the background.</p> <p>CA joined the meeting and ensured that the group were aware of the £165k for the visitor economy. Grants will be via a voucher scheme.</p> <p><b>Action: CS to update the group at the next meeting.</b></p>	<p><b>Ongoing</b></p> <p><b>13/10/20</b></p>
<p><b>8.</b></p>	<p><b>AOB</b></p>	
	<p>CA joined the meeting at 10.30am. CA commented that we are in the midst of a huge recruitment drive. Lots of the group, along with both local authorities, have been involved and CA expressed her thanks to everyone.</p> <p>The recovery will need encouragement and then there will be a surge of support required.</p> <p>MM asked if there is intended to be a presence in the TEN Centres for I2I etc. CA responded that SWLEP is committed to using the TEN Centres to support SME Competitiveness Programme once we have staff in the</p>	

	<p>geographical areas and have ensured it is safe to do so. Face to face visits do create lasting relationships when safe to resume. It worked well previously, and we will build on that at the appropriate time.</p> <p>RF reported that the TEN centres had been open the entire duration and had all been risk assessed. There were of course restrictions on meetings. It is hoped that delivery of events will commence from 1 August 2020.</p> <p>AN thanked everyone for attending and partnering with the Growth Hub. AN also thanked the Growth Hub team members for their efforts.</p> <p>AN reminded the group to send comments on the minutes of the last meeting to her by cop on Tuesday, 21 July 2020.</p> <p>AN also reminded the group that DH will be setting up 121s with the group, possibly even face to face, before the next meeting in October 2020.</p> <p>Meeting ended at 10.42am.</p>	
<b>9.</b>	<b>Actions</b>	
	<ul style="list-style-type: none"> <li>• <b>SE to email asking for comments on minutes of 2 June 2020 by cop 21 July 2020.</b></li> <li>• <b>SE to liaise with AN and once previous minutes are agreed, send a clean copy for Chair signature.</b></li> <li>• <b>AN/DH/SE to ensure that 121 meetings all done prior to the October meeting.</b></li> <li>• <b>Members of the group to pass any ideas on how to increase membership to PB/CA or CS.</b></li> <li>• <b>CS &amp; SE to send more detail of the previous year spend with the minutes. AN to discuss with PB/CA and CS.</b></li> <li>• <b>AN, CA and CS to discuss line between governance and operations.</b></li> <li>• <b>CS to update the group at the next meeting.</b></li> </ul>	<p><b>16/07/20</b></p> <p><b>23/07/20</b></p> <p><b>12/10/20</b></p> <p><b>Ongoing</b></p> <p><b>31/08/20</b></p> <p><b>31/07/20</b></p> <p><b>13/10/20</b></p>
<b>10.</b>	<b>Date of next meeting</b>	
	Tuesday, 13 October 2020	

*Paddy Bradley*

15 October 2020