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| **Attendees** | Ian Durston, SWLEP (ID)John Mortimer, SWLEP (Chair) (JM)Alison Edgar, Sales Coaching Solutions (AE)Tara Gillam, Business West (TG)Mirabelle Mack, Swindon Borough Council (MM)Jo Minnaar, SWLEP (JoM)Rachel Finlay, TEN |
| **Guests** |  |
| **Apologies** | Jan De Jong, FSBTim Martienssen, Wiltshire CouncilAngela Hays, Wiltshire Council Mandy Timbrell, Higher Futures (MT) |
| **Venue** | Wiltshire College, Chippenham |

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| **Item** | **Narrative** | **Deadline** |
| **1** | **Welcome** |  |
|  |  Welcome delivered by John Mortimer (Chair) |  |
| **2** | **Minutes** |  |
|  | The minutes were approved. |  |
| **3** | **Outstanding Matters Arising** |  |
|  | **TEN Triage support - KPIs**Obtain client engagement stats from TEN Team, Telephone calls/emails/nature of enquiries. Prepare 6 month report (Qtr. 3 and 4) for next Governance Group meeting **(Action: RF to liaise with AH).**More case studies needed on site (**Action: JoM to chase ERDF delivery Managers).**Marketing Plan and video produced by Inspire need to be revisited **(Action JoM to obtain copies).** | 15 FebEnd Feb |
| **4** | **Growth Hub Portal – Update and next steps, JoM** |  |
|  | Platform integration update on Higher Futures/SWLEP/Growth given, the question was raised over the decision by TEN not integrate but to go with an alternative provider to save on cost. Action Rachel F to supply cost figures.Use to date of the platform has been good. A KPI dashboard report to include range of time spent on portal and return visitors required as a regular presentation slot at future Governance meetings **(Action JoM).**Minutes to be published on LEP website to improve transparency **(Action JoM)**Highlighted that new EU data protection GDPR rules coming into force in May 2018, may affect registered user numbers/contacts held on CRM system i.e. they could drop substantially. Group felt that it’s better to have committed/prospect quality businesses on the Growth Hub database than incorrect contact data.Diagnostic solutions to engage users to be explored **(Action Jo M)**2018 and 2018/2019 marketing plan needed to be circulated asap **(Action JoM to discuss with SWLEP Marketing Manager –** Some discussion held on fact that live chat on website would be beneficial at some point. | End FebMid Feb |
| **5** | **Growth Hub Model** |  |
|  | Ian Durston presented paper 1.1.on how the Growth Hub model covers provision from pre-start to businesses needing face to face support, but less than the 12 hours through SME Growth.Noted by the group that: * The Pop-up Business School is starting soon to support pre-starts who are still at an ‘exploratory’ stage.
* Enterprise Allowance is also plugging the gap when people cannot attend the Pop-Up Business School.
* 50% of people coming through Business West workshops are not eligible for ERDF funding (SME Growth).
* Business support landscape is already complex and clarity is needed
* Growth Hub/Service Delivery Partners connection is not clear.
* Unclear on what budget available post March 2018, this will impact arrangements with delivery partners i.e. referrals.
* Partner MOUs need to report back on how enquiries are dealt with i.e. service user journey. **(Jo M to action)**
* Role for an admin person to support Manager to handle phone/triage/content etc. needed.
* Growth Hub ‘signposts out’, people return with further enquiries.

Paper is an interim response until more clarity on Growth Hub future. The Group felt the ID’s paper was ‘a suitable interim position and support was given. **Other Recommendations*** MOUs require ERDF partners to report on referrals to GH. **(JoM to action)**
* Potential for £20,000 to be allocated for admin/customer service assistant – to be explored when budget is confirmed. This role was agreed by the group to be important and would make sense to sit in under SWLEP Growth Hub Manager.
 | 15 Feb15 Feb |
| **6** | **Update on TEN team and Growth Hub Triage delivery** |  |
|  | Rachel Finley gave an update on behalf of Angela HaysHighlighted the lack of resource to answer Growth Hub calls and reputational damage.Alternative solutions to be looked at including live chat (Zen Desk?) as a priority (**Action: Jo M).**  | 16 April |
| **7** | **Growth Hub Monetisation** |  |
|  | Ian Durston presented paper 1.2 on a proposed Growth Hub sustainability model.Noted by the Group that:* Capacity, user numbers and reputation of the Growth Hub platform needs to be built up before any charging can be implemented.
* Business support service providers will be keen to promote on site and therefore will by key fee paying customers.
* Proposed ‘Bundle Structure’ levels supported i.e. free at point of use including downloads of information and advice. Charging is implemented when user wants to promote their own service or content including events i.e. engage with other GH users.
* Various levels of charging discussed including £500 for Associate level
* Was suggested that like Yell.com a free 1 line entry was encouraged to improve the site’s SEO.
* Run a ‘Business Adviser’ competition to encourage Associate membership. Example Enterprise Nation.
* Discount for first year Associate membership i.e. £250 year 1, £500 year 2.

**Conclusion:**Paper supported - further discussion needed on finer details of level of payment etc. Site use and reputation to grow first before launch of monetisation, which may in turn be affected by further announcements nationally for GH support.Paper to be updated to include items discussed above (Action: Ian D) |  |
| **8** | **Wider business representation on Governance Group - Update** |  |
|  | JoM presented a list of S&W Growth Hub ‘users’It was agreed that Jo M would communicate and recruit new Governance Group members from the following groups:2 candidates from ‘user’ list2 candidates from business representation groups 2 candidates from an open callThe ToR will need to be amended to reflect this change. **(Action: JoM)** | 27 Feb |
| **9** | **Financial Spend** |  |
|  | Ian Durston presented paper 1.3 on finances.Group noted:* Costs still need to be considered to identify any further development work beyond March 2018.
* Website development costs have been higher than originally forecast, though there are some mitigating circumstances with original developers leaving project.
* PPC recommended **(JoM to investigate further).**

Paper to be circulated to clarify cost position and background to spend to date. (Action: Ian D) |  |
| **10** | **Swindon and Wiltshire ERDF Technical Assistance 2014-2020** |  |
|  | Due to limited time in the schedule the Group were asked to review ERDF Technical Assistance report and come back with any questions for Julian Head.No questions were tabled |  |
| **11** | **AOB** |  |
|  | None |  |
| **10** | **AoB / Next Meeting** |  |
|  | **Date of next meetings**17 April, Monkton Park, Chippenham17 July 16 Oct15 Jan |  |
|  | **CLOSE** |  |

Taken by

Jo Minnaar, Swindon & Wiltshire Growth Hub Manager.