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| **Attendees** | John Mortimer, SWLEP (Chair) (JM)Tara Gillam, Business West Mirabelle Mack, Forward SwindonJo Minnaar, SWLEP (JoM)Ian Durston, SWLEPCharlotte Boole, Greenway TrainingChristopher Parsons, Higher FuturesJulia Stuckey, Swindon Borough Council |
| **Guests** | None |
| **Apologies** | Alison Edgar, Coaching SolutionsJan De JongAngela Hays, Wiltshire Council Mandy Timbrell, Higher Futures Rachel Finlay, TEN |
| **Venue** | Monkton Park, Chippenham |

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| **Item** | **Narrative** | **Deadline** |
| **1** | **Welcome** |  |
|  |  Welcome delivered by John Mortimer (Chair) |  |
| **2** | **Minutes/Matters Arising** |  |
|  | The minutes were approved.Minutes to be published on LEP website to improve transparency **(Action JoM)** |  |
| **3** | **Growth Hub Update**  |  |
|  | **Portal status update** An update was presented, including a dashboard statistical report on the Growth Hub website and social media platform use. All the figures were showing a very positive picture.It was noted that a Procurement Exemption was currently being obtained from Wiltshire Council to proceed with Phase III of the portal development with RIKA Digital. Once cleared further work could be resumed as per the proposed work schedule.**Salisbury Incident update**Update given by JoM detailing available support for Salisbury/Amesbury businesses including Capital funding applications. Growth Hub/SWLEP providing 3 full days of support this includes Growth Hub Manager spending 1 day in Salisbury/Amesbury dealing with face to face enquiries.**Growth Hub physical presence in TEN Centres**A strategic plan needs to be mapped out that includes information points and face-to-face Adviser support i.e. notice boards at TEN centres, commercial business centres etc.**(Action: Jo M.)****Hubspot CRM Training**This has now been completed (basic level), it was noted however that it is important that the update of the contact information on Hubspot is consistent and done by all users, and not just ‘one way traffic’ i.e. users obtaining information from the system but not updating it.**Marketing the S&W Growth Hub**Marketing Executive role (replacement role for Growth Hub Curator) is currently being advertised. TG recommended that £10,000 saving from the original Curator role could be used to employ an Apprentice (Business & Administration level 3) to work alongside the Marketing Executive. **(Action: JoM to investigate further)****National Growth Hub Marketing Steering Group**Information received from the meeting attended by the Growth Hub Manager confirmed that a National Growth Hub week and Conference is being planned**MOUs with ERDF funded Programme Managers**All Programme Managers have been liaised with in regard to the MOUs but agreement and completion is slow. |  |
| **4** | **Marketing Update** |  |
|  | **Update**A discussion was held by the group to look at the way forward and in particular the key challenges facing the Swindon & Wiltshire Growth Hub. Points raised to be addressed in the future marketing plan includes:* The Growth Hub marketing plan needs to address the ‘4 Ps of marketing’.
* The Growth Hub is not just a telephone or online service – it is also a physical service.
* The expertise available is not just for start-ups, but for established and growth businesses.
* A programme of information workshops needs to be part of the offer i.e. Innovate2Succeed and Export for Growth joint events.
* We need to be mindful that there is no consistency between the Growth Hubs and each one is unique.
* SME’s worried about the term ‘Growth’.
* A lot of businesses don’t want growth, they just want to stay in a steady state.
* Re-badge offers on website to match the type of business they are aimed at i.e. workshop/start-up, fact-sheet/growth.
* Break the marketing plan down so it is targeted to:
1. Start-up/Lifestyle
2. Small businesses that want to grow
3. Medium businesses
4. Big Business
* What and where the promotional activity takes place is important
* Break down by sector
* Refer to monetisation plan

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| **5** | **Update on costs to date**  |  |
|  | ID presented paper on Growth Hub finances 2017/2018Going forward:2018/2019 finances to be broken down:Qtr 1 & 2 ActualQtr 4 & 5 Forecast split into ‘Fixed’ and ‘Variable’Paper to be presented at October Growth Hub Governance Group meeting**(Action: Jo M/ID)** | ID |
| **6** | **Update on TEN team and Growth Hub Triage delivery** |  |
|  | Not available – TEN representatives cancelled attendance | RF/AH (TEN) |
| **7** | **Wider business/partner representation** |  |
|  | Charlotte Boole of Greenway Training attended the meeting as a new business representative.Chris Thompson, Owner of TechB was put forward as a potential new business representative – his membership was approved by the Group**(Action: Jo M to take forward)**The option to dial into the meetings was proposed but not taken forward due to the agreed understanding of the value of face-to-face communications offered as opposed to the phone. Plus meetings were only held quarterly.Moving the Growth Hub Governance 2019 meetings around the area was discussed**(Action: Jo M to look at feasibility and present options at next meeting)** | JoM |
| **9** | **AoB** |  |
|  | Nicola Baily (FSB) recommended the ‘Women in Business – Social media group, with the possibility of future partnership work.**(Action: Jo M to take forward)**Send the list of Cobra Fact Sheets that the Growth Hub has a licence for to the Higher Futures Team for use on client visits.**(Action: Jo M)**JM raised the issue of tighter security measures/training in regard to the use of one CRM system by various groups of people and the importance that everyone is trained up in this area.**(Action: Jo M)**JS raised the question in regard to Partners and how much marketing they did supporting the Growth Hub.CB raised the issue of tenders and how important it was to make these opportunities more ‘available’ to business through the Growth Hub and more intelligently targeted i.e. by sector.(**Action: Jo M)** |  |
| **10** | **Next Meeting** |  |
|  | **Date of next meetings**15 Jan 2019Further 2019 dates to be discussed at next Growth Hub meeting  |  |
|  | **CLOSE** |  |

Taken by

Jo Minnaar, Swindon & Wiltshire Growth Hub Manager.