



5<sup>th</sup> July 2011

**MINUTES**

1. Dr Martin Dare-Edwards (Chairman), Cllr David Robertson (Vice-Chairman), Sally Dicketts, James Dipple, Cllr Ann Ducker, Jonathan Lloyd-Jones, Cllr Bob Price, Adrian Shooter CBE (Vice-Chairman), Tony Stratton, Prof Colin Whitehouse, Ian Wenman

**Apologies:** Joe Barclay, Sally-Ann Forsyth, John Holman, Paul Inman, Stuart Miller, Prof Ian Walmsley,

**In attendance:** Martin Tugwell, David Waller, Huw Jones, Margaret Melling (item 3)

2. **Declarations of Interest**

There were no additional declarations of conflict.

3. **Inward Investment and Enterprising Oxfordshire.**

JLJ briefed the meeting on the background to the work on Inward Investment and the production of the Enterprising Oxfordshire report. Overall the response to the report was very positive. Points made during the discussion included:

**Content and format of report:**

- Elements that are potentially missing from the report included:
  - More on biotech and medical research
  - Better differentiation between different localities
  - More about what a wonderful place Oxfordshire is to live in
  - A clear 'call to action' to readers
  - Clearer sign posting to 'who do I talk to' and 'where do I find more information'
  - Mention of Oxfordshire's strengths as a place in which to raise investment capital
- Need to differentiate between SME and large corporate audiences
- Need a 4-page version that can be used as printed collateral
- Need to check with organisations/individuals described or quoted that they are comfortable with what we have put in
- Needs to be consistent with the material being produced by Visit Oxfordshire
- Report needs to be accessible on everyone's web site

### **Creation of an excellent Inward Investment Service:**

- Accompanying this report we need to establish an excellent enquiries handling service
- Need to align and help shape working relations with UKTI, PA Consulting and Districts so that we are clear on how the Partnership will work with each

### **On the wider process of marketing Oxfordshire**

- Start and improve: build engagement from all sectors in promoting and supporting inward investment service in Oxfordshire – while learning from the experience of setting up Visit Oxfordshire – it took time and money.
- Learn lessons from the feedback of businesses who have come into Oxfordshire
- Oxfordshire County Council provides capacity for economic development much of which will be aligned with the needs of the Local Enterprise Partnership
- Bringing in new businesses is core to the work of a number of business service providers and it should be possible therefore to mobilise their support for a service that helps them do that more effectively
- Engage ProOxford and LEP Board and Forum members as ‘Ambassadors’ promoting the material to ministers, UKTI, potential investors, UKTI Country Directors etc

### **It was agreed that:**

- **The draft Enterprising Oxfordshire report will be refined further to take on board the comments above and to produce a 4 page version – to be completed by end of August**
- **We will review gaps in the existing enquiry handling service and address by end August**
- **That meetings will be held to build support from and clarify roles with:**
  - **UKTI/PA Consulting,**
  - **Economic Development Officers and**
  - **ProOxford**

DW,  
HRW,  
with  
JLJ,  
SAD,  
IWn

Ditto

MDE,  
JLJ,  
MT,  
DW

## **4 Business Support**

In the absence of any Exec Board representation on the Business Support Task Group, DW introduced this item highlighting the number of years that the Task Group has been working on these issues, the need to be clear about the scope of its work and the priority of improving access to necessary business support services. Points raised during the discussion included:

- The need to make all the services findable on the basis of the service required rather than just the name of the organisation providing it
- The need to update the matrix to make it more complete and to keep it

under review as government business support services are clarified

- The need to help the task group by providing a member of the Executive Board to work with it.

**It was agreed:**

- **To nominate James Dipple as the Executive Board's champion on Business Support issues working with the Business Support Task Group and with Ian Wenman providing further support.** IWh  
JD
- **To produce, by September, a finalised version of the matrix – including a map of the services in diagrammatic form see example at <http://www.bizmapeast.co.uk/>** DW  
JD

## 5. Business Plan 2011-12

The revised draft of the Business Plan was introduced with a summary of the changes made since the earlier drafts. The draft was seen as an improvement and the following points were raised in discussion:

- The 'Lead' and 'Resources' columns should be combined.
- The skills section needs to be punchier and more ambitious (for example referring to the work of the national Commission on Adult Skills)
- All the actions should relate to how they help deliver the Partnership's overall aim (of increasing high value employment) and if they can't they should be removed

**It was agreed:**

- **MDE, CW, BP and SD to provide further input to complete final version of plan including identifying leads/Champions for each item and milestone** DW
- **to revise skills section of the plan** Sandra Higgs
- **actively seek out collaboration with District Council EDOs** DW

## 6. Minutes of meeting of 5<sup>th</sup> April and 3<sup>rd</sup> May Approved

## 7. Matters arising: Update report

- **Capacity Fund:** it was noted that the bureaucracy involved in administering the £15k granted by BIS was considerable
- **Strategy Away Day:** TS agreed to lead thinking on how to make best use of the 3 hours available including coming back to the Board and Forum to undertake preparatory work as necessary. At the end of the session we should have a press release style summary of what the Partnership will achieve in the next 3 years MDE,  
MT,  
DW
- **Enterprise Zone bid:** details of the 29 bids received by government can be found at <http://www.communities.gov.uk/news/corporate/1936145> .  
Agreed that we need a summary script and a brief campaign to ensure the SVUK bid is considered favourably. MT

## 8 Any Other Business

**Oxfordshire Skills Bureau nominations:** agreed to nominate Stuart Miller and Erich Tanner. MDE agreed to ask Steve Cowley to be the third nominee

DW

MDE

**In view of the importance of the Oxfordshire Skills Board the meeting recommended that the LEP provide an appropriately qualified chairman**

### **Partnership Governance**

It was noted that further work needs to be done on developing the governance structure of the Partnership.

MT

## 9. Future Meetings Programme

Board meetings will be 5:00 - 7:00pm  
Forum meetings will be 8.00am - 10.00am

2 August Strategy Session 3.00 – 6.00 followed by meal

6 September EXECUTIVE BOARD MEETING - Blake Laphorn

- Inward Investment – Enterprising Oxfordshire and Enquiry handling service
- Business Support – agreement of business support matrix
- Transport and infrastructure planning issues

4 October EXECUTIVE BOARD MEETING – County Hall

1 November EXECUTIVE BOARD MEETING - Blake Laphorn

17 November FORUM MEETING

6 December EXECUTIVE BOARD MEETING - Blake Laphorn