

## **LIVERPOOL CITY REGION LOCAL ENTERPRISE PARTNERSHIP**

At a meeting of the Liverpool City Region Local Enterprise Partnership held in the L2 Conference Room, Peel Ports Group Ltd, Maritime Centre, Port of Liverpool, Liverpool, L21 1LA on Thursday, 18th January, 2018 the following Members were

### **PRESENT:**

Asif Hamid MBE (Chair)  
Professor Dame Janet Beer  
Kath Boullen MBE  
Dr Laura O'Brien  
Paul Corcoran  
Councillor Phil Davies  
Dr Jonathan Hague  
Amanda Lyne  
Councillor Rob Polhill  
Neil Sturmey  
Professor Nigel Weatherill  
Angela White OBE  
Mark Whitworth  
John Syvret CBE

### **APOLOGIES:**

Mayor Joe Anderson OBE  
Councillor Barrie Grunewald  
Mike Houghton  
Councillor Ian Maher  
Councillor Andy Moorhead,  
Metro Mayor Steve Rotheram  
Sara Wilde-McKeown

### **302. WELCOME**

Prior to the start of the meeting, as the host organisation, Mark Whitworth, Chief Executive Officer, Peel Ports Group, gave a presentation which set out the following:

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- Highlighted that Peel Ports was an international shipping business with an £800million turnover;
- Explained how over the previous 6-7 years the Port had changed its operational direction from a traditional shipping port;
- Confirmed that the Port was the most successful in the UK and had utilised new technologies to improve the services provided to its customers and was the HQ for its UK and Irish ports;
- Summarised the scale of the Port and outlined how the Port was in a unique position to support economic growth across the City Region;
- Outlined the recent investment of Liverpool 2, which was a deep-water container terminal which enabled the largest vessels to call directly into the Port of Liverpool which had created a unique gateway to the UK;
- Set out how the investment of the deep-water container facility had provided a market alternative and would be a catalyst for improvements in the supply chain;

- Showed a short video which highlighted some of the key investments which Peel Ports Group had created across the UK; and
- In conclusion, reiterated how the improvements to technology and customer focus had transformed shipping in the Port of Liverpool and would support the economic growth of the City Region.

The Chair thanked Mark Whitworth for the presentation and hospitality provided.

### **303. LJLA MASTERPLAN AND 2030 VISION (PR)**

Mark Povall, Strategy Director, Liverpool John Lennon Airport, gave a presentation which explained the Airport's masterplan and vision for 2030. Accordingly, the presentation highlighted the following: -

- Summarised how the Airport continued to grow and this was evidenced by 5 million passengers having travelled through the airport during 2017 and this was anticipated to increase to 5.2 million by March 2019;
- Outlined some of the key factors which were impacting upon air travel such as uncertainty relating to Brexit and the collapse of Monarch Airlines;
- Highlighted how the Airport was investing in providing a 'best in class' passenger experience;
- Set out the Airport's Vision for 2030, in particular, highlighting how the growth of the airport would support the economic growth of the City Region; and
- Summarised the key short-term projects and opportunities for the Airport which centred on route development and destination marketing, efficient surface access, freight and logistics and the Airport Master Plan.

During the consideration of the presentation, the following questions and comments were raised: -

- LJLA should be working towards assessing the sustainable development impact of the Airport.
- Amanda Lyne referred to the presentation which highlighted that one third of the Airport's revenue was generated by car parking charges. However, as indicated in the presentation, if the Airport was looking to improve the rail links to the airport this may have a direct impact on the revenue they can generate through car parking charges. Furthermore, clarity was sought on whether the Airport had an understanding of how improved connectivity would impact upon air quality.

The Board was informed that the Airport Master Plan takes into account the environmental impact of the Airport's growth, and with regard to car parking the Airport were seeking improvements in rail connectivity alongside to offset the growth in car park demand.

- Professor Dame Janet Beer sought clarity on the barriers to flying direct to China, as the University had the UK's largest cohort of Chinese students.

The Board was informed that Manchester Airport had developed relationships with long haul carriers and LJLA is seeking to complement this offer. For LJLA to secure long haul carriers, the Airport would need to assess which destination and carrier would be successful for them and the City Region, and to understand the level of investment required, in particular to the runway and airport infrastructure.

It was AGREED that: -

- (i) the presentation be noted; and
- (ii) Mark Povall and Danielle McEvoy (LJLA Finance Director) be thanked for their informative presentation.

### **304. DECLARATIONS OF INTEREST**

The Chairman highlighted the importance of declaring interests and sought any declarations of interest from Board Members.

No declarations of interest were declared by Board Members. However, prior to the presentation of the LJLA Masterplan Mark Whitworth disclosed his membership of the board of the Peel Group which includes LJLA.

### **305. MINUTES OF THE PREVIOUS MEETING**

The minutes of the meeting of the Board held on 30 November 2017 were received as a correct record and signed by the Chair.

#### Minute 292 – International Business Festival (IBF)

It was reported that an update on IBF would be provided elsewhere on this agenda.

#### Minute 272 – Board Composition

Board Members were informed the Board composition slides had been circulated to all Board Members and progress was underway in arranging the One to One briefings for each Board Member.

Furthermore, a web portal was in the process of being developed for Board Members which would provide access to information relating to the LEP, LEPs more generally and LCR and would also be the mode of delivery of Board agenda packs to LEP Board Members.

The Chair reported that following the resignation of Chris Bliss there was a vacancy on the LEP Appointments Committee. In addition, the LEP Board Equality and Diversity Champion is a standing member of the Committee and this had become vacant following Kate Willard's resignation. It was therefore proposed that Dr Laura O'Brien and Professor Nigel Weatherill, who are both Equality and Diversity Champions be appointed to the Appointments Committee. A call for a volunteer to fill the vacancy created by Chris Bliss was accepted by Paul Corcoran who will also join the Appointments Committee.

### Minute 288 – Local Growth Deal Implementation Major Transport Schemes

Catherine Garnell advised the Board that the presentation on City Centre Connectivity would be made to the March meeting as the fire at the ACCL multi-storey car-park had taken all available resource away from preparing this.

### Minute 295 – Ney Review

Board Members were informed that publication of the best practice guidance for LEPs was imminent and would require the adoption of standard policies and template forms in respect of Governance and Transparency (through publication). The guide along with revised policies and associated documents would be uploaded to the web portal for Board Members to view and compliance with the standards set out in the guide would need to be confirmed by the S73 Officer of the LCR CA to The Cities and Local Growth Unit by 28 February 2018.

A summary of the key governance documents and protocols which would require implementation was provided to the Board.

### Minute 296 – Annual Conversation

It was reported that the Annual Conversation had been held on 11 December 2017 which had been a constructive session and the feedback received on the LEP's governance and performance structures had been positive. A note capturing the discussions and actions arising from the Annual Conversation had been prepared by The Cities and Local Growth Unit and the LEP had an opportunity to comment on them before final agreement after which it would then be published in March 2018. During this time, the results of the meetings will be subjected to a national moderation together with desk-based reviews of LEPs which, if unsatisfactory, may lead to a 'Deep Dive' visit by CLoG in which LEP Board Members and Partners may be interviewed.

Mark Basnett reported that the Annual Conversation had demonstrated that the LEP was in a strong position and it was vital that Central Government had confidence in the organisation.

### Minute 297 – Board/Sub Structure and Composition

Mark Basnett reported that the term of Neil Sturmeys membership on the Board would expire in March 2018 and unfortunately this could not be extended as he has now served the maximum of two terms of three years each. He reported that as Neil had served a maximum of six years it was with great reluctance that a successor was required.

The Board was informed that through the previous Expressions of Interest process in 2017, Chris Fry KPMG had been identified as a suitable replacement for Neil and the Appointments Committee was asked to further review this and recommend whether he be appointed to the Board. Subject to the Board's approval of Chris's appointment, it was further agreed at the suggestion of Neil Sturmeys that, subject to approval, it would also be beneficial if Chris joined the Business, Financial and Professional Services Sub-Board.

It was also reported that Mike Houghtons term, set at two years, would expire in August 2018. In the desire to maintain stability of the refreshed Board it was agreed to extend this to the maximum period of three years for his first term and so now would expire in August 2019.

### Minute 299 – Skills Update

Rob Tabb reported a Skills Show exhibition would have a presence at the IBF 2018 and would be similar in nature to the exhibition held at the IFB 2016. The exhibition would provide an opportunity for young people, businesses, universities and colleges to understand what the jobs of the future would look like. To support the exhibition an operational steering group would be established in the coming weeks.

The Chair expressed his concern regarding the lack of progress on the Operational Steering Group. The Board was informed that over 30 Skills Shows had taken place during 2017 and the Skills Show at the IBF would be based on a similar concept. Board Members stressed the importance of ensuring that the Skills Show was aligned with the key messages of the LEP.

### Minute 301 – Chair's Update

The Chair provided an update on the opportunity to exhibit at the Business Conference in Dubai. Unfortunately, Metro Mayor S Rotheram was unable to attend the Conference on 5 April 2018 and clarity was being sought on whether an alternative nomination could attend in the absence of Metro Mayor S Rotheram.

It was AGREED that: -

- (i) Dr Laura O'Brien, Professor Nigel Weatherill and Paul Corcoran be appointed to the LEP Appointments Committee;
- (ii) Subject to approval by the Appointments Committee, Chris Fry, KPMG be appointed as Neil Sturmeys successor on the LEP Board;
- (iii) Subject to (ii) above, that Chris Fry be appointed as a member of the Business, Finance and Professional Services Sub-Board as the LEP Board Champion;
- (iv) Mike Houghton's term of office be extended to 31 August 2019; and
- (v) a report providing an update on the development of the Skills Show to be held at IBF 2018 be circulated to Board Members

### **306. NORTH WEST LOCAL ENERGY HUB (P)**

The Board considered a report which highlighted that the Department for Business, Energy and Industrial Strategy Homes and Local Energy Team had recognised that there was a lack of capacity which was preventing sub-regional bodies from bringing forward investable energy projects.

In recognition of this the Government had proposed that an Energy Hub covering the five LEP areas in the North West be established and they had tasked the North West LEPs to nominate a lead LEP and accountable body. Accordingly, the Liverpool City Region LEP and the Greater Manchester LEP had both submitted representations to the North West LEPs to be considered as the Lead LEP for the North West Local Energy Hub. Following consideration of the submissions the Liverpool City Region was identified as the preferred host location.

Mark Basnett informed the Board that this was a key achievement for the LEP and the formation of the Energy Hub was supported by two years funding from the Government.

Dr Jonathan Hague reported that the Hub would have to be self-sustaining at the end of the two-year funding agreement and it had the potential to develop a commercial opportunity which would support its sustainability.

In response to the report, Board Members raised the following questions and comments: -

- A Board Member sought clarity on the human resource implications for the establishment of the Hub, whether there was sufficient capacity and resource within the LEP to support the creation of the Energy Hub.

Board Members were informed that securing the nomination for the Energy Hub was of critical importance to the City Region and it would help to unlock funding for future energy projects. It was envisaged that the Energy Hub would sit within the LEP which would support the commercial viability of the Hub and that the funding from Government would support the setup, staffing and running costs of the hub.

- Board Members fully supported the nomination to host the North West Local Energy Hub and reiterated the importance of ensuring the Hub became sustainable at the end of its two-year funding agreement.

It was AGREED that: -

- (i) the proposal by the Department of Business, Energy and Industrial Strategy (BEIS) to fully fund the creation of a North West Local Energy Hub for a two year-period beginning in the financial year from March 2018 be noted;
- (ii) the outline scope of activity and budget for the NW Local Energy Hub that had been agreed between NW LEPs be noted;
- (iii) the LEP Chair works with other LEPs in the North West of England to create a suitable governance structure for the NW Local Energy Hub and delegates authority to LEP staff to attend regular meetings to steer the outputs of the Hub once operational;
- (iv) the LEP works with the LCR Combined Authority on an operational structure for the NW Local Energy Hub which may have implications for the deployment of current LEP staff, with the potential for the recruitment of further staff; and
- (v) further details on the implications for the role of LEP staff be brought back to the LEP Board at the appropriate time.

### **307. LOCAL GROWTH FUND Q2 DATA RETURN (P)**

The Board considered a report which outlined that The Cities and Local Growth Unit had introduced a new reporting tool for Local Growth Deals. The reporting tool will provide details of the overall performance and progress of the Liverpool City Region Growth Deal to date and providing quarterly results of delivery performance which would be measured against forecasts. It was a requirement of LEPs to sign off the Dashboard of the Data Return and this would then be published on the LEP website.

Frank Rogers, Interim Head of Paid Service, LCR Combined Authority, provided a summary of the Local Growth Fund to date, including some of the key delivery

highlights and challenges which had emerged during Q2. In terms of the forecast for Q3 and Q4 it was reported that LGF3 to support the Key Route Network was expected to open in late 2017 and highlighted that Myerscough College was expected to complete in Q4 as was year two of the Silver Jubilee Bridge maintenance scheme. Furthermore, a number of STEP year 3 schemes were also anticipated to be completed by the end of March 2017.

In considering the report, Board Members raised the following questions and comments: -

- Board Members sought clarity on how organisations were informed of the opportunities to submit funding bids to LGF.

The Board was informed that LGF was co-invested through the SIF and each SIF call was supported by its own criteria and rules. In determining the success of a submission, it would be considered against the City Region Growth Strategy and had to support the key objectives of the City Region linked to GVA and jobs. It was also suggested that Sector Boards could assist with the identification of appropriate submissions to create a pipeline but it was imperative that any scheme submitted had to be credible and achievable.

- Amanda Lyne expressed a number of concerns relating to the non- Transport schemes; in particular, that beyond the data return there was a need for greater assurance on the ability of individual projects to spend their funding allocation within the required timescales and that the projects would deliver and achieve the purpose of the bids and awards of LGF.

In recognition of the above concerns a report addressing them would be presented to the next meeting of this Board.

It was AGREED that: -

- (i) the content of the revised reporting systems which is based on self-assessment of delivery performance using a RAG rating system, as defined by The Cities and Local Growth Unit (CLG) be noted;
- (ii) the progress of the overall Liverpool City Region Growth Deal (Rounds 1, 2 & 3) at Quarter Two (17/18) be noted and the sign off the associated progress reports for submission;
- (iii) in future, LGF projects should only be included within the report once the project has not only been approved by the CA and the LEP but also has a signed Grant Funding Agreement in place that documents realistic outputs and expenditure profiles. For this reason, in short term the Littlewoods Project has been removed from the monitoring report;
- (iv) the revised monitoring requirements for reporting other outputs in addition to GVA and jobs be noted; and
- (v) a report be presented to the next meeting of this Board addressing some of the concerns outlined during the debate of this item.

### **308. THE LIVERPOOL BRAND - TAKING THE NEXT STEPS (P)**

Julia Bradley, Group Sales and Marketing Director, Peel Ports Group provided a presentation to the Board which set out the work undertaken to date in developing a Liverpool Brand. The basis of this work was a report produced by the Heseltine Institute of the University of Liverpool.

The presentation highlighted the following key issues: -

- a Steering Group had been established which consisted of Julia Bradley, Professor Michael Parkinson CBE, Colin Sinclair, Chris Brown and Dr Jonathan Hague who had commissioned work to develop the brand and undertaken consultation with stakeholders across the City Region;
- summarised what a successful Brand Liverpool narrative would support changes in, such as perception and UK opinion, economic ambition, international awareness and delivering a consistent and co-ordinated narrative;
- in developing the brand, consideration was given to a 'Brand Key' and 'Brand Book' which could be used by both private and public-sector organisations and recognised that the key brand was the City;
- outlined the key findings of the consultation process undertaken to date and how this supported the crafting of the brand narrative; and
- highlighted the next steps for the development of the Liverpool Brand and sought support to commission additional work to the value of £100-£120k which would be supported by the private sector to a value of £50-£60k. The Board was asked to lend its support to an ask of the balance of funding from the LCR Combined Authority, the continuation of the brand steering group and a commitment from members to adopt the Liverpool Brand Book in communications.

In considering the presentation, Board Members raised the following questions and comments: -

- Welcomed the presentation and sought clarity on whether this branding would be the one which all partners and organisations would be using in the future?
- Highlighted that each Local Authority had a number of officers undertaking marketing and promotion activities and how would this activity be tailored into this project. Furthermore, the presentation was Liverpool City Centre focused and did not reflect the other districts which represented the Liverpool City Region.

The Board was informed that branding was not designed to be centred around Liverpool City Centre, its intention was to be City Region focused. Furthermore, if all marketing production were aligned with the proposed Liverpool Brand it would deliver consistency and impact to increase its success. The brand would also be supported through storytelling and by selecting the right people this would ensure that it was not Liverpool centric and would broaden out its consultation and engagement.

- In terms of securing the maximum £100-£120k funding to support the development of the Liverpool Brand the Board was informed that this request



would have to be considered by the LCR Combined Authority. However, the private sector would proceed without the match but at the reduced value which may not fully achieve the desired outcome.

It was AGREED that: -

- (i) Julia Bradley and the Steering Group be thanked for their key contribution in developing the Liverpool Brand; and
- (ii) the Metro Mayor, Leaders and Mayor discuss the proposals and specifically the request for match funding and whether to progress this through the Combined Authority.

### **309. SKILLS (PR)**

Due to the limited time available this item was not considered and it was requested that the LCR Skills update be circulated to Board Members.

### **310. INTERNATIONAL BUSINESS FESTIVAL (V)**

The Chair sought clarity on the progress being made to establish a 'one front door' to business approach and in particular, whether the IBF personnel had been transferred into the LCR Combined Authority.

Frank Rogers, Interim Head of Paid Service, LCR Combined Authority informed the Board that this was a complex process as the personnel were a mixture of Liverpool City Council, Liverpool Vision and IBF staff and for some their employment duties crossed the spectrum of the three cohorts of organisations.

The Board expressed their concerns that greater promotional activity of IBF 2018 was needed particularly around the City Region's key growth messages.

It was AGREED that a meeting be arranged with Max Steinberg CBE, Asif Hamid MBE and Councillor P Davies to discuss the Board's concerns regarding IBF 2018.

Minutes 302 to 310 be received as a correct record on the 11<sup>th</sup> day of March 2018.

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Chairperson of the Board

(The meeting closed at 11.15 am)