

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

At a meeting of the Liverpool City Region Local Enterprise Partnership held in the The Accelerator Building, 1 Daulby Street, Liverpool, L7 8XZ on Thursday, 22nd November, 2018 the following Members were -

### **PRESENT:**

#### **LEP Board Members**

Asif Hamid MBE  
Amanda Lyne  
Dr Jonathan Hague  
Mike Houghton  
Paul Corcoran  
Chris Fry  
Elaine Bowker  
Metro Mayor Steve Rotheram  
Councillor Graham Morgan  
Councillor Phil Davies  
Councillor Rob Polhill  
Councillor Derek Long

#### **Officers**

Frank Rogers – Chief Executive, Liverpool City Region, Combined Authority  
John McGee – Liverpool City Region, Combined Authority  
Tony Reeves - Chief Executive, Liverpool City Council  
Mick Allen - Cities and Local Growth  
Alex Dawson - Cities and Local Growth  
Tony Wade – Liverpool Enterprise Partnership  
Charles Yankiah – Liverpool City Region, Combined Authority

#### **APOLOGIES:**

Mayor Joe Anderson OBE  
Dr Laura O'Brien  
Angela White OBE  
Mark Whitworth  
John Syvret CBE  
Councillor Ian Maher  
Professor Dame Janet Beer  
Sara Wilde McKeown

#### **DIRECTOR'S WELCOME**

Professor Janet Hemmingway CBE, Director of Liverpool School of Tropical Medicine (LSTM) welcomed the Liverpool City Region Local Enterprise Partnership (LEP) to the Accelerator Centre and informed the LEP about the facilities and projects. She also informed the Board that she was stepping down as Director in the New Year, but would still be involved in the LSTM.

The Board thanked Professor Janet Hemmingway for the use of the facilities and wished her the best in her future endeavours.

---

The Chair also informed the Board that Frank Rogers had been appointed as the Chief Executive of the CA for a period of 2 years and on behalf of the Board congratulated him and wished him the very best.

---

### **340. DECLARATIONS OF INTEREST**

No declarations of interest were declared by Board Members

Tony Wade reminded the Board Members to submit their annual update of the Register of Interests but that any changes in the year should be made as they arose.

The Chair reminded the Board Members about their declarations of interest and the importance of openness and transparency.

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

The Board considered the minutes of the previous meeting held on 20<sup>th</sup> September 2018 and it was received as a correct record and signed by the Chair subject to the following amendments being made: -

- Minute No. 335 – page 5, ninth paragraph, “£2,500” be deleted.
- Minute No. 335 - page 6, second paragraph be amended to correctly read as follows: -

*“Metro Mayor, Steve Rotheram commented that the issues really frustrate him and there is a ‘poverty of aspiration’ in some areas of the region. There are not enough students and young people coming through who are aspirational in working class communities and a message needs to be taken back to the Department of Education. Regional School Inspectors, Academies, Free Schools, the Archdiocese, the Diocese and Maintained Authority Schools need to be involved in the discussions and there needs to be ways to better influence schools in the process and equip them with the information that they need. The region is not using all of its talent in certain sectors as only half of the talent is being accessed. It is all about doing it for the right reasons and to change people’s lives in the LCR.”*

### **342. SKILLS UPDATE**

John McGee, Head of Government Relationships, Liverpool City Region, Combined Authority presented the Skills Update to the Board and informed the Board of the following relating to Apprenticeships: -

- Underperforming in the region, but that is the national trend;
- Aware of the underperformance and it is being addressed;
- Bristol 67% - one of the highest performers in the UK;
- There were big packages on offer in the national budget including the Apprenticeship Levy;
- Lowering of contributions from smaller businesses – reduced to 5% from 10%; and
- Transferability of Apprenticeship Levy – 10% to 25% for bigger employers.

The Board raised the following concerns relating to Apprenticeships: -

- Change of 10% to 25% has created loads of roadblocks in the middle, it is not that easy and there is still some uncertainty about what the 10% can be used for;
- Fundamental issue is that some businesses are not using the apprenticeship route but the business route;
- What's the blockages that prevent young people from applying for apprenticeships;
- SMEs have been disproportionately affected by the levy;
- Depending on the personal circumstance it can cause a lot of issues for families who are already on benefits;
- Health and Social Care issues needs to be addressed and will be a challenge post-Brexit as there is a massive skills shortage;
- Feedback from 1200 employers;
- Got the evidence for the City Region, need some flexibility to deal with things and to work together to deliver;
- Local Government are some of the biggest employers in the Public Sector across each region;
- Why wouldn't the Government allow Local Authority's to take on people locally for apprenticeships;
- Strong case for further devolution;
- Need to close the gap between the city region and the national programme;
- We can collectively disrupt the national skills market and formulate a programme for the city region; and
- pick some focus points and target a couple of sectors, then adopt a Task Force type approach and focus on those sectors for a constructive piece of time and see what can be done to the barriers identified.

The LEP Board continued discussions relating to Advertising for the Apprenticeships with the following concerns being raised: -

- There is a communication opportunity to reach the right audiences by using popular social media platforms, e.g. YouTube, Facebook, Twitter and Instagram, which is more cost effective, strategic and will speak directly to young people in a way that would create awareness about the apprenticeship programmes and what's on offer;
- There is a need to clarify who is being targeted for these campaigns;
- There is a lot of stigma attached to apprenticeship programmes and young people (and their parents) don't understand the process and what is involved; and
- Needs to be a digitally led communication programme.

John McGee enquired from the Board about "masterclasses" from the employers and what could be done to encourage participation and sharing of good practice.

Mike Houghton informed the Board that Siemens has an Apprenticeship Co-ordinator (AC) who has been very proactive in organising and engaging with the apprenticeships He has travelled around the country observing other apprenticeship programmes and organising trips around Europe for the apprentices. He believes that the approach by the AC is working well and having a positive impact on the apprentices. Siemens were also working with Liverpool John Moore's University (LJMU) to promote the apprenticeships degree programmes.

Jonathan Hague stated that SMEs and larger businesses could spend a day together and share experiences and processes about apprenticeships, maybe in a seminar format.

The Board discussed the use of the transferable levy to forge a better relationship with the supply chain and including SMEs to develop better relationships and that it was critical that the big employers in the region are growing in the area and are doing real innovative things across the region, but the messages and evidence needed to be communicated to Government.

The LEP Board continued discussions relating to Information for the Apprenticeships with the following observations and concerns being raised: -

- “Skills for Growth Action” brochure had been produced as bench markers for Government rather than as information for users, however, the information was useful and could be shared with potential apprentices in a different format;
- The LEP Board asked if the “Skills for Growth” brochures were reaching the required audiences;
- The LEP Board was informed that the Industrial Strategy was in the process of being produced and Skills is a cross-cutting theme across all areas, a post-Christmas consultative process will be held that will provide all stakeholders the opportunity of giving feedback;
- Various debates have taken place with Leaders, Mayors, Chief Executives, the Employment and Skills Board (ESB), the LEP Board but we must find a way to align these into one discussion and at least join up all of the individual discussions; and
- Need to look at the ESB and see what can be done to better integrate it into LCR Governance including the LEP Board.

The Chair suggested that a working group be established with the Metro Mayor, Chief Executives, Leaders and Mayor and some of the bigger businesses around the table to take this forward.

John McGee informed the LEP Board that there was a “roundtable discussion” scheduled to be held on Tuesday 4 December 2018 from 8.30am – 10.00am that will involve employers and providers of training and extended an invitation to the LEP Board.

The LEP Board continued discussions relating to Digital Skills with the following observations and concerns being raised: -

- There is a gap in the “Advanced Digital” areas and there is a need to point people in the right direction who may need some assistance;
- Data Coding is now part of everything and young people need to be introduced to coding as a career option at its various levels of interest of the young people;
- There is a gender issue on attractiveness of coding with, nationally, 82% of coders being male, Liverpool is one of the worst areas;
- There is an opportunity to tap into a new market of young female people in the region and there are role models such as Girl Geeks who can help raise awareness;
- India now has 27% of female coders, which is up from 3% about 5 years ago;

- It would be good to see how they achieved their vision at forthcoming International FutureTech Conference in India;
- The Government has made a pitch to raise R&D to 2.4%, but they don't know how this will be achieved;
- A college in Tottenham (Elder College) has had massive success in getting digital skills into communities that won't normally be interested or take it on. It is now been awarded the status of National College for Digital Skills;
- As important as it is to see how other areas have developed this area of skill we should establish and profile what is happening locally within the city region, as there are colleges and other educational facilities that are digitally advanced, but could improve the offer with more resources;
- The LEP Board needs to be leading by example with "paperless" agendas and papers, using dynamic presentation and electronic brochures and animations and social media platforms to advertise and inform, not using loads of paper;
- The recent Wirral Digital seminar was a huge success and the digital sector that already exists in the region should be appreciated; and
- It should be a SMART LEP and a SMART City Region.

The Metro Mayor, Steve Rotheram suggested to the LEP Board that the Chief Executive's needed to discuss with their Local Authorities the opportunities to tap into the CA's SIF that could be used for the apprenticeship programme development.

The LEP Board agreed that: -

- 1) The Metro Mayor, Steve Rotheram formulates a report to be submitted to the CA and the LEP Board for consideration relating to the CA's SIF and the opportunities to support the Skills agenda.
- 2) The Metro Mayor, Steve Rotheram with the support of the LEP Board, the Combined Authorities, LA's Chief Executives, Leaders and Businesses be given the opportunity for his office to organise a full day visit with Junior Government Ministers to the City Region.
- 3) The Chair and the Metro Mayor organises a meeting with the Liverpool Echo to discuss more positive advertising campaigns related to the Apprenticeship programmes.
- 4) A working group be established with the Metro Mayor, Chief Executive's, Leaders and the Mayor and some of the bigger businesses in the LEP to discuss the ESB and see what can be done to better integrate it into LCR Governance including the LEP Board.

### **343. LEP REVIEW**

The Board received a presentation from Tony Wade, LCR Local Enterprise Partnership regarding the LEP Review. He highlighted the following: -

- The LEP Review was led by Jake Berry;
- A formal response is expected late December 2018;
- The Annual Performance Review will be held in January 2019 with further guidance being issued in November 2019;
- The LCR Assurance Framework will be published in due course;

- A revised Local Growth Assurance Framework will also be produced; and
- The LEP Board structures and framework need to be effective in Governance, accountability & transparency areas.

The Board enquired about the involvement of the third sector and complying with Government guidance.

Tony Wade informed the Board that third sector representation on the Board was chosen by the third sector, which avoids any criticism or accusation that the Third Sector views are not appropriately represented.

John McGee also informed the Board that meetings have already taken place with the third sector relating to the Local Industrial Strategy (LIS). Tony Wade also explained the importance of data in underpinning the economic evidence that will support the LIS and the LEP will embed its economic analyst into the CA team to ensure alignment.

**It was agreed that the Board noted the presentation.**

#### **344. ONE FRONT DOOR**

Tony Wade, LCR Local Enterprise Partnership presented the One Front Door Update and requested that the Board consider the recommendations.

**The Board agreed to: -**

- 1) Earmark £500k generated from the use of Growing Places Fund (GPF) to accelerate the establishment of the One Front Door Team for the City Region. Allocation of the funds was subject to discussions between the executives of the accountable body, Liverpool City Council, the CA and the LEP with regard to novation of the funds and the means by which the funds could be drawn-down, subject to due diligence. It was also subject to the development of a detailed business plan that aligned with the principles agreed by the Combined Authority for OFD at its 19th October 2018 meeting.
- 2) Delegate the approval of the business plan to the LEP Chair, Asif Hamid and the CA Chief Executive, Frank Rogers.

#### **345. CHAIR'S UPDATE**

The Chair informed the Board that he had been invited to attend the Tech Summit in India from the 11th and 12th December 2018 and it would be hosted by the Government (MP Liam Fox). He would also be attending a dinner hosted by TATA and it was a good opportunity to engage with businesses and potential investors for the North West. He informed the Board that other CAs had not been invited and it was a good time to develop, fact find and build relationships for the Trade Mission in February 2019 and it was a good idea to incorporate both football clubs in February 2019.

Metro Mayor, Steve Rotherham commented that successful delegations have taken place but it is mainly Government sponsored trade missions that really make an impact and which close deals and attract investment and it was not enough just to undertake a foreign visit.

Mike Houghton also informed the Board that he is the Chair of an All Party Parliamentary Group on Process Industry and Engineering and they consider trade missions and trade deals are really exciting as investment opportunities.

The Chair made reference to the Digital Summit and that it was a good showcase for the City Region. He also informed the Board that there was a Brexit event planned for 28 November 2018 that involved a closed session with Leader's and other LEP associates and to be followed by a public event.

**It was agreed that the Chair's Update be noted.**

---

Councillor Polhill left the meeting at 11.00am.

---

### **346. ANY OTHER BUSINESS**

#### **Halton Borough Council**

Tony Wade informed the Board that the LEP had received a request from Halton BC seeking a deferral of the loan due next month for 12 months until December 2019.

The Board discussed the request and asked that in considering approval that consideration be given to the impact on the availability of the funds against the SIF call and that the request needed to be subject to due diligence by the accountable body, Liverpool City Council.

It was agreed that the Board request the accountable body undertake the due diligence to include the impact on fund availability and that subject to a satisfactory outcome, that should be reported back in writing, that approval for an extension of the Halton BC loan for another 12 months be granted.

#### **Local Growth Fund (LGF)**

Tony Wade advised the Board that due to issues with the production of the LGF Data Return CLGU had agreed to retrospective approval of the return by the board.

It was agreed that the Board will accept a report by written procedure to grant retrospective approval for the Local Growth Fund Data Return submitted on Friday 23 November.

#### **Next Meeting**

The LEP Board was informed that the next meeting would be on 24th January 2019 and that a venue would be confirmed in the future.

Dr Jonathan Hague invited the LEP Board to have its next meeting on 24th January 2019 at the Unilever Building.

**VOTE OF THANKS**

The Chair thanked everyone for their hard work, drive and commitment for the City Region for the last 12 months and expressed happiness and excitement for the changes and improvements seen recently in comparison to the previous 18 years.

He wished everyone season's greetings being the last meeting of the LEP for this calendar year.

Minutes 340 to 346 received as a correct record on the 24<sup>th</sup> day of January 2019.

---

Chairperson of the Board

(The meeting closed at 11.10 am)