

**West of England Local Enterprise Partnership
Board meeting**

**Wednesday 25th May 2017, 2.00pm-4.30pm
Engine Shed, Temple Meads, Bristol**

Present:	
Prof Steve West, UWE (Chair)	Patricia Greer, WoE LEP
Cllr Elfran Ap Rees, North Somerset Council	Mike Jackson, North Somerset Council
Mayor Marvin Rees, Bristol City Council	Amanda Deeks, South Gloucestershire Council
Cllr Tim Warren, Bath & NE Somerset Council	Esther McMorris, Nine Feet Tall
Cllr Matthew Riddle, South Gloucestershire Council	James Durie, Business West
Nick Horne, Knightstone Housing Group	Kalpna Woolf, LEP Skills Group Chair
Robert Sinclair, Bristol International Airport	Mayor Tim Bowles, West of England Combined Authority
In Attendance	
Helen Edelstyn, Bath & NE Somerset Council	James Cooke, South Gloucestershire Council
Menna Davies, West of England Combined Authority	David Ader, Bristol City Council
Joanna Greenwood, WoE LEP	Gordon Tempest-Hay, Teneo Blue Rubicon
Laura Arthur, Teneo Blue Rubicon	Willem Heske, Teneo Blue Rubicon
Apologies:	
Anna Klonowski, Bristol City Council	Neil Way, Jeff Way Electrical
Guy Stobart	John Pritchard, GKN Aerospace Services Limited
Cllr Nigel Ashton, North Somerset Council	Ashley Ayre, Bath & NE Somerset Council

Draft Minutes

1.	Welcome and Apologies	Action
	Steve West welcomed the attendees and noted the apologies.	
2.	Declarations of Interest	
	Members interests are recorded in the published Registers of Interests: http://www.westofenglandlep.co.uk/about-us/board-representatives/ No conflicts of interests were declared.	
3.	Minutes of the meeting of	
	James Durie noted he had some comments. It was agreed that these would be sent to Steve West for consideration and any amendments. The minutes were approved as a true record.	
4.	The Role of the LEP	
	Steve West presented to the Board a paper that sets out a clear ambition and purpose for the LEP and strengthened the partnership of Businesses and UAs. Action: Steve West asked for further comments and feedback from the Board regarding this paper, noting that some members have already given their feedback	ALL

	<p>which has been fed into this current version.</p> <p>The Board discussed and agreed that the paper was good summary of the LEP Purpose.</p> <p>The Board considered a number of additional points including:</p> <ul style="list-style-type: none"> • How to measure performance • How to communicate the message to the public. <p>It was agreed that wording of this paper was appropriate for those around the table currently; however it needed to look at who the paper was targeting. There was agreement that there may need to be a more public version – suggested of a short video.</p> <p>Action: Steve West will review everyone’s feedback and will send out an updated and revised version of this paper.</p> <p>A question was raised about the future membership of the Board. Steve West outlined his view and the next steps; including the need to secure senior business leads on the board. The Nominations Committee will be meeting in June to consider the next steps.</p> <p>It was agreed that recruitment of the new Board Members should wait until after the Elections (8th June) as a New Government may have new guidelines for LEPs.</p>	SW
5.	Building the Brand	
	<p>Teneo Blue Rubicon presented to the Board progress with a regional narrative and brand.</p> <p>There was a discussion the potential brand names. The Board members liked certain parts of names; they agreed that the phrase “West of England” was a strong competitor with a brand behind it already.</p> <p>It was noted that competitors the South West were moving fast to launch their own Narrative and Brand. The Board needs to act fast so not to become lost in a competitor’s brand.</p> <p>The Board agreed the Narrative should to be delivered alongside the Brand Name, the name is not essential but it will give an identity to the region. The narrative will provide the ‘tag line’.</p>	
6.	One Front Door	
	<p>The Board noted this paper.</p> <p>It was noted that this paper is reviewed by the Chief Executives.</p>	
7.	Emerging Strategy	
	<p>The Board noted this paper. The Board were informed that the strategy would be published in July for engagement.</p> <p>Action: For Board members to review and give any feedback by e-mail to Patricia Greer.</p>	ALL

8.	B&NEs Enterprise Zone	
	The Board noted this paper.	
9.	AOB	
	<p>Mayor Rees and Kalpna Woolf gave an update to the Board regarding Channel 4. Noted there was an opportunity for the Production Industry to work together and build something.</p> <p>Bristol City Council had organised a meeting to get the media production industry to support and commit to:</p> <ol style="list-style-type: none"> 1. Raising the profile of the media industry in Bristol 2. Aligning and joining up responses to the consultation on the future location of Chanel 4. <p>The Board agreed that LEP should be supporting the creative sector.</p> <p>Action: Kalpna Woolf, Mayor Rees and Patricia Greer to meet and discuss the possibility of a PR campaign focused on the media sector.</p>	KW, MR, PG
	Next meeting: 19 July 2017, 2.00pm-4.00pm	