

Swindon Strategic Economic Partnership Management Board

Note of Meeting held on Thursday 15 May 2008

Civic Centre, Swindon

In Attendance: Mark Beard, Beard Construction
David Evans, Swindon Borough Council (minutes)
Rikki Hunt, Cipol Energy Ltd (Chairman)
Dr Mike Pringle, Swindon Cultural Partnership
Bill Cotton, Swindon Borough Council
Gavin Calthrop, Swindon Borough Council
Alan Fletcher
Cllr Phil Young, Swindon Borough Council

Apologies:
Steve Richards, South West RDA
Robin Bailey, Nationwide
John Davies, Thring Townsend

1. Notes of last meeting

Approved as an accurate record of the meeting held on 17th April 2008.

Actions Outstanding:

- i. Rod Bluh and Gavin Jones to be invited to the next meeting to discuss Visioning.**
- ii. DE to circulate amended Protocols report, and circulate to Board**

2. Secretariat Support to the Partnership

BC outlined the current support available to the SSEP from within the Economic Development team, and a proposal to shift that support slightly to enable a better alignment. In short:

- Support for investors will be better aligned with Enterprise
- Provision of dedicated admin support to the Cultural Group
- A new person will be recruited to support the Skills and Employment Group, and the LAA
- SSEP communications will receive more dedicated support
- More resources will be put on strengthening the link to SWRDA – BC to lead
- DE to take a more strategic role, maintaining input to Policy Group but reducing input to the Enterprise Group

Actions:

- i. BC to progress the restructuring of the Economic Development team**
- ii. RH to prepare a brief in relation to the alignment of investor support to the Enterprise Group**

3. Visioning

Noted that Gavin Jones and Rod Bluh to attend the next Board meeting. A separate meeting has been arranged with the Leader, the Chief Executive, RH and BC in early June.

4. Reducing Carbon Dependency amongst businesses

DE introduced the item, explaining that the Policy Group had been requested at the February Board meeting to undertake further work on this subject. The Policy Group has subsequently charged a small sub group, comprising Amanda Timms from Nationwide, Lynn Forrester from SBC Policy Unit and DE to work up a proposal.

The Board recognised the importance of the subject, and acknowledged that the partnership has a role to play in creating business opportunities out of the subject. It also discussed the pros and cons of setting up a dedicated 'Reducing Carbon' group and drew out the following points:

- I. It is important that steps to reduce carbon usage are implicit within all groups of the partnership. The Board would benefit from a green champion to proof the partnership's work
- II. The LAA II has a new Environmental Block and it is important that the SSEP strengthens its supports for that work
- III. Rather than create a group, the partnership might build on existing successful projects in this subject area, eg the Resource Efficiency Club.

Action: DE to give further consideration to taking the agenda forward, and report back

5 Measuring Partnership Performance

DE introduced a report, which proposed a series of performance measures for the economy, drawing on LAA I, LAAII and local indicators. It was acknowledged that the baselines used need to be accurate, and that the SSEPs indicators need to link in to other LAA blocks. MP pointed out that the list should also include reference to LAA Cultural PIs.

MB expressed concern that the indicators were at too high a level, and that the partnership should better be measured on more direct outputs.

Action: DE to ask each Sub Group to agree one or two direct indicators against which their performance can be measured.

6 Partnership Communications

Sinclair Brown joined the meeting for this item and informed the Board of work underway to communicate the partnership. Initiatives include:

- Issue of e-newsletters to a database of 400 recipients
- Website
- Conference 2008, to be held on 14 November.
- Branding
- Public Relations

SB was thanked for his report and invited to return to the June meeting to give an update on the Conference preparations.

7 Swindon Business Charter

MB introduced the item, saying that the launch is being currently arranged for 26th June at STEAM. Large businesses and key contacts will be invited to attend, of which 10 will be encouraged to adopt the Charter in advance.

MB is currently seeking financial support for the launch, aiming to attract half from businesses.

Action: DE to circulate the list of businesses invited to the Charter launch, and all to provide details of additional contacts.

8. Date of Next Meeting

Thursday 19 June 2008