

## BUSINESS ADVISORY BOARD

### MINUTES OF THE MEETING HELD ON:

TUESDAY, 23 JANUARY 2024 AT 2.00 PM

DIGITAL MEDIA CENTRE, COUNTY WAY, BARNSELEY, S70  
2EQ



### Present:

Mayor Oliver Coppard	South Yorkshire Mayoral Combined Authority
Louisa Harrison-Walker (Co-Chair)	South Yorkshire Chambers
Tariq Shah (Co-Chair)	Private Sector
Angela Foulkes	South Yorkshire Skills Advisory Board Chair
Rachel Abbott	The Company of Cutlers
David Cross	Private Sector
Roz Davies	Private Sector
Richard Gould	Private Sector
Beckie Hart	Confederation of British Industry
Dawn Huntrod	Make UK
Sherry Kothari	Private Sector
Ken Perritt	Private Sector

### In Attendance:

Tom Grundy	Chief Executive	Hybrid Air Vehicles
Justin Homer	Area Lead, South Yorkshire, Cities & Local Growth Unit (joint DLUHC and DBT)	Department for Business, Energy and Industrial Strategy (BEIS)
Andy Gates	Assistant Director - External Affairs	SYMCA Executive Team
Rachel Clark	Assistant Director Trade & Investment	SYMCA Executive Team
Joseph Quinn	Innovation Project Director	SYMCA Executive Team
Paul Johnson	Head of Economic Policy	SYMCA Executive Team
Philip Cooper	External Affairs Officer	SYMCA Executive Team
Ellen Hinsley	Minute Taker	SYMCA Executive Team

### Apologies:

Liz Blackshaw	Northern Trade Union Congress
Paula Gouldthorpe	Federation of Small Businesses

## 5 Welcome and Apologies

The Co-Chairs welcomed everyone to the meeting and noted apologies as above.

## 6 Minutes and Actions of the Previous Meeting

Members approved the minutes of the 21<sup>st</sup> November meeting.

## 7 Understanding Each Other and How We Can Work Effectively

The group took part in a short team exercise to explore different personality types, effective communications, and individual strengths.

## 8 Review and Comments on Briefing Pack

The group discussed the contents of the briefing pack, which included items on:

- Economic Update
- Investment Zone Status
- Plan for Growth
- Levelling Up Missions

It was highlighted that specifically in South Yorkshire, health-related businesses were struggling to recruit. Members considered the different approaches that could be used to support people into work and how the Board could assist in this space.

**ACTION: Details of MCA projects working to support people into work be circulated to Members.**

The Board was invited to provide support to the ongoing Investment Zone and Plan for Growth work to provide healthy challenge and feedback.

**ACTION: Officers to explore options for file sharing and discussion to enable Members to provide input outside of meetings.**

The MCA was building on the success of becoming the UK's first Investment Zone and developing relationships with government to work on Levelling Up Missions. Work was currently underway to create a place-based plan for South Yorkshire which could unlock further investment in the region.

**ACTION: The Corporate Director of Growth, Business & Skills to provide an update on the progress of the place-based plan for South Yorkshire and Levelling Up.**

The Mayor advised that the transfer of Police & Crime Commissioner (PCC) functions into the office of the Mayor was currently being considered by Government. The Home Office had launched a public consultation to invite the public's views which was due to end on 31<sup>st</sup> January.

**ACTION: Members to share details of the public consultation on the proposed PCC transfer amongst their networks and encourage participation.**

## 9 **Board Priorities and Focus: Building a Forward Plan**

Members considered their priorities as a Board and where their energies would be best focussed.

It was felt that there was a need for a consistent South Yorkshire story. The group shared examples of where this had been done well, such as in the Doncaster city bid and Hull city of culture. It was considered that it would be crucial to get our communities get behind the message to make it more impactful.

The Board ultimately identified the following priorities:

1. Brand/ narrative for South Yorkshire
2. Plan for Growth
3. Inclusion

## 10 **Investing in South Yorkshire**

The Board received a presentation from Tom Grundy of Hybrid Air Vehicles, who shared his experiences of choosing South Yorkshire to set up a production site.

Some of the reasons that HAV had selected South Yorkshire were:

- Regionally, there was a desire to upskill its people, and the HAV site was planned to deliver 24 vehicles per year and employ 1200 high value jobs.
- There had also been a willingness to invest which was critical to scale up and commercialisation.
- The anchor institutions, such as the Advanced Manufacturing Research Centre and wider innovation district.

The relationships between South Yorkshire institutions were praised and he advised that HAV's relationships in the region had grown organically, with conversations with City of Doncaster Council and the MCA leading to relationships with AMRC and the Chambers of Commerce.

He noted that as discussed earlier in the meeting, other regions had their own narratives which were used to attract businesses.

## 11 **Building our Investor Pitch - for UKREIFF and Beyond:**

The Group split into two working groups to consider:

- The landing committee, and
- The investor pitch.

## 12 **Wrap Up/ Any Other Business**

The Co-Chairs thanked everyone for their contributions and closed the meeting.