

BUSINESS GROWTH EXECUTIVE BOARD

Date: Tuesday 12 January 2016

Venue: Amp Technology Centre, Brunel Way, Rotherham

Time: 2.00 pm

AGENDA

Item	Subject	Method	Lead	Page
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Business Growth Executive Board – Inward Investment Update

12 January 2016

1. Policy Objectives

- 1.1 The importance of inward investment to the Sheffield City Region has been well documented in the Strategic Economic Plan (SEP).
- 1.2 Inward investment featured heavily in the development of the SEP. In the plan, inward investment accounted for the creation of 10,000 net additional jobs, one in seven of the total SEP objective.
- 1.3 An inward investment strategy has been developed to deliver against our SEP objectives. Over the next 10 year period the requirement is for the SCR to support:
- 160 new foreign-owned companies to invest in the SCR, creating 4,000 additional jobs¹
 - 300 existing foreign-owned companies to expand higher up the value chain, creating 6,000 additional jobs²
- 1.4 A central component of the future SCR inward investment strategy is the emphasis on:
- Targeting both national and international companies with expansion plans to invest in the SCR
 - Expansion of existing foreign-owned companies to move higher up the value chain
 - Developing a commercially competitive inward investment offer for the SCR

2. Progress made / Key milestones and next steps

Theme/project	Progress	Next steps
Targeting national and international companies with expansion plans	On the advice of the Advisory Group it has been suggested that future progress is reported on project value rather than numbers. The jobs target across the SCR for inward investment is 1,000 jobs per year	The SCR Invest team are continuing to work to get significant investment leads over the line in the SCR. SCR attendance at 2015/16 overseas trade shows and exhibitions to generate potential enquiries (Appendix 1) driven by key target sectors to continue
	Northern Powerhouse: continuing engagement with UKTI on future NP trade & investment missions and Investment Hub proposition	Meeting with UKTI as part of Northern Powerhouse Investment Taskforce
	SCR MIPIM France proposals in development via Steering Group chaired by Martin McKervey	Steering Group to continue to meet to help shape the SCR offer, including pitchbook of investible SCR propositions
Expansion of existing foreign-owned companies to move	650 existing foreign-owned companies identified in the SCR	Work with CLG, UKTI, SCR Invest Advisory Board and local authority teams to ensure

¹Based on each company with expansion plans on average looking to create 25 additional jobs

²Based on each existing foreign-owned company with expansion plans creating on average an additional 20 jobs

higher up the value chain

<p>UKTI and local authorities met with SCR to map foreign-owned companies currently being worked with as part of One Team approach</p> <p>£5m ESIF Growth Hub enhancement Call published, with £1m dedicated towards supporting inward investment</p>	<p>ESIF Call specification is met and delivered against, including strategic relationship management requirement</p> <p>Continue to work with these stakeholders to develop a one team support offer to foreign-owned companies located in the SCR</p>
<p>Key investment propositions mapped across city region in conjunction with local authorities and RIO through Project Matchmaker</p> <p>Lead generation contracts extended for a further 12 months to July 2016, covering North America</p> <p>Marketing and communications review underway within SCR Invest</p>	<p>Continue to work with RIO to promote our investible propositions to overseas investors</p> <p>Advisory Group have suggested retendering this contract beyond July 2016 for a 3 year period (with 12 month break clauses) with an annual contract value of £60k and contractual targets focused on numbers of jobs landed</p> <p>Report into Advisory Group on findings and recommendations which will feed into wider marketing and communications offer</p>

Developing a commercially competitive inward investment offer

3. Next Steps

- 3.1 At the request of the Business Growth Executive Board, and in line with our devolution commitments, work is underway to develop a 'what does good look like' offer for inward investment. Working with stakeholders (including the Investment Advisory Group) 2 clear programmes of activity are in development around targeting national and international companies with expansion plans to invest in the SCR and supporting foreign-owned companies that land here. In order to prioritise foreign-owned company key account management going forward there is a projected £400k budget shortfall across the SCR in the current business planning process.
- 3.2 The Advisory Group require the BGEB to ratify decisions on lead generation contracts and prioritising foreign-owned company key account management as advised by the Advisory Group

David Campbell-Molloy, SCR Executive Team, January 2016

Appendix 1: 2015/16 SCR Invest Forward Plan of Activity

Event	Venue	Date	Focus	Activity & Attendance
MedTech World/MD&M	Anaheim, CA	9-11 Feb	Medical Technologies	Sub-contracted organisation attending
Future Logistics conference	Doncaster	24-Feb-16	Logistics	SCR attending and sponsoring lunch in collaboration with Logistics Hub UK
Northern Powerhouse Conference and exhibition	Manchester	25-26 Feb 2016	Multi-sector	SCR exhibiting
DEF Conference	London	Feb	Engineering	SCR attending
Speednews LA	Los Angeles	8-9 Mar	Materials supply chain	Sub-contracted organisation attending
MIPIM	Cannes, France	15-18 Mar 2016	Commercial property	Exhibiting, Events programme and pre booked appointments
Sheffield in China	Bejing, China	28 Mar-3 Apr	Multi-sector	SCR attending meeting programme
FDI World Forum	San Diego	3-6 April	Site Selection & Economic developers	Potential Joint stand with Northern Powerhouse, SCR attending
MRO Americas	Dallas TX	5-7 April	Aviation/Aerospace	Sub-contracted organisation attending
USA programme visit	USA	7-12 April	Aersopace	Pre-arranged appointments, SCR attending
Multimodal 2016	NEC, Birmingham	10-12 May 2016	Logistics	Exhibiting and speaker slot
Aeromat 2016	Washington	23-25 May	Advanced Aerospace & Materials	Sub-contracted organisation attending
Automechanika Birmingham	NEC, Birmingham	7-9 June 2016	Automotive supply chain event joint with SMMT	SCR invest team attending - pre booked appointments

Programme visit Oil and Gas with Trade mission and in collaboration with Master Cutler	Alberta, Canada	7-9 June 2016	Oil and Gas	SCR attending trade show and pre booked appointments
Canada Programme Visit	Toronto, Quebec	9-14 June	Manufacturing & Tech	SCR pre-arranged appointments
Farnborough Air Show	Farnborough	11-15 July 2016	Aerospace and aviation	SCR attending trade show and pre booked appointments
MTS	Chicago	12-17 Sept	Manufacturing Technology Show	Sub-contracted organisation attending
Innotrans	Berlin	20-23 sept 2016	Rail	SCR attending trade show and pre booked appointments
Arab Health	Dubai	Jan-17	Med Tech	SCR pre-arranged meeting programme
LAVA (LA venture association)	Los Angeles	Monthly	Various sectors	Sub-contracted organisation attending
The Aerospace & Defence forum	Orange county, CA	Monthly	Aerospace & Defence	Sub-contracted organisation attending
CA networking for Manufacturing	Los Angeles	Variable	Manufacturing	Sub-contracted organisation attending
OCTANe	Orange county, CA	Variable	Various sectors	Sub-contracted organisation attending

Business Growth Board – update Innovation 12 January 2016

1. Policy Objectives and operational update

No change from 17 November 2016 update

2. Progress made / Key milestones and next steps

Theme / project	Action Progress	Next steps
Innovation and the Growth Hub Implementation plan	Develop measures of success. Example KPIS; <ul style="list-style-type: none"> • Number of companies accessing Innovation Support • IP Registration • More highly skilled people in employment • Increase in % of industry investment in R&D in SCR • Increased GVA per Capita 	Workshop with Growth Hub and LEP ICE Board members, informed by discussion with Innovate UK. 8 January 2016. Update for Business Growth Board 12 January 2016.
Alignment with Sheffield City Region Innovation projects	Discussions are underway regarding the alignment of ICE activity with the needs of the Advanced Manufacturing innovation District so there is one consistent innovation offer across the SCR.	No Change from Nov 15: Discussions continue: Actions to be incorporated into the Innovation implementation plan
ESIF and the strategic context	1st call 4 projects approved to move to full business plan - total value £13.98m Full Business plans to be submitted 4 December 2015 2nd call closed 25 September 2015. 2 PA1 (innovation) proposals presented to ESIF Committee. Full Business plans to be submitted by March 2016 The ICE Board noted that following the 2 nd call and a change in the exchange rate that the innovation strand was close to being over-subscribed. The situation was to be monitored and possible alternative sources of funding through the SCR LEP to be explored.	Investigate with the LEP, BGB and ESIF Committee other sources of investment to support innovation. .
Resources to support the work of ICE.	1) Growth Hub ICE Innovation advisor Draft Job Description approved by ICE Board, 11 Dec 2015. 2) A policy post seconded from the Local Authorities is also proposed to support the ICE Board.	1) Awaiting approval by the LEP Board. Appointment expected June 2016 2) Recruitment underway, appointment expected March 2016

Lloyd Snellgrove, ICE Board member, 4 January 2016

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