

Progress report – Communications

March 2016

Project lead(s)	Helen Bissett/ Mike Pennington	Report
		Action since last LEP Board meeting in January 2016
Executive support	Keely Lead Richard Kendall	<ul style="list-style-type: none"> • Work on a new stakeholder newsletter reinstatement of the monthly newsletter which is also available on our website • Bringing together the communicators for the LEP into a monthly editorial group across our core message and programmes • Employment of a temporary part time communications officer Jen Vincent and working on a solution for future communications support. • Yorkshire Post article on how the Growth Deal is supporting projects across the Humber • Releases on how the Growth Deal is supporting projects across the Humber with £58m committed so far, business case study on another successful Growing the Humber Grant • Supported partner comms e.g. Digital event Connect 4, naming of Tom Pudding Lane at Goole next to our Enterprise Zone with the HCA and Careers support event with the Education Business Partnership
Key milestones/goals		Key action before next LEP Board meeting
<ul style="list-style-type: none"> • Adopt communications strategy 		<ul style="list-style-type: none"> • Employ communications support for 2016/17 • Story on Northern Powerhouse LEPs working together on wind energy supply chain • Careers week/ apprenticeship news stories on our careers and enterprise company, Gold Standard and careers and apprenticeship support which will also be the theme of our Yorkshire Post article • Newsletter and collateral design following the LEP corporate guidelines and vision document • March newsletter • Communications plan for 2016/17 from the LEPs forward plan • Deliver internal communications messages and structure at the team's away • Budget communications
KPI measures		
<ul style="list-style-type: none"> • TBC against agreed actions in delivery plans supporting corporate strategy 		

Project lead(s)	Lindsay West, Stephen Savage, Anne Laudage, Nina Stobart
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Project team	Marketing Group
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Executive support	Sarah Clinch
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Early wins 2016

- Secured continued use of Humber Renewables branding

Wow project

- Enterprise Zones brochure
- Parliamentary reception
- Tour for journalists

Key milestones/goals

- tbc

KPI measures

- tbc

Report

Action since last Business Development Board meeting

- Marketing Group leaders and KT met with Green Port Hull representatives and secured agreement to the continued use of the Humber Renewables brand alongside the Green Port Hull brand at UK and international exhibitions.
- The Marketing Group commented on the new Bondholders strategy. It was agreed that Bondholders, Humber LEP, Chamber of Commerce and UKTI should meet to discuss the development of shared marketing collateral and joint marketing activity.
- The Marketing Group agreed to progress the following activities:
 - Produce an Enterprise Zones brochure – the spec has been published, an agency will be appointed at the beginning of March, brochure to be completed by April.
 - Explore organising a Parliamentary Reception to promote the Humber – the group discussed themes and expected impact of a reception.
 - Arrange a visit/tour for journalists, potentially alongside the Humber Economic Forum event during Business Week.

Action before next Business Development Board meeting

- Meeting between Bondholders, Humber LEP, Chamber of Commerce and UKTI should meet to discuss the development of shared marketing collateral and joint marketing activity scheduled for March.
- Enterprise Zones brochure completed

Communications messages

The Humber is ... The Energy Estuary

- The Humber’s energy powers the UK. One third of the UK’s fuel is refined on the Humber and we are number one for biofuel production. We import one third of the UK’s coal, land one fifth of the UK’s natural gas and produce 17% of the UK’s electricity.
- The Humber is in the centre of the world’s largest offshore wind market. 80% of UK Round 3 zones and 60% of European offshore wind projects within 12 hours steaming time. Dogger Bank, the largest of the offshore wind farms, is 3.5 times the size of East Yorkshire. The width of the Hornsea Zone is approximately equivalent to the width of the UK from Liverpool to Hull.

The Humber is... The Gateway to the Northern Powerhouse

- The Humber Ports are the busiest in the UK by tonnage and the fourth busiest in Europe, handling 85 million tonnes of cargo annually – 17.5% of Britain’s maritime trade and more than any other ports complex in the UK.

The Humber has... The UK’s largest Enterprise Zone:

- At 1,238ha (3,059 acres), the Humber has the largest Enterprise Zone in the country, comprising a package of 30 sites located in the heart of the UK’s ‘Energy Estuary’ to suit the needs of a wide range of businesses.

Progress report – Digital

March 2016

Project lead(s)	Gary Young	Report
Project team	Digital Sector Group	
Executive support	Sarah Clinch	
Early wins 2015	<ul style="list-style-type: none"> Defined Humber digital sector assets Set priorities for action: attracting investment, supporting startups, innovation, marketing 	
Wow project	<ul style="list-style-type: none"> Establish a digital innovation support service for SMEs Deliver a campaign to market the Humber as a good location for digital businesses 	
Key milestones/goals	<ul style="list-style-type: none"> Contribute to drafting of ERDF call for ICT for April 2016 	
KPI measures	<ul style="list-style-type: none"> SMEs supported to introduce new-to-the-firm products SMEs accessing ICT products and services Digital sector companies relocating to the Humber 	

Project lead(s)	David Kilburn – Chair of Investment Panel
Project team	Investment Panel
Executive support	Karen Oliver-Spry
In brief	<ul style="list-style-type: none"> • Approx £8.1m available • Loans of £100k - £1m
KPI Measures	N/A
Key milestones/goals	<ul style="list-style-type: none"> • Monthly investment panels review EOIs, full applications and due diligence reports • Formal approvals by LEP Board • Regular government reports
Key projects / media coverage	

Brocklesby Estate

The Trustees of the Yarborough 1961 Settlement received a loan in excess of £630k to undertake first stage infrastructure works on agricultural land to enable it to be brought to market as part of one of the Humber's newest Enterprise Zones secured by the LEP. Further media coverage can be found at:

<http://www.scunthorpetelegraph.co.uk/Enterprise-zone-addition-brought-market/story-28738194-detail/story.html>

Report

Programme Summary

The Business Loan Fund comes from the government's Growing Places Fund and is designed to unlock stalled infrastructure projects which can quickly achieve economic growth and create jobs for the region.

There have been two previous rounds with approx £2.7m remaining to allocate pending decisions on applications currently in the pipeline. Application is by initial Expression of Interest which if progressed, is followed by a full application and external due diligence. All applications are assessed against the following criteria:

- Projects must be capital schemes that are 'ready to go' and are able to generate sustainable employment quickly
- Projects must be located in, and significantly contribute to, the economy of the Humber
- Projects should have outline planning consent and/or a reasonable expectation that full planning consent will be granted within six months
- Applications must be able to demonstrate they are capital projects, meaning that an investment:
 - Must be used for the acquisition or enhancement of an identifiable asset with a life of more than one year
 - Cannot be used to fund assets where there is an expectation of immediate re-sale

Performance of Business Loan Fund (as at 23/2/16)

- 13 loans approved to a value of approximately £6m and drawn down to a value of approx £4.5m
- Approx £864k still to be drawn down
- Pipeline of submissions representing a potential allocation of £2.7m
- 83 jobs created to end January 2016 (281 direct and indirect jobs in total to be created across all projects)
- 8 projects completed and 3 projects have delivered all outputs in full – 1 project has exceeded its job creation target by 23 jobs
- £1.3m repayments made (inclusive of interest) to December 2015 – 1 full repayment received
- £229k interest earned to December 2015
- **Potential future funds available approx £2m**

The next Investment Panel will be held on Wednesday 23rd March 2016.

N.B. Two projects initially awarded a loan are no longer viable. One has been withdrawn prior to the drawdown of any funding, the other has drawn down £181k and is subject to court proceedings to reclaim the funds. Bad debt provision has been built into HCC's programme projections.

Progress report – Growing the Humber (LGF)

March 2016

Project lead(s)	David Kilburn – Chair of Investment Panel
Project team	Investment Panel
Executive support	Karen Oliver-Spry
In brief	
<ul style="list-style-type: none"> • £4m total across 2 years • £2m available in 2015/16 and £2m available in 2016/17. • Projects must be delivered within 1 year of contracting • Jobs must be created within 1 year of project completion • Subject to State Aid regulations 	
Key projects / media coverage	
<ul style="list-style-type: none"> • Ditto 4 Design and DD Fish Supplies - first projects completed (grant claimed and jobs created) • BJB Lift Trucks – created an additional job • Media coverage of Agrimin case study http://www.humberlep.org/grant-feeds-growth-for-animal-nutrition-firm/ https://bdaily.co.uk/industrials/17-02-2016/humber-lep-grant-creates-new-jobs-and-feeds-growth-for-animal-nutrition-firm/ 	
Key milestones/goals	

Report

Summary

Growing the Humber is a programme offering capital investment grants to SME businesses in the Humber area. Previously, the programme distributed £30m from the Regional Growth Fund and building on the success and momentum of this, the Humber LEP successfully applied for £4m from Local Growth Fund to continue the programme.

The programme aims to contribute to additional investment in order to unlock projects that have the potential for job creation and can quickly deliver tangible economic outcomes.

Application is by initial Expression of Interest which if progressed, is followed by a full application. All applications are assessed against the following criteria:

- Businesses and are eligible under State Aid restrictions
- Projects must be located in, and significantly contribute to, the economy of the Humber
- Projects must be capital schemes that are 'ready to go' and are able to generate sustainable employment quickly
- Applicants are able to demonstrate a clear need for the funding in order to make the project happen
- Minimum 1 job created and at no more than £15,000 grant per job

Performance for Growing the Humber LGF grants (as at 23/2/16)

- 202 EOIs received to date and 147 invited to full application
- 87 full applications received to date
- 48 applications approved at a value of £2.57m and creating 274.5 direct jobs
- Pipeline of applications at a value of £930k

- Monthly investment panels
- Full commitment by October 2016
- Expenditure by February 2017

KPI measures

- 275 new jobs created – average £15,000 grant per job
- £20m private sector leverage – average 20% intervention rate

- Average intervention rate of applications approved approximately 16.4%
- Average cost per job of applications approved approximately £9.4k
- 4 projects completed
- 16 jobs created to date

N.B. With the current commitment and pipeline levels the programme looks likely to commit all available funding within the next few months.

The next Investment Panel will be held on Wednesday 23rd March 2016.

Progress report – Growth Hub/Co-ordination of Business Support

March 2016

Project lead(s)	Phil Glover (Growth Hub Programme Manager)	Report
Project team	Growth Hub	
Executive support	Richard Kendall	
Early wins 2014		
<ul style="list-style-type: none"> Humber LEP Growth Hub established 		
Wow project		
<ul style="list-style-type: none"> Deliver co-ordinated business support service across the Humber 		
Key milestones/goals		
<ul style="list-style-type: none"> Deliver Growth Hub KPIs for private sector match (March 16) and jobs created (April 17) 		
KPI measures		
<p>The 2014-16 KPIs for Growth Hub are as follows:</p> <ul style="list-style-type: none"> 2100 businesses engaged 561 jobs created 170 jobs safeguarded 270 business assists (more than 6 hours support) £1.4m invested in businesses 		
		<p>Action since last Business Development Board meeting</p>
		<ul style="list-style-type: none"> Ongoing monitoring for job creation will continue to be reported by the LEP until April 2017. To date 417 jobs have been created plus a further 111 indirect jobs as a consequence of Growth Hub activity. 224 jobs have been safeguarded. The project remains on target to achieve its jobs target of 561. Private sector match funding is on target and will continue to be reported until the end of March 2016. Growth Deal funds continue to support the ongoing delivery of the Growth Hub up until March 2016. Funding allocations have now been confirmed for each Growth Hub across the country following the CSR. Funding has been reduced across the board for each Hub by 18% based on their 2015/16 allocation. For the Humber this means securing £205,000 which is £40,000 less than required to maintain the same level of local presence. The approach therefore has been to request an equal contribution from the 4 local authority areas to cover the shortfall. A bid for the funding has been accepted by BIS and the LEP is now awaiting a formal offer letter. Ongoing web site updates feature regular news items and events. In total there are now 1,043 registered users and during January and February there were 1,043 (unique but not necessarily registered users) visits to the site resulting in 5057 page views. Promotion of the site and related business support activities continues through social media as well as more traditional media channels. Recent activity during Jan – Feb has resulted in 116,000 twitter viewings with an average of 2800 viewings per day and 467 new followers. Updates to the Growth Hub web site are being undertaken by our web developers to improve the content and user experience. This will be complemented by an active media campaign.
		<p>Action before next Business Development Board meeting</p>
		<p>Meetings and engagement/consultation</p>
		<ul style="list-style-type: none"> The Humber Growth Hub Programme Manager has held a number of discussions with overlapping Growth Hubs regarding moving towards self sustaining models post 2018 when government funding ceases. In moving towards that date opportunities for collaborating and cost sharing/revenue generation will be investigated.
		<p>Communications messages</p>
		<ul style="list-style-type: none"> The Humber LEP Growth Hub remains on target to meet its outputs and objectives.