

WELLAND LEADERS MEETING

30TH OCTOBER 2001

STRIVING FOR SSP STATUS

Introduction

1. The Partnership's Bid for Strategic Sub-Regional Partnership (SSP) Status, undertaken during the summer, has been unsuccessful. The formal reason for failure is recorded in the report 'Bid for SSP Status: Composition of Board' elsewhere on the Agenda. More direct informal advice has also been received from a range of sources within East Midlands Development Agency (emda).
2. If we are to re-bid, and we are encouraged to do so by emda, we need quickly to make progress in resolving the range of outstanding issues.

Capacity Building

3. We must be prepared to devote resources to the various activities. Our External Funding Manager will be heavily involved but other capacity is needed. We have submitted an application to emda for help with finance for a programme of ideas specifically designed to engage successfully with the business community. It has to be accepted, however that it is often leading members and top officers who have the necessary credentials to persuade the business sector to become involved.

Business Sector Engagement

4. The Economic Development Officers' Group proposed that we should hold a series of briefings to sell Welland to leading business people. Information about these events has been circulated and invitations are being sent to well over 100 identified members of that community. Work is ongoing to determine the format and content of the briefings. Leaders need to agree an attendance rota. Councillors who have a particular interest, e.g. potential members of an economic development group or indeed the SSP Board, need to be alerted.
5. Other sectors, e.g. education, might usefully be 'engaged' by this process. Separate work has already taken place with the voluntary sector.

Operational Capacity

6. The award of SSP Status bestows substantial responsibilities to deliver emda's agenda. As it is the other body with which I am most familiar I note the extent to annual involvement assessed by the Lincolnshire Development Partnership as necessary

- A full time, well-paid Executive Director with an Administrative Officer in support
- A range of support services available through Lincolnshire County Council EDS
- Executive Board Chairman – 90 days commitment
- Other Board members – approx. 200 days
- Consultancy budget - £25,000.

What is the Welland SSP's Agenda?

7. I pose this question simply to provide an opportunity to re-iterate that emda is seeking sub-regional partnerships to deliver their single minded agenda of economic growth sufficient to lift the East Midlands up to the European Community's regional league table. The only time measure within this league is gross domestic product (GDP). We need, therefore, to be clear that the Welland SSP's agenda is mirroring emda's agenda.

Timetable

8. We need to set a series of 'milestones', in liaison with our emda 'account manager' who is charged with encouraging/monitoring progress.
9. The current idea is a resubmission towards end-January leading to a presentation early-March with the potential for active status from 1st October 2002.

Chris Farmer
21st October 2001

WELLAND PARTNERSHIP

Bid for Sub-Regional Strategic Partnership Status – Capacity Building Work Programme

| Priority/Issue to be addressed and why | Objectives | Proposed Actions | Timing/Milestones | Lead Responsibility | Resources Required (time, £, etc) | Proposed EMDA Resources Contribution (time, £, etc) |
|--|------------|---|---|---|--|---|
| <ul style="list-style-type: none"> • I.Engagement of Business Community • Hold one-to one meetings with individual businesses to “sell” the Welland concept • Full engagement of business community in the bid • Establish what business wants from the Partnership • Identify potential business board members | | <ul style="list-style-type: none"> (a) Appoint a Welland Business Champion (b) Hold four breakfast/lunch business meetings and follow-up meetings | <ul style="list-style-type: none"> Appoint mid-October (3 month contract to mid-January) Breakfast/lunch meetings in mid-November | <ul style="list-style-type: none"> Welland Business Champion SKDC | <ul style="list-style-type: none"> £15,000 plus £5,000 expenses £5,000 (includes Welland Officer time) | <ul style="list-style-type: none"> £12,500 £2,000 |

| 2. Overlap with adjoining partnerships (Northants, Lincs and possibly Leics) | • Secure agreements regarding respective roles and understanding to avoid confusion | (a) Hold early discussions with adjoining Partnerships | Meetings to take place in October Draft agreements secure by end year | ENC/EFM for Northants SKDC/EFM for Lincs | Welland Officer time | |
|--|---|---|---|---|---|--|
| 3. Partnership structure/support | <ul style="list-style-type: none"> • Agree potential structure of Partnership • Identify potential Board members • Secure full involvement of the Voluntary Sector | <p>(a) Welland Chief Executive Group and Leaders to agree :-</p> <ul style="list-style-type: none"> ▪ Overall structure and secretariat of Partnership ▪ Potential list of Board members ▪ Terms of Reference for Partnership <p>(b) Hold a briefing session for potential Board members together with other representatives of key organisations (LSCs, Chambers, Business Links, DMU).</p> <p>(c) Hold a seminar for voluntary sector reps</p> | <p>All key decisions made by mid-October</p> <p>All Board members identified and fully briefed by end November</p> <p>Hold seminar for Voluntary sector in November</p> | <p>Welland Chief Executives/Leaders</p> <p>Welland Chief Executives/Leaders</p> <p>Rutland CC ?</p> | <p>)</p> <p>)</p> <p>) £3,000</p> <p>) (Welland Officer Time)</p> <p>)</p> <p>)</p> <p>£3,000</p> <p>£3,000</p> | |

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|-----------------------------------|---|--|---|--|--|--|
| 4. Review Appraisal and re-submit | <ul style="list-style-type: none"> • Ensure all EMDA appraisal criteria fully met • Present best overall case for Partnership | <p>(a) Reconsideration of appraisal criteria and full re-write of bid</p> <p>(b) Identify precise linkages between EMDA strategy and Welland Economic Development Strategy and set out programme of actions based on Delivery Plan</p> <p>(c) Identify key areas where EMDA investment can have an early and substantial impact on Welland area.</p> | <p>Identify linkages by end October</p> <p>Identify key areas for investment by mid-November</p> <p>Progress Report for EMDA by early December; final bid complete early January.</p> | <p>Welland Economic Development Group</p> <p>Welland Officer Groups</p> <p>Welland Funding Manager</p> | <p>£3,000 (Welland Officer time)</p> <p>£5,000 (Welland Officer time)</p> <p>£4,500 (Welland Officer time)</p> | |
| 5. Performance Monitoring | <ul style="list-style-type: none"> • Establish how performance monitoring can be co-ordinated across Welland area • Investigate potential for local Observatory or appropriate links to Regional Observatory. | <p>Commission consultants to advise on these aspects</p> | <p>Initial conclusions to be available by end November.</p> <p>Final report by early January for incorporation into Bid</p> | <p>Consultant</p> | <p>£5,000</p> <p>£2,500</p> | |

Draft e-mail to Chris Blankley re Welland SSP Capacity Building Bid

Chris

Following our telephone conversation I have set out below the additional information you requested regarding our bid for Capacity building funding.

Item 1 – Welland Business Champion

We have been re-considering this aspect of the capacity building work and have come to the conclusion that rather than a single Business Champion for the whole Welland area we would prefer to appoint a number of them to cover various parts of the Welland area (possibly one per LA, but at least 3 or 4). The figures against this in the Programme should thus be seen as a resource which we will draw on to undertake this aspect of the work. The Welland Business Champions will be required to undertake the following :-

- (i) Hold one-to-one meetings with individual businesses to “sell” the Welland concept.
- (ii) Take a key role in the breakfast/lunch meetings
- (iii) Identify potential Board members
- (iv) Establish what businesses want from the Welland Partnership and how they wish the Partnership to be structured.
- (v) Meet all county-based Chambers of Commerce/Business Links to establish/confirm degree of support for Welland.

In view of this change of emphasis we would also like to increase our request for EMDA resource contribution from £12,500 to £17,500 for this item and from £20,000 to £25,000 as an overall total.

Item 3 – Partnership Structure/Support

You commented that the proposal for the Welland Chief Executive Group and Leaders to agree the overall structure and secretariat of the Partnership at an early stage seemed premature if the business community was to take a leading role in the SSP. These decisions are intended to be provisional only at this stage – providing an agenda which could then be discussed by the business community at the breakfast/lunch meetings and subsequently. We would expect the Welland Business Champions to feed back the views of the business community on this issue and the structure would be revised accordingly.

List of Business Contacts

You requested a copy of the list of business contacts we have prepared and details of any contacts already made. I attach a copy with an indication where initial contact has already been made.

WellandBids/SSPCAPADD