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| <b>3.</b>  | <b>Item 3 Confidential</b>   |  |
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| <b>4.</b>  | <b>Item 4 confidential</b>   |  |
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| <b>5.</b>  | <b>Declarations of Interest</b>  |  |
| <b>5.1</b> | Brendan Connor declared an interest in agenda item 11, Project Acorn, (minute number 13) as the Chairman of CENEX.   |  |
| <b>5.2</b> | Mick Laverty declared an interest in agenda item 11, Project Acorn, (minute number 13) as he was a neighbour of the company's Finance Director.  |  |
| <b>6.</b>  | <b>Declarations of items of any other business</b>   |  |
| <b>6.1</b> | The Chairman declared an additional item on Christmas events at the Agency and Sue Prince declared an item thanking David Smith for Jaguar Land Rover's support to the Peak District Dairy Wagon project.  |  |
| <b>7.</b>  | <b>Item 7 Confidential</b>   |  |
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| <b>8.</b>  | <b>Chairman's Report – Non-Confidential</b>  |  |
| <b>8.1</b> | The Chairman presented his report and drew attention to the following items in particular:   |  |
| <b>8.2</b> | <u>BERR Strategic Review Meeting</u><br>Pat McFadden, Minister for the Regions, had been very complimentary about the Agency at the Dinner and had thanked the Chief Executive for input into the SNR.   |  |
| <b>8.3</b> | <u>RDA Chairs' Dinner</u><br>The Dinner had been an opportunity for Lord Mandelson to familiarise himself with RDAs and their work. The Dinner had been a positive event.  |  |
| <b>8.4</b> | <u>West Midlands Task Force Meeting</u><br>The economic outlook for 2009 was extremely tough. It was essential that the Agency worked closely with businesses to understand their situation and feed their views back to Government. It was also essential that the Agency sought to understand the scale of the challenge facing the region to ensure it, and its partners, were able to respond appropriately. |  |



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| <p><b>8.5</b></p> <p><b>8.6</b></p> <p><b>8.7</b></p> <p><b>8.8</b></p> | <p>Gerard Coyne reported that the Beacon Manufacturing Group had expressed the view that businesses were unable to take the time to attend the seminars being offered by Business Link. Simple messages in the media around support measures may assist and it was agreed that alternative approaches would be considered but it was noted that there were huge challenges for Business Link (due to limited capacity).</p> <p>It was noted that there were also capacity issues for higher and further education institutions in the delivery of more training places which funding bodies would have to address.</p> <p><u>WM CBI Council Meeting</u><br/>The current state of trade report was the worst in living memory. The downturn was accelerating and the position had deteriorated significantly in a short period of time. The outlook for 2009 was bleak and the economy was likely to require an extended recovery period.</p> <p><u>AWM/CBI Quarterly Meeting</u><br/>It was noted that the meeting had been Chaired by the Chief Executive (not the Chairman).</p>   |  |
| <p><b>9.</b></p>  | <p><b>Chief Executive's Report – Non-Confidential</b></p>  |  |
| <p><b>9.1</b></p> <p><b>9.2</b></p>                                     | <p>The Chief Executive reported that two individual Spotlight Awards had been presented in November, one to Mohamed Mohamed, Programme Team Coordinator, Operations Directorate (for organising and managing the Agency's badminton club over a number of years) and the other to Steve Mullaney, Head of Corporate &amp; Business Services, Strategy &amp; Communications Directorate (for his efforts in preparing the submission for the Midlands Excellence Awards).</p> <p>A Team Award had been presented to Glyn Darbyshire, European Programme Performance Manager; Richard Pearson, IT Application Engineer; Darryl Poulton, PMS Advisor; and Naina Patel, Programme Accountant, Finance Team; all from the Resources Directorate (for making a significant contribution towards ensuring management information systems satisfied government and European Commission requirements regarding the administration of ERDF). A Team Award had also been presented to Joanne Townsend and Shahed Qureshi, both Project &amp; Contract Managers, Operations Directorate and Marianne Cole (for their work to ensure requirements were fully understood in regard to appraisal, contracting and delivery of RDPE projects).</p> |  |

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| <b>10.</b>  | <b>Item 10 Confidential</b>  |  |
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| <b>11.</b>  | <b>Sub National Review – Non-Confidential</b>  |  |
| <b>11.1</b> | Mark Pearce delivered a presentation on the Government’s response to the SNR consultation. Board members considered the presentation and submitted reports and noted that:   |  |
| <b>11.2</b> | The Agency and the Regional Forum of Leaders (RFL) would have joint responsibility for developing and submitting the Strategy.   |  |
| <b>11.3</b> | Stakeholder engagement was crucial to development of the Strategy but was not part of the sign-off process.  |  |
| <b>11.4</b> | The scrutiny role would fall to Regional Select Committees rather than local government.   |  |
| <b>11.5</b> | Joint working was relatively well established within this region and the degree of continuity provided by Councillors Ken Taylor and Mike Whitby being members of both the RFL and Agency Board was important. The formation of the Shadow Joint Strategy and Investment Board (JSIB) to consider the Regional Funding Advice (RFA) had also helped foster constructive working relationship between the Agency and local authorities. The JSIB had agreed that the RFA must build on the priorities of the Regional Economic Strategy and transport priorities.                             |  |
| <b>11.6</b> | The focus of RFA work had been on mapping existing strategic alignment and associated project activity (in the areas of economy, housing and transport). Each scheme of strategic importance would be considered individually to enable prioritisation. Part of this prioritisation would be to identify schemes which could be delivered. The identification of schemes of strategic importance and the ability to influence other agencies’ (such as health, education and highways authorities) spending in accordance with these priorities would be a huge benefit of a joint strategy. |  |
| <b>11.7</b> | The mapped alignment did not represent the totality of partners’ activity but attempted to identify alignment in the key strategic areas. A number of maps would be produced to capture activity and it was noted that there may also be worth in identifying other regions’ key priorities (such as the Catthorpe interchange) as these would have a significant impact upon the region.  |  |



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| <p><b>11.8</b></p> <p><b>11.9</b></p> <p><b>11.10</b></p> <p><b>11.11</b></p> <p><b>11.12</b></p> <p><b>11.13</b></p> | <p>On submission of the RFA documentation, the JSIB would scope the functions required in the region to develop and deliver a Single Integrated Regional Strategy (as well as the associated governance arrangements). When these requirements had been identified the JSIB would need to consider how and where they could best be delivered.</p> <p>The Regional Assembly would complete scrutiny reviews already underway but would not commission any new reviews. Trudi Elliott would confirm that the Business Link review should not proceed.</p> <p>Stakeholder engagement must improve and the current lack of diversity on regional structures must be addressed. It was noted that the Agency must consider the issue of representation when establishing its representation on the joint board.</p> <p>It was also noted that climate change was a consideration which must not be lost in future discussion on a joint strategy.</p> <p>SNR presented a significant challenge to the Agency, particularly in current circumstances, when its resources were stretched, but it also represented a golden opportunity to make a real difference to the region.</p> <p>It was agreed that further updates would be presented to the Board in January and February 2009.</p> | <p><b>Trudi Elliott</b></p> <p><b>Mark Pearce / Board Support</b></p> |
| <p><b>12.</b></p>   | <p><b>Item 12 Confidential</b></p>  |   |
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| <b>13.</b>  | <b>Item 13 Confidential</b>  |                    |
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| <b>14.</b>  | <b>West Midlands Regional Marketing Strategy – Non-Confidential</b>  |                    |
| <b>14.1</b> | There were strong linkages between the Regional Marketing Board and the Tourism West Midlands Board and via that Board to Destination Manager Partnerships.  | <b>Tim Gebbels</b> |
| <b>14.2</b> | The Strategy was an initial attempt to align activity and was intended as the start of a dialogue.   |                    |
| <b>14.3</b> | It was noted that the International Business Forum was keen to identify the region’s unique selling points. It was not an easy task to identify distinctive regional characteristics.  |                    |
| <b>14.4</b> | The Board considered the revised Regional Marketing Strategy as appended to the submitted report and agreed that:  |                    |
| <b>14.5</b> | i) Members would provide Tim Gebbels with comments on the Strategy over the next three weeks.  |                    |
| <b>14.6</b> | ii) The final version of the Strategy be presented to the January Board meeting.   |                    |
| <b>15.</b>  | <b>Item 15 Confidential</b>  |                    |
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| <b>16.</b>  | <b>Any other business</b>  |                    |
| <b>16.1</b> | <u>Christmas Gathering</u><br>The Board noted that there would be a carol service at 3 Priestley Wharf on Wednesday 17 December to which members were invited. Members were also invited to a gathering of Agency Staff in the Boardroom on Friday 19 December. The Chairman wished all those present a merry Christmas. |                    |
| <b>16.2</b> | <u>Thanks to Jaguar Land Rover</u><br>Sue Prince thanked David Smith for Jaguar Land Rover’s donation to the Peak District Dairy Wagon project.  |                    |