

Suffolk Business Board: Meeting 28 November

Minutes & Actions

Attendees

Business Board Members

Name	Role & Organisation
Mark Pendlington	Chair
Cllr Matthew Hicks	Leader, Suffolk County Council
Cllr Andrew Mellen	Leader, Mid Suffolk District Council
Doug Field	CEO, East of England Co-op
Hannah Bloom	Director of Philanthropy and Engagement, Suffolk Community Foundation
Kelly Boosey	Commercial Manager, Oxford Innovation
Leanne Gittins	Managing Director, LME Recruitment
Marek Hornak	UoS Vice-Chancellor Commercial and Academic Partnerships
Cllr Neil MacDonald	Leader, Ipswich Borough Council
Nikos Savvas	CEO, Eastern Education Group
Oliver Paul	Director, Suffolk Food Hall
Peter Brady	CEO, Orbital Group
Paul Ager	Divisional Port Manager, ABP
Cllr Richard Smith MVO	Deputy Leader and Cabinet Member for Finance, Economic Development and Skills, Suffolk County Council

Apologies

Name	Role & Organisation
Michael Gray	Head of Skills, Suffolk County Council
Tom Ball*	CFO, Ipswich Town FC
John Dugmore*	CEO, Suffolk Chamber of Commerce
Lisa Perkins*	Chair, Tech East

*Accepted meeting but unable to join due to connectivity issues

Guests

Name	Role & Organisation
Paul Simon	Head of Public Affairs & Strategic Communications, Suffolk Chamber of Commerce
Stephen Beel	Chief Executive, Freeport East

Officer team

Name	Role & Organisation
Andrew Cook (R)	Executive Director Growth, Highways and Infrastructure, Suffolk County Council
Ian Gallin (R)	Chief Executive, West Suffolk Council
Jai Raithatha	Head of Economic Development, Suffolk County Council
Julian Munson	Head of Innovation & Sectors, Suffolk County Council
Julie West	Programmes Coordinator, Suffolk County Council
Lisa Roberts	Head of Economic Strategy, Suffolk County Council
Rob Hancock	Assistant Director, Suffolk County Council
Tom Gooding	Senior Communications Officer, Suffolk County Council

Actions
ACTION 2.1 SCC Officers to circulate Stephen Beel's presentation to the Suffolk Business Board. SCC Officers
ACTION 4.1 One-page briefing note for MH / MP to call MPs following adoption of strategy Lisa Roberts
ACTION 4.2 Suffolk Coordination Office proposal – SCOC and SCC to work up more details as to cost and scope John Dugmore & Rob Hancock
ACTION 6.1 Implement Suffolk Economy brand and launch approach. SCC Officers, with Capsule Marketing

	Item Description, Notes of Discussion and Actions Agreed	Action Lead
1	<p>Agenda, apologies and minutes – Mark Pendlington</p> <p>MP noted apologies for absence and requirement to brief those unable to join online after the meeting.</p> <p>MP thanked Paul Davey and Hutchisons for hosting the meeting and providing the tour of the Port of Felixstowe.</p>	
2	<p>Guest Presentation – Stephen Beel, Chief Executive Freeport East</p> <p>Stephen Beel (SB) outlined the background to the creation of Freeports, the board and partners. They are a private not for profit to deliver freeport policy across parts of east of England with Harwich, Felixstowe and Stowmarket as three catalyst sites (for tax relief).</p> <p>Freeport are moving to new offices in Harwich and now employ 9FTEs. 4 themes from annual report on website www.freeporteast. Their primary purpose is to attract investment to this area with jobs and opportunity. Some good examples in the pipeline. They have capital funds to award, to stimulate and support growth, clean growth funding £500k, skills funding £500k. funding to help local businesses.</p> <p>Offering strategic initiatives to enable public and private investment. Their role is to develop international partnerships.</p> <p>ACTION 2.1 SCC Officers to circulate Stephen Beel's presentation to the Suffolk Business Board. SCC Officers</p>	SCC Officers
3	<p>Economic Strategy Update – Lisa Roberts</p> <p>LR walked through updates made to the Economic Strategy document.</p> <p>LR noted some further amendments to be made, based on feedback from the Ipswich Deep Dive.</p> <p>LR set out proposed approach to Strategy Implementation and Delivery Plan, including process for assessing interventions against EPIC framework.</p>	
4	<p>Autumn statement and Suffolk Convention Update</p>	

	<p>MP introduced this item and noted need to speak with single Suffolk voice to government about economic priorities.</p> <p>Paul Simon (PS) walked through proposal from Suffolk Chamber of Commerce.</p> <p>ACTION 4.1 One page briefing note for MH / MP to call MPs following adoption of strategy. Lisa Roberts</p> <p>Board agreed proposal in principle and requested further information as regards costs and resourcing of the proposal and wider inclusion of partners as part of the consultation piece.</p> <p>ACTION 4.2 Suffolk Coordination Office proposal – SCOC to work with SCC Officers to provide more details as to cost and scope John Dugmore, Rob Hancock</p>	<p>Lisa Roberts</p> <p>John Dugmore & Rob Hancock</p>
5	<p>Business Board Deep Dives updates</p> <p>Brief updates were provided for each Deep Dive setting out the headlines from the discussion and interventions identified.</p> <ul style="list-style-type: none"> a. Ports and Logistics – Paul Ager - Positive discussion held and including Sizewell C b. Infrastructure – John Dugmore c. Finance and Investment – Doug Field has picked this up and already working with UK Business Bank to explore local funding options. d. Agri Food – Oliver Paul - would like to re-engage with the sector with the addition of Manufacturing e. Ipswich – Cllr Neil MacDonald - Ipswich group had just met, good meeting with 9 actions to follow up The top actions are to apply for city status: culture and heritage are a key provider of funding to improve sites therefore a need to create a cultural strategy to attract funding. f. Energy – Julian Munson – agreed more collaboration with Norfolk and Essex and need to attract young people, the colleges were included. Would like more successful campaigns like Generate. g. Tech Convergence – Peter Brady - lots of opportunity to leverage further funding using SBB. There are some great Scale Up and Start Ups examples we need to highlight to the world. Suffolk is leading the way in AI, which could drive investment, Stowmarket National AI Hub now a leading national location. 	
6	<p>Marketing and Comms</p> <p>KB introduced this item and noted importance of marketing campaign for the Economic Strategy.</p> <p>RH walked through presentation setting out the work done by Capsule Marketing including the review of comparable</p>	

	<p>approaches in neighbouring counties, the four Suffolk Economy options explored, and the ability to use the brand for different audiences.</p> <p>RH also played the Suffolk Economy video prepared by Capsule Marketing.</p> <p>RH set out the two-part Economic Strategy launch across December and January.</p> <p>The Board agreed to the Suffolk Economy brand approach and launch, which will be implemented following the meeting.</p> <p>ACTION 6.1 Implement Suffolk Economy brand and launch approach.</p>	<p>SCC Officers with Capsule Marketing</p>
<p>7</p>	<p>AOB and Forward Plan</p> <p>MP referred to forward plan being circulated and referenced February joint event with Norfolk Business Board.</p> <p>KB mentioned the ambiguity of programmes currently on offer to businesses and the different programme end dates and the need for some clarity.</p> <p>Under AOB, RS informed the Board of the recent government decision not to devolve the Adult Education Fund in Suffolk.</p>	

Next Meeting: Thursday 16 January 2025 – Adastral Park