

# BOARD MINUTES

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**Title:** Board minutes **Minute taker**  
**Meeting date:** 10 December 2009 Bridgette Hall, 01223 200812

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**CONFIDENTIALITY STATUS** PUBLIC

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## Attendees – Board

Richard Ellis, Chair

Marco Cereste, Sheila Childerhouse, Deputy Chairs

Edward Iveagh, Karen Livingstone, Madeline Russell, Paul Burall, Peter McCarthy-Ward, Shona Johnstone, Robert Swann, William Pope, Tim Wilson, Bev Hurley

## Attendees – Chief Executive’s Team

Deborah Cadman, Chief Executive

Rachel Bosworth, Deputy Chief Executive and Executive Director, Communications,

David Hipple, Executive Director, Corporate Services

Jamie Merrick, Executive Director, Strategy and Intelligence

Alison Webster, Executive Director, Enterprise and Skills

Paul May, Executive Director, Innovation

## Attendees – externals

Paul Pugh, GO East

Nick Burfield, EERA

Mary Hammond, Cambridge University (observer)

## Attendees – officers and externals joining

Item 1	Mike Spicer	EEDA
Item 8	Graham Long	EEDA
	Keith Brown	East of England Tourism
Item 11	Sarah Green	EEDA
Item 13	Lynn Morgan	EEDA
	Andrew Merritt-Morling	EEDA
	Sarah Green	EEDA
Item 14	Lynn Morgan	EEDA
	Kathryn Rowe	EEDA
	Steven Thain	EEDA
	Pat Smith	Business Link East
	Chris Parkhouse	Business Link East

## Minutes

Bridgette Hall, Board and External Relations Executive

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## Apologies

Stuart Evans, Nitin Dahad, John Reynolds (EERA)

The Chair gave the board's and the region's full and grateful thanks to Tim Wilson for his contribution for the last six years.

## Item 1: Economic update

*Mike Spicer joined the meeting*

Jamie Merrick presented the latest economic outlook to the board outlining the key headlines from December's data:

- Suggests that the UK economy has stabilised in recent months and the Government's expectation is that the economy will return to growth by the end of the year.
- Business confidence has resulted in a market improvement in the last two quarters
- Net lending to UK businesses by bank and building societies remains high. At a regional level banks are stating they are open for business and are working closely with Business Link
- The East of England forecasts show that:
  - labour market - there are signs of labour market stabilisation although this varies across the region
  - housing and construction sector is positive. The region is starting to see a rise in the number of housing starts and house prices are continuing to rise although a number of localities in the region have seen the highest repossessions in the country
  - retail sector – continuing to see increases in the volume of sales – VAT reduction is helping

Jamie advised that the ONS regional account GVA figures for 2008 were published the previous day. The trends are interesting across the region with Peterborough having the highest growth in GVA per head (7.6%) in the region, followed by Hertfordshire. Redundancy notifications have gone up but these seem to be offset against other big announcements across the region.

The first regional short-term output indicators (STOIs) are due to be published in the second week of January and an analysis of these along with the regional account figures can be given at the February Board. By then we will also have the preliminary estimate of UK GDP for 2009 Q4 due to be published on 25/26 January 2010.

Jamie circulated notes at the meeting on quarterly UK Gross Domestic Product statistics and labour market indicators in the East of England over the past year to answer questions raised at the November meeting.

### **Action:**

An analysis of the STOIS and ONS regional account figures to be provided at the February 2010 board meeting.

*Mike Spicer left the meeting*

## Item 2: Chair's report

The Chair presented his report to the board highlighting:

# BOARD MINUTES

- Shadow Regional Strategy Board meeting: this was the first ever meeting of the new board which was cordial and short. The next meeting is scheduled for the 5 March 2010.

## Item 3: Chief Executive's report

The Chief Executive offered her report to the board referring to a couple of key highlights from the last month:

- Sue Bishop: Sue reported at her debrief that she was impressed with the board's engagement, understanding and challenges.
- Meeting with Sir Gus O'Donnell: positive meeting and Sir Gus acknowledge the region is doing. Response given that we can do more if we have more investment in the region. Sir Gus was also impressed by the sense of shared endeavour and understanding across the region.
- Southend Business Summit: sense of our engagement and input into Southend's economy is substantial.
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## Item 4: Declaration of Interests

Richard Ellis	Item 8	Tourism Business
Edward Iveagh	Item 8	Tourism Business and Non-executive director, EET (appointed by EEDA)
Tim Wilson	Item 13 &14	Vice-chancellor and chief executive, University of Hertfordshire Chairman UHHoldings and equity owner Exemplas Ltd.
Will Pope	Item 15	Non-executive director, Centre of Integrated Photonics (appointed by EEDA).
Peter McCarthy-Ward	Item 15	British Telecom

## Item 5: Minutes of the previous meeting

The minutes of the meeting on 12 November 2009 were approved subject to minor amendments.

## Item 6: Actions from the previous meeting

The actions from the previous meeting held on 12 November 2009 were noted.

Item 10: Alison Webster advised the board that the announcement had been made the previous day that Treasury and BIS had approved to award a grant to East of England IDB (EEIDB) to deliver integrated brokerage in the East of England from 1 April 2010.

## Item 7: Committee reports

## **Strategy Committee 11 November 2009**

The minutes from the Strategy Committee were presented to the board, they echo the verbal report provided to the board at its last meeting and were noted.

## **Audit Committee 12 November 2009**

The minutes from the Audit Committee were presented to the board, they echo the verbal report provided to the board at its last meeting and were approved subject to the inclusion of the description of risk 9 – EEDA not being ready for political change.

## **Resources Committee 9 December 2009 (verbal)**

Marco Cereste, Chair of Resources Committee provided a verbal report outlining the key discussions from the recent meeting at which the Committee:

- Unanimously recommended the proposals in the CIP paper to the board.
- Welcomed the balanced scorecard but had requested a few minor amends to be able to see emerging trends.

## **Item 8: East of England Tourism (EET) Business Plan for 2010/2011 BP1209(1)**

*Graham Long and Keith Brown joined the meeting.*

Edward Iveagh presented the report to the board, recommending the proposal in the board paper for funding for 2010/11 and a further two years after to 31 March 2013.

Edward expressed the importance of supporting EET's work with tourism stakeholders and for regional tourism businesses. He emphasised the good progress made on key performance indicators over the past period and that EET is in a strong position to lead developing and maximising Olympic 2012 tourism opportunities for the region's economy.

Alison Webster updated the board on the recent meeting with the DCMS who urged positive board support on 2012's wider growth potential and thanked EEDA for its support to date.

Keith Brown then summarised the elements of what next years proposals include.

There was some discussion about financial issues facing some of the of the hotel chains and whether the region's capacity for short stay breaks was at risk.

Keith Brown responded that this a market symptom at the moment and sees it more as an opportunity to redevelop. He advised the board that last year EET held a successful conference in Luton for hoteliers, developers and planners and reassured that there is currently a lot of interest in hotel investment in the East of England.

The board raised a number of other issues:

- The current Visit Britain model for the measure of return on investment needs review. There is a national study on the methodology that is compliant with RDAs which will give us sound figures by the end of the year.
- Proportion of funding from EEDA against other sources - 50% EEDA funding equates to 100% in terms of leverage

- Back office costs and benchmarking with other organisations is undertaken and EET's costs compare well. EET's staffing is has been streamlined staffing in comparison to three years ago, enabling more funds to go through to the front line.

The board appreciated the very significant progress made over the last three years and that EET is now clearly a regional body which is "fit for purpose". The Chair commented that he was encouraged to see significant contributors coming into the region, such as Mac Donald business using Colchester as a base and EET having the capacity to enable contracts such as this into the region.

## **Decision:**

The board

- noted EET's good progress in delivering its plan for 2009/2010
- noted the headlines of EET's business plan for 2010/11 set out in this paper and, subject to EEDA's own business plan for 2010/2011 and the funds available from government to support it, indicated in principle that a grant of £1,000,000 (the same as in 2009/2010) would be available for 2010/2011.
- affirmed formally the board's intention to continue to support EET for a further two years after 2010/2011 to March 2013 in order to help EET plan to support EEDA, businesses, and regional stakeholders in securing the tourism business opportunities arising from the Olympics in 2012
- noted progress towards delivering an economic impact study for EET's work.

## **Action:**

Future report to include the work EET is doing leading up to the Olympics.

*Graham Long and Keith Brown left the meeting*

## **Item 9: Terms of Reference for the Performance and Resources Committee BP1209(2)**

David Hipple introduced the paper requesting the board consider revisions to the terms of reference for the Performance and Resources Committee.

The chair clarified that the revisions transfer responsibility for the day to day process of performance monitoring but do not release audit committee of their overall responsibility for monitoring.

Will Pope echoed the chairs comments and added the revisions at 1e and 2d strengthens and adds a level of scrutiny by stopping audit committee policing its self.

The Chair reiterated that all board members have the right of attendance at the committee meetings and board members noted all committee terms of reference are reviewed on an annual basis.

## ***Decision***

The Board approved the revised terms of reference for the Performance and Resources Committee subject to:

1. an additional clause on reporting EEDA's impact and reporting GVA
2. removing agreed in point 11

## ***Action***

Executive to make the minor changes as above and progress final approval via email procedure.

## **Item 10: Delegation Scheme BP1209(3)**

David Hipple introduced the paper requesting the board consider the revisions of EEDA's Scheme of Delegation.

David advised that at present the Scheme limitations of bank signatories to members of the Chief Executive Team has sometimes meant that short delays have occurred in finalising payments due to unavailability of those individuals and sometimes two signatories are required to authorise payments.

He further advised that it has also the potential to prevent SME supplier invoices being settled with our 10 day settlement period commitment. The proposal to allow the Head of Legal Services and/or Head of Major Projects to act as second signatories for bank instructions will provide a better balance between flexibility and risk.

## ***Decision***

The board approved the amended Scheme of Delegation for EEDA.

## ***Action***

Executive to report the number of times and delegation levels on a quarterly basis to the audit committee.

## **Item 11: Representing EEDA on other bodies BP1209(4)**

*Sarah Green joined the meeting*

Rachel Bosworth introduced the paper proposing guidance to be applied when considering whether a member of EEDA's board or staff should represent EEDA on external bodies.

Rachel advised the board the guidance had been developed with discussions held with a number of board members and thanked Will Pope for the matrix, which helped crystallise the methodology.

Sarah Green advised that a review of existing appointments against the guidance will be undertaken by the end of March 2010 and if any changes are needed to the guidance it will be brought back to the board. Sarah reiterated that it is not rigid and only guidance so there may be some exceptions on a case by case basis.

The Chair welcomed the guidance, it is timely with area working, EERA panels coming to a close at the end of March 2010, EEDA's new responsibilities and it will also be helpful for the incoming Chair. He personally would have welcomed the guidance when he started six years ago. It will be helpful to see where we sit with current appointments and where we need to make changes.

Karen Livingstone expressed concerns on EEDA's ability to resource both in regards to board commitments and executive's support to deliver the asks. Sarah Green agreed to add some wording to the guidance to reflect the need to consider resource implications and availability.

Paul Burall pointed out the positive indicator 'the organisation has a role in regional level decision making' was too wide and requested inclusion of the word significant. This was agreed.

Sheila Childerhouse suggested that it would be important to keep this under review. Sarah Green stated that the guidance already contains provision for a review at least annually of appointments by the Chair, and it was agreed that the guidance itself should also be reviewed at least annually.

## **Decision**

The board agreed the guidance as set out in annex one, subject to minor amendments discussed and requested the executive to review current positions held against the guidance and to report back to the Board for further consideration.

*Sarah Green left the meeting*

## **Item 12: Independent Supplementary Review (ISR)**

Deborah Cadman gave an update on the ISR project plans:

- detailed project plan will be published on EEDAnet next week
- weekly reviews are being undertaken by Chief Executive's Team
- two sets of evidence have been submitted to the National Audit Office (NAO) and grateful for the board positive commitment
- five main work streams are
  - information preparation and management
  - briefing and coaching
  - internal challenge and gap filling
  - logistics around the inspection week – 22 March 2010
  - post inspection response and communications plan focused on the outcome of the process
  - risk management plan – to be circulated to the board after Christmas

## **Action**

Board member briefings to be scheduled in diaries leading up to inspection week

## **Item 13: Inward Investment Grant – 2010-2013 BP1209(5) CONFIDENTIAL**

The board agreed to take this item as confidential under Freedom of Information Act 2000 section 43(2) – commercially sensitive. See separate confidential minutes.

## **Item 14: Business Link Half Year Report BP1209(6) CONFIDENTIAL**

The board agreed to take this item as confidential under Freedom of Information Act 2000 section 43(2) – commercially sensitive. See separate confidential minutes.

## **Item 15: Centre for Integrated Photonics (CIP) BP1209(7)– update CONFIDENTIAL**

The board agreed to take this item as confidential under Freedom of Information Act 2000 section 43(2) – commercially sensitive. See separate confidential minutes.

## **Any other business**

Bev Hurley gave thanks to the board support team for all the help provided throughout the year.

**Sign off and date:**

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Richard Ellis, Chair

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