



Minutes of the Staffordshire Leaders Board Meeting held on 1 December 2022

Present: Alan White (Chair)

George Allen (Vice-Chair)	Jeremy Pert (Substitute)
Iain Eadie (Substitute)	Robert Pritchard (Substitute)
Roger Lees	Paul Roberts
Olivia Lyons	Simon Tagg

Apologies: Doug Pullen, Patrick Farrington, Jeremy Oates, Simon Fletcher and Andy O'Brien

Also in attendance: Andrew Barratt (Tamworth Borough Council), Tim Clegg (Stafford Borough Council / Cannock Chase District Council), Kerry Dove, Chris Ebberley, John Henderson (Staffordshire County Council), Heywood (South Staffordshire Council), Keith Luscombe, Simon McEneny (Newcastle-under-Lyme Borough Council) and Andrew Stokes (Staffordshire Moorlands District Council)

PART ONE

7. Apologies for absence

8. Minutes of Previous Meeting

The notes of the previous meeting were agreed.

Change to Terms of Reference at paragraph 10.1, where "The Leaders' Board will meet at least quarterly" has been changed to "The Leaders' Board will meet no less than every four months". This change was made to allow the preferred frequency of meetings. This means that following the new approach, a formal meeting of the Leaders' Board will fall every four months.

9. Declarations of Interest

10. Chair's Update

The Chairman welcomed Members to the second meeting of the Staffordshire Leaders' Board.



The Chairman reemphasised that the Leaders' Board was established to build on the partnership work of all nine councils and, as importantly, to maximise the opportunities for everyone who lives and works in this fantastic county.

The Chairman stated that after turning the corner on Covid, attention has shifted to very different challenges which started to emerge in 2022 and will extend into 2023 including cost of living, supporting refugees and asylum seekers and responding to the challenges of climate change.

11. Single Front Door

The Board noted the progress of the Single Front Door Programme, building on the Board's agreement to take forward work to scope the benefits of greater alignment and integration of the member organisations' front doors and customer service operations.

An opportunity for questions followed.

The report was noted.

12. Climate Change and Sustainability

The Board noted the progress of the Staffordshire Sustainability Board and identified other successes of joint working in climate change and sustainability.

An opportunity for questions followed.

The report was noted.

13. Cost of Living

The Board were asked to note work taking place. The report provided a high-level summary of key activities and support led by local authorities in Staffordshire.

An opportunity for questions followed.

The report was noted and it was agreed to support the establishment of an officer group to ensure partners continue to collaborate locally where appropriate, as well as ensuring residents are signposted to all relevant support and guidance.

14. Visitor Economy Action Plan

The Board were asked to consider collaborative work to stimulate future economic growth together, linked to Staffordshire's strong visitor economy.

An opportunity for questions followed.

It was agreed to:

1. Note and support the draft Visitor Economy Action Plan.
2. Note the emerging priority themes, including that accommodation will be a focus of future product development to support future growth.
3. Note the vision and list of priorities within the plan and provide associated feedback.
4. To support a longer-term commitment to collaboration and funding for the DMP with a view to securing national accreditation with VisitEngland and DCMS working as a collective through our DMP.
5. Request the Economic Growth Directors group prioritise the sharing of information relating to Destination Management projects, to support the success of the partnership.

15. Exclusion of the Public

Chairman