

Business Isle of Man Agency Board Meeting Minutes

Date: 14th September 2023

Time: 2:00pm until 4:00pm

Venue: DfE Boardroom, St George's Court, Douglas.

INVITED ATTENDEES - VOTING MEMBERS			
Steve Pickett, Chair, Business Isle of Man	SP	Janna Horsthuis, Sector Champion, Local Economy (Apologies)	JH
Alex Fray, Sector Champion, Biomed & Medicinal Cannabis	AF	Ollie Neale, Sector Champion, Drink Production	ON
Carol Glover, Sector Champion, Small Business & Entrepreneurship	CG	Stephen Smyth, Sector Champion, Construction (Apologies)	SS
Dave Hester, Sector Champion, Engineering & Manufacturing	DH	Dr Michelle Haywood MHK, Political Member	MH
Findlay Macleod, Sector Champion, Food Production	FM	Tim Cowsill, CEO Of Business Isle Of Man, DfE	TC
Ieda Yell, Sector Champion, CleanTech (Apologies)	IY		

INVITED ATTENDEES - NON-VOTING	
Mark Lewin, Chief Executive, Department for Enterprise	ML
Hira Modan, Marketing Manager, DFE	HM
Katy Ashwell, Business Development Co-Ordinator, DFE (Apologies)	KA

Please note all available members of the Business Agency Team are able to join on Teams to support where required.

Timing	Agenda item	Owner(s)
14:00 - 14:05	Chair's Welcome & Introduction	SP
14:05 - 14:15	<p>Standing items:</p> <p>a. <u>Apologies</u></p> <p>JH and IY unable to attend. SP informed the Board that SS has tendered his resignation due to work commitments. SP suggested that Business Isle of Man (BIOM) may wish to look to Construction Isle of Man (CIOM) to recruit a replacement Board Member. TC concurred that it may be logical to appoint a representative from a body that Business Isle of Man had supported.</p>	SP



	<p>TC stated that SS was a founding Board member, that he had been highly dedicated and the BIOM were thankful for his contribution. SP noted that SS had done a particularly great job throughout the Covid-19 period and had been an extremely effective advocate for his sector.</p> <p>TC informed that Board that SS's resignation had not been formally accepted but that, if there were no objections, it would be accepted in due course and that SS will be thanked and consulted regarding a potential replacement.</p> <p>b. Code of Conduct</p> <p>c. <u>Declarations of new/potential conflicts of interest</u></p> <p>SP informed the Board that he is advising a business involved in the hospitality, retail and construction sectors. TC advised the register would be been updated.</p> <p>AF informed the Board that he had accepted an invitation from a business operating in the international plant cultivation sector to act as a strategic advisor and to undertake the role of a responsible person for that business. TC requested AF confirmed via email.</p> <p>d. Additions to Gifts/Hospitality Register</p> <p>e. <u>Previous minutes to be signed off by board - August 23</u></p> <p>DH advised that the minutes should be altered to correctly state that the costs of IOM College students attending courses related to engineering and manufacturing are covered by the industry businesses by whom each respective student is employed by - as opposed to one particular business.</p> <p>CG advised that 17 as opposed to 70 businesses had contacted the Chamber of Commerce regarding rate increase concerns.</p> <p>SP expressed his thanks, noting that all minutes were uploaded for public review and that this transparency was a positive attribute of the BIOM Board.</p> <p>Action - correct previous minutes before uploading.</p> <p>f. Action tracker taken as read, no issues raised.</p>	
<p>14:15 - 14:25</p>	<p>Initial Briefing:</p> <p>A. Chair;</p> <p><u>New Appointments</u></p> <p>SP informed the Board that TC has been appointed CEO of BIOM; aligning the organisational structure of BIOM with that of the other Department for Enterprise agencies. SP congratulated TC and commended TC on the job he had done. SP made particular reference to TC's role in enabling BIOM to support businesses through-out the Covid-19 pandemic, and the subsequent economic recovery, maintaining momentum during this difficult period, and in building the profile of the agency and the scope of its work.</p> <p>CG noted it was encouraging to see strong career progression within the agency.</p> <p>SP informed the Board KG had been appointed as Head of Business Development following a recruitment processes that included external advertising and the interviewing of external candidates.</p>	<p>SP TC</p>



	<p>TC explained that it was crucial to have resource designated to leading Business Development within the agency, given the agency’s ultimate objectives. SP stated that this has created an additional gap within the team and that RH would be returning from maternity leave in the near future. TC noted the agency will have fewer staff than originally planned, however, he intended for BIOM to operate in as lean a manner as possible, adding that, at this stage there was no pressing requirement to recruit.</p> <p><u>Manx Grand Prix</u></p> <p>SP informed the Board that the Manx Grand Prix has been discussed at the Department for Enterprise Department meeting that morning. A board member advised that across the hospitality industry there was a general consensus that revenue levels were not as high as they had been in previous years. The member continued to explain that their business and others were not aware that it was the 100 yr anniversary of the event until the event was underway and that more effort could have been made to promote this. SP noted that the Department does not run the MGP.</p> <p>TC explained that the BIOM team will be reaching out to businesses via surveys and general discussion to gain an in-depth understanding of the economic impact of the event; this information will be collated and formalised. A board member requested to see passenger numbers for MGP - TC confirmed they would be made available.</p> <p>Action - report to Board regarding economic impact of MGP.</p> <p><u>IOM Steam Packet</u></p> <p>SP informed the Board that the cost of the Steam Packet was raised at that morning’s Department meeting and that both BIOM and Visit will have a “seat at the table” during future discussions regarding the Sea Services Agreement. TC stated that he would undertake some outreach work prior to any discussions taking place regarding the Steam Packet and the associated costs.</p> <p><u>Isle of Man Food Festival</u></p> <p>TC explained he felt that BIOM could do more to support the Food and Drink Festival in future years and that collaboration with DEFA is a possibility. MH informed the Board that discussions were underway regarding collaboration with DEFA. Furthermore, MH explained that it may be necessary to reset the objectives of the Festival and to consider how we can maximise the potential of the event for the Island. CG noted the success of the Isle of Man Pride Festival and asked if lessons could be learned from the manner in which the event is organised. TC explained that he would be eager to utilise the strengths of the BIOM Board to generate ideas regarding the future of the festival.</p> <p>B. CEO of Business Agency;</p> <p>TC apologised for being slightly behind on two Board actions and advised he would provide an update as soon as possible. CG asked if AF had received a paper discussed at the previous Board meeting regarding UK Freeports.</p>	
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<p>14:25: 15:15</p>	<p>Papers for Decision</p> <ul style="list-style-type: none"> - <u>BB20230914 Christmas Campaign to promote on-Island Spending</u> <p>HM explained to the Board that BIOM had a step student, Harry Dunne, working within the agency over the Summer who assisted with the undertaking of a local economy survey, conducted extensive research regarding local shopping campaigns in the UK and further afield and provided proposals for a potential Christmas campaign. HM noted the paper had been produced in collaboration with Marketing Executive Callum Rowley and Harry.</p>	<p>HM TC</p>



	<p>HM commented that this would be the fourth year of BIOM Christmas campaigns, the first campaign having been centred around the BIOM Christmas song and video that promoted shopping in local highstreets. HM explained that the BIOM team were seeking support for Board approval to proceed with another campaign.</p> <p>HM explained that the objectives of the campaign included communicating the benefits of on-island spending, engaging with key stakeholders (such as local authorities and businesses), creating something memorable and ensuring media spend is focussed on value; all of which will be closely monitored.</p> <p>-</p> <p>-</p> <p>HM explained that regarding a new video there were several options being considered including a video aimed at a younger audience, a video showing the journey of a product, and video that included “Island Celebrities”.</p> <p>SP summarised the view of the Board stating that their only hesitation related to the need to produce an online directory.</p> <p>TC advised this would be considered.</p> <p>The Board briefly discussed ideas for the video, including the idea of creating a character or using an existing well known song, as well as the connotations of the term “Shop Local”.</p> <p><i>A vote was then taken with the board members unanimously supporting the option that included creating a new video.</i></p> <p>- <u>BB20230915 Small Business Workshop 6 Month Plan</u></p> <p>TC noted that Thomas Richardson-Hall was on leave and therefore was unable to present.</p> <p>TC explained that the small business workshops had been very successful with marketing and social media workshops proving particularly popular. TC continued, remarking that the BIOM team had been engaging with local commissioners and were aiming to make the next phase of small business workshops as inclusive as possible; the proposed workshops would take place across the Island and a range of subjects will be covered within each agenda. Furthermore, TC explained that the team would consider feedback, data and results and would adapt future workshops accordingly.</p> <p>TC informed the Board that some local authorities had offered space free of charge and, where digital content was concerned, ideally it would be great to work towards an online resource library similar to that available from Scottish Enterprise.</p> <p>-</p> <p>The small business board member expressed her opinion that TRH had made an impressive start to his new role. CG noted that it was important that aspirational businesses were engaged as part of the process to promote these events.</p> <p>TC commented that building good relationships with all stakeholders was an important and ongoing process.</p> <p>-</p> <p>The small business board member noted that it was important that businesses were provided advice regarding selling, and not only marketing, and also suggested that the involvement of the Chamber of Commerce helped BIOM reach audiences that may otherwise not engage as enthusiastically with Government.</p> <p><i>A vote was then taken with the board members unanimously supporting the proposal.</i></p> <p>- <u>BB20230916 Strategic Plan Review - Preliminary Consultation</u></p>	
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	<p>TC informed the Board that the BIOM response to the Island’s Strategic Plan is likely to form the basis for the wider Department for Enterprise response, that the response needed to be provided before the end of the month and that it was, therefore, vital to make the Board aware of its content. TC outlined the key elements of the BIOM response noting the difference between the IOM and the UK, where many rules regarding the permitted use of land had been relaxed or abandoned, and adding that BIOM were supportive of certain key policies remaining in place, such as regulations relating to the location of retail outlets. TC explained that the main ethos of BIOM’s perspective is that our regulations should support towns to thrive and that we should encourage people to live, work and shop within towns.</p> <p>MH stated that she felt it was important for some businesses to provide biodiversity net gains when considering development, and that incorporating provisions for biodiversity, and setting the parameters for success, would assist with the planning process.</p> <p>Action - TC / SM to incorporate MH’s biodiversity related comments into Strategic Plan response.</p> <p><i>A vote was then taken with the board members unanimously supporting the comment going forward following feedback from Board Members.</i></p> <p>Papers for Noting</p> <ul style="list-style-type: none"> - BB20230917 Local Economy Survey Snapshot - BB20230918 STEP Report - Saving the Local High Street - BB20230919 STEP Report - Commercial Requirements for the Built Environment - BB20230920 First Draft of Small Business Data Dashboard - BB20230921 BIOM August Dashboard - BB20230922 LoveIOM August Dashboard <p>No additional comments</p>	
<p>15:15 - 15:35</p>	<p><u>Business Development tracker and plan</u></p> <p>SP welcomed KG to the meeting and KG began her presentation on how BIOM will track and manage business development opportunities. KG mentioned that in the period following the Covid-19 pandemic the core focus of the BIOM team had been centred on offering business support on an account management basis. KG went through the layout of how the information will be provided which will be presented in a table and visual dashboard which collates and displays information regarding business development and private sector employment opportunities.</p>	<p>KG</p>
<p>15:35 - 15:45</p>	<p><u>Overall Program Tracker</u></p> <p>No additional comments.</p>	<p>All</p>
<p>15:45 - 16:00</p>	<p><u>Standing Item: AOB</u></p> <p>CG asked if she could be sent the business case for the proposed renewable energy technology course at UCM. DH noted that Swagelok were sending employees to the UK for engineering courses due to the lack of availability of Higher National Diploma courses at UCM. DH was concerned this did not align with BIOM’s goals to ensure the engineering and manufacturing sector remained robust.</p>	<p>All</p>



	<p>CG and the Board discussed the “Champion Green” support local initiative in Ireland which is a movement which has benefited from €1million in investment and involves the Irish government as well as industry, businesses and the public. CG asked if we could create such an umbrella organisation here which was holistic in nature, existed Island wide, was driven by local towns and covered grants, investment advice, business tool kits and webinars. CG proposed the BIOM team arrange a call with their counterparts from “Champion Green”. SP commented that it sounded like a great initiative before drawing the meeting to a close.</p> <p>Action - TC to provide CG with the relevant business case document. Action - MG / TRH to liaise with CG to arrange a call with representatives from Champion Green.</p>	
16:00	Meeting Close	SP