

Business Isle of Man Agency
Board Meeting Minutes

Date: Wednesday 24th April

Time: 14:00 - 16:00

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

INVITED ATTENDEES - VOTING MEMBERS			
Steve Pickett, Chair, Business Isle of Man	SP	Mrs Diane Kelsey, Political Member	DK
Tim Cowsill, CEO Of Business Isle Of Man	TC		
Alex Fray, Sector Champion, Biomed & Medicinal Cannabis	AF	Dave Hester, Sector Champion, Engineering & Manufacturing (apologies)	DH
Ollie Neale, Sector Champion, Drink Production	ON	Findlay Macleod, Sector Champion, Food Production (apologies)	FM
Ieda Yell, Sector Champion, CleanTech (Teams)	IY	Brian Butler, Sector Champion, Construction	BB
Andy Sanderson, Sector Champion, Local Economy (apologies)	AS	Scott Pearse, Sector Champion, Local Economy	SPe
Jamie Lewis, Sector Champion, Local Economy (apologies)	JL	(Vacant)	

INVITED ATTENDEES - NON-VOTING	
Mark Lewin, Chief Officer, Department for Enterprise	ML
Hira Modan, Marketing Manager, DFE	HM
Katy Ashwell, Business Development Coordinator, DFE	KA
Kirree Goberman, Head of Business Development, DFE	KG
Rachel Hopkinson, Business Development Manager, DFE	RH

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

Agenda item	Owner(s)
Chair's Welcome & Introduction	SP
<p>Standing items:</p> <ul style="list-style-type: none"> • Apologies - FM, DH, AS, JL <p>Chair informed all present that Carol Glover has stepped down from her role on the board to focus on other projects and thanked her for her contributions. In addition, Dr Haywood is now in post at Treasury and Mrs Kelsey has been welcomed to the board as political member.</p> <ul style="list-style-type: none"> • Code of Conduct - no issues to report. • Declarations of new/potential conflicts of interest <ul style="list-style-type: none"> ○ IY now MUA Board Member 	SP

KG spoke to presentation, beginning with an overview of the BIOM team structure and noting the two vacant roles (Local Economy Manager and Marketing Executive) which are currently being recruited for.

The BDM plans and targets for the year were discussed, with KG explaining the tiers system businesses are assigned to. Work has been ongoing to increase engagement with smaller businesses, this is mainly as a result of TRH's check in meetings. Though this, smaller businesses with growth potential of 2-3 employees are being identified.

Engagement from businesses was discussed along with what can influence this. With KG explaining it can be heavily influenced by initiatives such as Manx Menu. TC added that it is often reactive, for example Tesco's purchase of Shoprite saw an increased number of businesses getting in touch.

It was observed that although more businesses are becoming aware of BIOM and the work we do, often through word of mouth, there is more work to do to raise awareness of what we can offer. KG added the importance of following up on meetings and making sure that interactions are worthwhile.

There was discussion around how the stats presented are being recorded. KG explained that there is a new CRM platform on the way for the entire Department, however it is taking time due to resource limits. Currently everything is in excel. TC added that BIOM's data from interactions with businesses are viewed alongside the Economic Dashboard provided by Treasury.

KG moved on to discussing the opportunities pipeline, and gave the example of one company close to landing this year and some of the challenges that have been faced. The most significant of which has been the difficulty of finding premises. This is not an isolated case and continues to be an issue. There are plans to create a resource which will list all available commercial spaces.

The proposition to the board is to now backfill KG's previous position with a new BDM manager. TC explained there is need to focus on the opportunity of the small/medium growth businesses that are being identified - resource is needed to meet the new jobs targets. This will be funded by existing revenue budget.

A board member cautioned that to avoid criticism of creating new roles in Government it needs to be clear how this new position will help meet the targets set out in the strategy. TC advised that if the board give their approval a full job specification along with KPIs for the role will be developed and shared with the board. With ML adding that without the resources it won't be possible to get the results. SP observed that it is not just about this year's targets but building momentum for the next year and beyond.

Board members expressed concerns about the current efficiencies of officers without a CRM platform and stressed the need for this to be expedited. ML will get an update from the Department and share this at the next board. **(ACTION)**

Vote - To approve in principal, and then give final sign off electronically once the full job spec, targets, and employer costs have been shared.

Approved - by all present with the exception of SPe who abstained.

TC to share required details of the BDM manager role and progress **(ACTION)**

KG left 15:50

Papers for Noting

- BB20240427 Food and Drink IFE and Showcase report - taken as read.

<ul style="list-style-type: none"> - BB20240428 Post Event Report (March 2024 trip) - taken as read. - <u>BB20240429 Marketing Update</u> <p>HM gave brief update, informing the board that phase one of the migration to the new website. Phase two will see further changes and customisations. All board members asked to review and advice if they would like to see any changes/improvements.</p> <p>On Manx Menu, this saw a boost to the social media stats and was successful from in house marketing, leaving more fund available to award to the winning businesses. It has provided a good basis for repeating the initiative next year.</p> <p><i>ML left 15:54</i></p> <p>TC noted the positive sentiment towards Manx Menu, thanked KA for work in making it happen along with HM and CR, and its success as a cross agency initiative.</p> <p>There was discussion from board members on the potential for growing the initiative in future years. TC advised that it ties into larger plans for food tourism which BIOM will be working with Visit on developing.</p>	
<p>Agency Update:</p> <ul style="list-style-type: none"> • Chair <p>SP informed the board of the increase in remuneration for agency chairs from £15k to £22k, the first increase since the boards' inception in 2018.</p> <p>In March, TC and SP attended a Tynwald briefing. Which saw questions from the politicians about the budget and return on investment. DK added that there have been queries from politicians about figures on new jobs and whether lost jobs are also considered. TC said this can be acknowledged, but it is also hard to report on what job loss would look had there been no intervention from the Department.</p> <ul style="list-style-type: none"> • DfE Chief Officer - not covered as ML had to leave. • CEO of Business Agency; <p>TC provided brief update due to time constraints. Stressed the difficulties being raised by the hospitality sector who are requesting more support. TC met with the board member for local economy/hospitality yesterday. From this the need to give the sector a voice along with the data to support their claims was discussed. The intention is to facilitate the creation of a new body for the sector. Ahead of this, on Monday there is an open forum for members of the sector to meet with ministers.</p> <p>In other areas, immigration is still an issue with businesses stuck in the system. The Department is working to help with resources.</p> <p>IFE was successful, with the businesses in attendance reporting that their costs have been covered by the resulting sales. The event will be reviewed for next year.</p> <p>In medicinal cannabis, TC and RG will be attending Cannabis Europa in London, this will be the first time we will hold a stand at an event of this sort. TC also advised that the MOU has now been signed by the health minister which is the last piece to ensure the regulatory framework is in place. The next piece of work will be to address the Proceeds of Crime Act (POCA)</p>	<p>SP</p> <p>TC</p>



<p>The Local Economy Strategy final draft is now with HM following MG's departure. Interviews took place today for a replacement BDM and in the meantime the Local Economy workload is being shared around the team.</p>	
<p>Sector Updates -</p> <p>The board member for Construction advised of the round table event scheduled for Monday with the Ministers where it is expected that issues with planning will be raised. They added that the issues aren't just house for new residents but the other infrastructure that is needed for growing a population.</p> <p>The board member for the local economy met with TC yesterday. The issues raised were around postage times in shipping off island, and frustrations with payment platforms that are not available on the Isle of Man. Stripe was one example. TC advised some of the reasons behind this but advised that more work is needed to understand and address the issues.</p>	
<p>Standing Item: AOB - none raised</p>	
<p>Meeting Close: 16:35</p>	<p>SP</p>