

Business Isle of Man Agency Board Meeting

Date: 10th of January 2023

Time: 2:00 pm till 4:00 pm

Venue: Conference Room, Floristry Centre, Ballapaddag, Cooil Rd, Douglas, Isle of Man, IM4 2AF

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

INVITED ATTENDEES - NON-VOTING MEMBERS		
Mark Lewin, Chief Executive, Department for Enterprise (Teams)	ML	Matthew Gardner, Development Manager, DFE
Hira Modan, Marketing Manager, DFE	HM	
Thomas Richardson-Hall, Business Development Co-Ordinator, DFE	TRH	

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

Timing	Agenda item
14:00-14:05	<p>Chair's Welcome & Introduction</p> <p>TC thanked JH for hosting the board and the tour of her facility and highlighted other members wishing to host only need to ask.</p> <p><i>Physical attendees confirmed who was in the room for virtual attendee's clarity.</i></p>
14:05-14:20	<p>Standing items:</p> <p>a. Apologies -</p> <p>SP gave his apologies for attending virtually, which was due to illness, TC will chair the meeting Instead.</p> <p>b. Code of Conduct - <i>Nothing raised.</i></p> <p>c. Declarations of new/potential conflicts of interest - <i>Nothing raised.</i></p> <p>d. Additions to Gifts/Hospitality Register - <i>Nothing was raised.</i></p> <p>e. Previous minutes to be signed off by board (Nov 2022)</p>

TY highlighted a change to her bio as energy & gas not oil and gas.

f. Action tracker Items

Action 1 - Ensure that future minutes have clearly defined owners of actions.

Action Closed

Action 2 - Provide a more detailed update on progress with ATG and the plans around Medicinal Cannabis facilities to the Board.

TC explained ATG action was to be deferred to the next meeting in light of the current project review by DFE and that the Tynwald answer within the action update is copied directly.

New Action - Include Tynwald Answer on ATG from Jan Board Update.

Action 3 - Discussion on the visibility of Private Healthcare sector within Business Agency's Future Strategy.

The Board highlighted the potential size and growth opportunities of the private healthcare sector.

TC highlighted that this was not in the priorities for 2023 but will be considered for next year.

Action 4 - Provide an infographic to highlight the workforce size and change of the civil service.

TC explained that an infographic was produced as part of a Tynwald answer and cannot be reported regularly without significant officer time commitment, can be raised at Department level

The Board asked if it could be fed back to Treasury that DFE needs this information, as it is considered important to monitor the ratio of private & public sector jobs

New Action - Raise at Department level the need for civil service employment figures.

Action 5 - Residency Act, has this been before Tynwald or when is it due?

TC updated that this action will be taken up directly with CG.

Action 6 - Ensure the invited attendees for Business Board are clear concerning Agency staff.

Action Closed

Action 7 - Formal paper on proposed new staff to be brought to Business Board for decision.

Action Closed

Action 8 - Calendar of meetings to be created.

Action Closed

Action 9 - Invite Grants Team in to explain the background of their process for targets and any clawback mechanisms.

TC confirmed the Enterprise scheme review meetings has resolved this action.

Action Closed

	<p>The Board provided feedback that the communication of the Economic Strategy may not have been effective at informing the private sector as hoped.</p> <p>New Action - Ask DFE Marketing Head about the future plan for communication directly to businesses around the Economic Strategy.</p> <p>Action 10 - Look at Christmas Campaigns beginning earlier going forward.</p> <p>TC advised that a date to review the campaign will be confirmed as soon as possible.</p> <p>Action 11 - Business Development process to be explained at next Board meeting.</p> <p>TC confirmed this is part of the his staff structure paper at this meeting.</p> <p><i>Action Closed</i></p> <p>Action 12 - Organize a workshop on needs from commercial physical premises.</p> <p>TC confirmed a workshop on built environment will be conducted this year.</p> <p>Action 13 - Invite the chairman of MDC to business board.</p> <p>TC updated that this was to be discussed at next Board meeting.</p>
<p>14:20-14:30</p>	<p>Initial Briefing:</p> <p>a. Chair:</p> <p>SP is unwell today but is listening on Teams.</p> <p>b. DfE Chief Executive</p> <p>ML thanked both old and new members for their commitment to the Business Board and appreciates the time individual board members commit. ML then commented on why the Board is more important than ever to deliver it's Business priorities and challenges. ML confirmed that more funding is available next year for the Agencies and that the Economic Strategy Fund would be available for identified opportunities to drive the strategy forward. He also commented, currently all the Agencies have being discussing their 2023 priorities, with a commitment to publish their plan before the end of January 2023.</p> <p>The Board suggested that DFE should arrange an event outlining the 2023 priorities on the back of the Economic Strategy, to let the public know what DFE are doing to help.</p>
<p>14:30-15:30</p>	<p>Prioritisation and development of KPIs for Business IOM 2023</p> <p>BB20230114 - Business Objectives and Key Results</p> <p>TC introduced the prioritisation exercise and highlighted that the aim is to put a public document out that lays out the objectives for the Business Agency in 2023 by the end of January. The top level KPI document is going to be public, and the progress reports are for internal tracking.</p> <p><i>Sector by sector Discussion</i></p> <p><u>Medicinal Cannabis</u></p> <p>The sector champion for medicinal cannabis summarised the output target of 250 jobs by 2025 when first mentioned seemed very achievable but dependant on certain outstanding actions, which when completed, would allow those jobs to be realised. The KPI's will include these details.</p>

New Action - Increased focus on the progress trackers, ensuring they are live documents and updated for 2023.

Local Economy

TC summarised that the local economy has absorbed a large amount of the agencies resource through the Covid pandemic and the recent cost of living crisis. Several forms of short-term support are still in place for this sector, including LoveOM and the Domestic event Fund. Going forward the focus would be on dissecting the information shared from these businesses and using it to further strengthen the Economic Strategic objective of building a vibrant local economy.

The Board highlighted pressures such as staffing are still affecting the industry however it was noted that this is a wider geographic issue and is not just affecting the Isle of Man.

Food and drink Export

TC summarised this is a newly sector focus for the Agency.

The sector champions for food & drink highlighted how important labour and skills are to these sectors and that there are gaps for specific skills on the Island. Unless producing high value items for export, it is hard to compete on price. For the key objectives, focus should be on consolidation, collaboration, and operational efficiencies. It was also noted that investment generated on Island should be included in the metric of schemes rather just new job counts.

The Board discussed the selection of challenges facing the growth of this sector with regards to the cost of moving items off island. It was then discussed that if a proposition was put together for direct support on logistics costs, with data from industry, this could be considered at a Department level for potential financial support.

New action - Meeting to be set up to understand scope of a review/health check of the Food & Drink export sector including potential logistics financial support.

Engineering & Manufacturing

The sector champion for engineering & manufacturing summarised the health check of the sector is important to understand who the smaller businesses in the sector are. The review project has been approved, but if health checks are being considered for other sectors, we must get faster. The opportunity to support the newer businesses and allow uniqueness and innovation to flourish, is where the Island could be globally competing.

CleanTech

The sector champion for CleanTech summarised the sector as an exciting opportunity but is currently seen as just R&D but there are approximately 40 businesses with CleanTech activities already on Island. The KPI to relocate one CleanTech business makes sense but the building a sandbox for R&D would need linking to research institutions and universities but the board agrees with the overarching objectives for the Agency Programme.

TC highlighted CleanTech could be similar to the Medicinal Cannabis sector, in that a better understanding of the opportunities are needed to understand how best to drive this forward.

Built Environment

The sector champion for construction summarised that the sector is still challenged with a shortage of skills and that business may struggle to expand to meet the projects due to come down the line now that projects are getting the green light. Construction Isle of Man is due to

	<p>update its Board with new members by the end of January and the level of interest in these positions has been strong. At Department level, the position of consultee on the planning committee is a positive development as it now included the economic benefit of developments however more work is required to define these priorities.</p> <p>The Board asked whether government procurement may be used to shore up businesses in the short-term?</p> <p>New Action - Update required at the next meeting on the next stages of the procurement review.</p> <p>TJ added it is important to note where the waste strategy is for the sector.</p> <p>New action - Contact DOI and DEFA for an update on the waste strategy.</p>
<p>15:30-15:55</p>	<p>Papers for Decision</p> <ul style="list-style-type: none"> • BB20230110 - CACI Extension 2022-23 (MG to present) <p>TC noted that the project has been running for three years and with the new census data a further detailed report is being produced. Additionally, this will ensure the Isle of Man ACORN profile will be available to retailers with the latest census data.</p> <p>The Board asked what could be done to transform this report into a marketing tool? Could the Agency target the brands that are in the report?</p> <p>MG responded - this is a very useful marketing tool and is actively used when people want to analyse the Island's demographics. This is a one-off spend for the new census data to get an up to date profile of the island.</p> <p>TC commented - targeting the brands directly is not something that the Agency has done in the past and this would have to be a policy change, to come from the Board. But it could help fulfil empty retail units and provide new opportunities going forward.</p> <p>The Board questioned whether satisfactory value was received from the previous report and costs?</p> <p>TC responded - it had helped bring several brands and other departments had found benefits from the report, such as the police and health services.</p> <p><i>A Vote was conducted on the paper after due consideration.</i></p> <p><i>The Business Board approves the funding unanimously.</i></p> <p>New Action - Share the new CACI report with the Business Board members when finalised.</p> <ul style="list-style-type: none"> • BB20230111 - Business Diversification Social Media Campaign <p>HM explained this is a trial proposed by our PR agency Lexington to create awareness of the Isle of Man's diverse industries through paid advertising on social media. The plan is to create a video profile of 9 diverse businesses on the Isle of Man and is similar in concept to successful initiatives the Finance and Digital Agency have conducted. This content will be targeted towards North-West UK entrepreneurs, start-ups, and media to help build the image of the Island. This will cost a maximum of £9,500, half of which is to cover video creation and the remaining for promotion.</p> <p>The Board asked which nine businesses are to be covered?</p> <p>HM answered the limited number is due to the cost of the videos for production. A list has been proposed by Lexington and includes a wide a range of business.</p>

The Board agreed to share feedback with Lexington that the geographic target for the initiative should be open to the rest of the UK due to economic challenges in the North-West.

A Vote was conducted on the paper after due consideration.

The Business Board approved the funding unanimously.

- BB20230112 - Business Isle of Man Branding Refresh

HM summarised the launch branding for Business Isle of Man was completed 5 years ago when the Agency was founded. The website is due a refresh as part of GTS's procurement, which risks going ahead with the original branding. Additionally the existing promotional assets are no longer appropriate for Business Isle of Man to market and promote the Island as they are out of date. The plan is to procure an advertiser/creative to do a branding refresh of the Business Agency's media assets for use over the next few years.

The Board were interested in the technical specifications of the new website. It was clarified that the website was being conducted via GTS procurement and the paper for discussion was purely on the branding of the agency that would be applied to the final site. The reason for discussing prior to the new website is due to the cost efficiency of having the branding ready rather than retrospectively applying it in the future.

A Vote was conducted on the paper after due consideration.

The Business Board approved the funding via majority with the recommendation that an Isle of Man Business is selected.

1 Board Member abstained from the vote.

New Action - The Board recommended that an Isle of Man Based business is looked to conduct the work in line with normal government procurement requirements

- BB20230113 - New Business Agency Structure and Benefits

TC explained that previously the Agency had struggled with the level of resource required to cover all of the sectors for which it is now responsible. Those business development opportunities which the Agency has been involved with, have taken a significant level of resource to land and on occasions consumed all of the available resources, leaving other important work outstanding. The Agency has additional funding in the budget this year and this will be used to recruit a senior business development manager, to help focus and deliver on future opportunities, along with a Small Business Development Executive on a 6 month term, to evaluate the benefits of more direct business engagement. These appointments would also free up existing resource to focus on the critical policy updates and changes necessary to support economic growth. The job descriptions will be shared with the Board including measured objectives targeted to deliver jobs and SP will be part of the interview panel.

New Action -KPI and job specification for the head of Business Development role is to be circulated to Board members.

The Board commented a 12-month contract may be worth consideration with a regular review of the individual's performance?

TC responded that an LTA could be considered, but would likely result in lower value applicants.

The Board expressed a general concern over the number of new jobs being created within the Agency. TC further explained that the previous new positions had already existed within the



	<p>Department and recently transferred into the Agencies remit. The two roles in the discussion paper are confirmed as the first new roles the Agency has asked to create.</p> <p><i>A Vote was conducted on the paper after due consideration.</i></p> <p><i>The Business Board approves via majority.</i></p> <p><i>1 Board member voted against the paper.</i></p> <p>Paper for Noting</p> <p>TC summarised papers for noting, asked for questions.</p> <p>The Board asked for the budget to have more information such as regular progress updates.</p> <p>New action - Revisit the budget reporting to include progress updates</p> <ul style="list-style-type: none"> • Marketing Report - December 2022 • Marketing Report LoveIOM - December 2022 • LoveIOM & Domestic Event Fund Updates Jan 22 • Project Updates
<p>15:55-16:00</p>	<p>Standing Item: AOB</p> <ul style="list-style-type: none"> • Any questions or other business <p>The Board asked if the link to the Vaping consultation could be shared to members.</p> <p>New Action - Share link to 2023 Vaping Consultation with Board members</p> <p>The Board asked for a brief update on the LoveIOM project.</p> <p>TC explained that 70 merchants were currently registered; a 20% increase against purchases compared to last year. Discussions had been held with the FSA on inclusion of other sectors and a range of options were considered but would require a political decision to progress.</p>
<p>16:00</p>	<p>Meeting Close - TC closed the meeting at 16:45</p>

Actions

Action	Owner
Copy and Paste Tynwald Answer on ATG from Jan Board Update.	TRH
Raise at Department level the need for accurate and up to date civil service figures.	TC
Ask DFE Marketing about the size of the campaign for the approval of the Economic Strategy and feedback concerns that the message has not been clearly received	HM
Increased focus on the progress trackers, ensure they are live documents, and kept up to date.	TC
Meeting to be set up to understand scope of a review/health check of the Food & Drink export sector including potential logistics support	RG & TC
Update on procurement review at the next board meeting	TC
Ask DOI AND DEFA for an update on the waste strategy	KG
Share the new CACI report with the Business Board members when finalised.	MG
The Board recommended that an Isle of Man Based business is looked to conduct the work in line with normal government procurement requirements	HM & TC
KPI for the head of Business Development role to be circulated to Board members	TC
Revisit of the budget reporting to include progress updates	TRH
Share link to 2023 Vaping Consultation with Board members	TRH