

Date: 26<sup>th</sup> March 2021

Subject: Greater Manchester Local Enterprise Partnership Membership Review

Report of: Councillor Elise Wilson, Portfolio Lead for Business & Economy

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## **PURPOSE OF REPORT**

The Greater Manchester Local Enterprise Partnership (GM LEP) terms of reference require that the LEP's private sector membership is reviewed every two years. This bi-annual review ensures that the board is still meeting its strategic remit and is fit for purpose going forward.

The current private sector members' terms of office expires on March 31<sup>st</sup> 2021. The purpose of this report is to seek GMCA approval of the recommendations regarding the future private sector membership for the period April 2021 until March 2023.

## **RECOMMENDATIONS:**

The Greater Manchester Combined Authority is asked to approve the following recommendations regarding private sector membership of the GM LEP:

1. That six existing private sector members' terms of office are renewed for another two year term: Lou Cordwell, Nancy Rothwell, Lorna Fitzsimons, Amanda Halford, Chris Oglesby, and Richard Topliss);
2. That five new private sector members are invited to join the LEP as full board members: Steve Connor, Justin Kelly, Marilyn Comrie, Miles Rothbury and Vimla Appadoo

## **CONTACT OFFICERS**

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## EQUALITIES IMPLICATIONS

GM LEP has a clear commitment to diversity and recognises that different people bring different ideas, knowledge and perspectives. As part of this commitment, GM LEP refreshes its board membership every two years to ensure it reflects the breadth of industrial sectors on its Board as well as represents the diversity of Greater Manchester's people.

Following this review, the LEP Board's private sector members will continue to be gender balanced with 6 women and 5 men (see table below) and will have improved representation of Greater Manchester's diverse communities.

## CLIMATE CHANGE IMPACT ASSESSMENT AND MITIGATION MEASURES

The LEP Board Champions and oversees the delivery of the GM Economic Vision which reflects the GM Local Industrial Strategy and its Clean Growth Mission while recognising the shift in attitudes among people, businesses and investors caused by the coronavirus pandemic. As such, it builds on GM's bold target of carbon neutrality by 2038 and provides a framework for the LEP Board to support Greater Manchester in driving the UK as a global leader in low carbon innovation.

### Risk Management:

N/A

### Legal Considerations:

N/A

### Financial Consequences – Revenue:

N/A

### Financial Consequences – Capital:

N/A

**Number of attachments to the report: 0**

### Comments/recommendations from Overview & Scrutiny Committee

<b>TRACKING/PROCESS</b>		[All sections to be completed]
Does this report relate to a major strategic decision, as set out in the GMCA Constitution		Yes
<b>EXEMPTION FROM CALL IN</b>		
Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?		Please state the reason the report is exempt from call-in
GM Transport Committee	Overview & Scrutiny Committee	
N/A	N/A	

## **1. INTRODUCTION**

- 1.1 The GM LEP sits at the heart of Greater Manchester's governance arrangements, offering private sector insight, guidance and challenge to the development of GM's strategic agenda in partnership with the GMCA
- 1.2 The LEP's terms of reference require that the LEP's private sector membership is regularly reviewed to ensure its membership remains relevant to this agenda and is fit for purpose. The LEP's private sector term of office is two years with members appointed using an open recruitment process.
- 1.3 It was agreed by the Board at their August 2020 meeting that it would be timely to review membership given that the current private sector members' terms of office expired on 31<sup>st</sup> March 2021.
- 1.4 This report sets out the process for reviewing the private sector membership and proposes a number of updates to board membership.
- 1.5 Public sector representatives on the Board are appointed annually via the GMCA and did not form part of this review.

## **2. LEP MEMBERSHIP REVIEW AND POTENTIAL NEW CANDIDATES**

- 2.1 The last comprehensive review in 2019 was supported by Penna recruitment consultants. Penna have been appointed to carry out this review as outlined in the report agreed by the Board at their August 2020 meeting.
- 2.2 The political and economic context has changed significantly since 2019 and it is therefore timely to carry out a comprehensive review to help ensure the board is best equipped to address the range of current issues and opportunities that Greater Manchester faces.
- 2.3 The 2019 comprehensive review included a two-stage process which included a review of the existing private sector membership and a parallel recruitment exercise to identify new members.
- 2.4 A brief to appoint Penna Consultants to carry out the review was drafted on this basis and approved by the Chair with the review commencing in late 2020.
- 2.5 The first stage of the review consisted of a review of the LEP's current private sector membership where those wishing to be re-appointed to the board were interviewed on the basis of the person specification (attached at Appendix A) and their wider skills and expertise.
- 2.6 Feedback was also provided from member interviews regarding the future direction of the LEP Board. It was reported that Juergen Maier, David Birch and Mo Isap had decided to step down as a members of the GM LEP Board. Given that the Board was already carrying two vacancies, the LEP was looking to recruit five new Board members.

- 2.7 The consultants therefore advised on the best approach to attract new potential candidates and ensure the transparency and robustness of the review process in line with the terms of reference and current good practice.
- 2.8 As part of the LEP's commitment to equality, the review of membership focused on the need to ensure that the LEP reflects the breadth of economic sectors and is reflective of the wider GM population.
- 2.9 This included a four-week online recruitment campaign outlining the LEP Board role and person specification launched on the GMCA and LEP websites along with leading media sites at the Guardian and Sunday Times.
- 2.10 As in previous memberships reviews, this approach been complemented by publication on <https://intouchnetworks.com/> (a leading site for non-executive and trustee roles with 50,000 registered members bringing global reach across all sectors and industries).
- 2.11 The consultants also explored attracting talent through a range of further advertising options with a focus on diversity and inclusion alongside promotion of the roles through diverse professional networks.
- 2.12 For instance, Penna have recently developed their Diversity group on LinkedIn called 'Diversity at Penna' with links to over 30 Equality and Diversity groups as well as business professionals across the UK.
- 2.13 Penna also hosts their own Diversity & Inclusion communications practice and have worked with partners to organise events aimed at increasing the number of candidates from BAME backgrounds and women.
- 2.14 The consultants operated within a clear set of equalities-based principles, building on their work with the Black and Minority Ethnic Leadership Initiative supporting leaders in public service (the BALI Programme). This included reducing any perceived barriers, testing the role profile and supporting marketing collateral for appropriate language and any unconscious bias
- 2.15 The consultants assessed any new candidates against the person specification to identify a shortlist based on these criteria along with their broader capacity and experience. This includes ensuring that the range and level of representation remains appropriate and that LEP members have the necessary skills and capacity to contribute to the LEP's expanding role.
- 2.16 Interviews of existing board members and new shortlisted candidates were carried out by the LEP Chair and Deputy Chair Cllr Elise Wilson supported by the GMCA Executive Director for policy and Strategy.
- 2.17 Successful candidates are set out below and will be appointed to the Board subject to confirmation from GMCA.

### **3. PROPOSED GM LEP MEMBERSHIP**

- 3.1 Following the conclusion of the membership review, the recommendations for the refreshed GM LEP private sector membership are set out in the table below:

**LEP Private Sector Membership**

<b>Member</b>	<b>Role</b>	<b>Sector/Key Areas of Knowledge</b>
Lou Cordwell (Chair)	CEO, Magnetic North	Marketing and Communications Digital SME
Dame Nancy Rothwell	President and Vice Chancellor, University of Manchester	Science Higher Education
Richard Topliss	Regional Director of RBS and Chair of the Manchester Growth Company	Financial Services Business Support
Chris Oglesby	CEO, Bruntwood Group	Land and Property Regeneration
Lorna Fitzsimons	Director, The Alliance Project	Advanced Manufacturing Marketing and Communications SME
Amanda Halford	General Manager, Strategy and Business Development – GE Healthcare, Life Science Division	Life Sciences
Steve Connor	CEO, Creative Concern	Sustainability and Clean Growth Marketing and Communications Digital
Justin Kelly	Director, Siemens	Advanced Manufacturing Science and Innovation
Marilyn Comrie	Director, The Blair Project	Innovation Media SME Social Enterprise
Miles Rothbury	Head of Asset Finance, HSBC UK	Financial Services Higher Education
Vimla Appadoo	Co-Founder & Director of Culture Design, Honey Badger	Consultancy Design and Culture SME Digital
<b>Ex-Officio Members</b>		

Vanda Murray	Portfolio of Non-Executive Directorships	Marketing Management Consultancy Finance
Mike Blackburn	Non-Executive Directorship	Consultancy Digital Communications

#### **4. RECOMMENDATIONS**

4.1 Recommendations appear at the front of this report.

## **Appendix A**

### **Greater Manchester Local Enterprise Partnership**

Person Specification for Member

#### **LEP Member**

##### **Role:**

- to actively contribute to the strategic direction and the purpose of the LEP
- to provide expertise and knowledge to enable the LEP to address the economic needs of Greater Manchester
- to be prepared to take the lead and provide strategic direction in areas in which they have particular skills, expertise and experience
- to attend all LEP meetings and other events as appropriate
- to comply with the Nolan Principles of standards in public life

##### **Person Specification**

Applicants must:

- have a strong commitment to, and understanding of, the city region and in particular the drivers of and challenges faced by the Greater Manchester economy
- have substantial business skills and experience gained at a senior level and have credibility with the wider business community
- have experience of serving on groups or boards of senior executives
- be independently minded – providing detachment and clarity in the development of strategy and the identification of opportunities
- have ability to quickly understand and analyse and distil complex issues and to contribute to discussions about strategy
- have strong interpersonal and communication skills, be articulate and passionate and have an ability to influence and network
- have experience of working in a partnership environment and have a strong commitment to collaborative and partnership working, including with the public sector
- have a genuine interest and understanding of the challenges facing the business community
- have a total commitment to equality of opportunity and diversity, including an understanding of the barriers and challenges faced by economically or socially excluded groups
- be someone who is willing to provide the time commitment to the LEP and who potentially sees the personal development opportunity provided by the appointment