

GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: GM Local Enterprise Partnership Governance Update

DATE: 4th August 2020

FROM: Lou Cordwell and Mo Isap

PURPOSE OF REPORT

This report sets out an update on the recruitment process to fill the current Board vacancies.

RECOMMENDATIONS

The LEP Board is asked to

- consider the report and provide feedback
- approve the appointment of Penna to support the recruitment to the current vacancies in line with the LEP's diversity and representation principles.

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1. INTRODUCTION

- 1.1 At their meeting in July, the Board received an update on the governance of the GM LEP and the composition of the Board including current vacancies.
- 1.2 The LEP consists of 15 Board members: 11 private sector members (including 2 vacancies) and 4 GMCA members including the Mayor. The Board is also supported by two ex-officio members in their roles as chairs of the International Marketing Advisory Board and Business Support and Business Finance Advisory Board
- 1.3 Private sector members of the GM LEP are appointed via an open and transparent recruitment process, overseen by the Chair of the GM LEP and representatives of the GMCA. Private sector terms of office are for two years and then reviewed.
- 1.4 This regular refresh of the Board membership allows for effective succession planning ensuring the Board continues to reflect the breadth of industrial sectors on its Board as well as represents the diversity of Greater Manchester's people.
- 1.5 The Board agreed to a review of Board membership to recruit to the current vacancies in line with the LEP's diversity and representation principles

3. LEP BOARD RECRUITMENT

- 3.1 The most recent review of private sector members was concluded early in the financial year 2019-20 with current terms of office concluding in March 2021. Since then, two Board members have stepped down and the Board allocated funding of up to £20,000 in March 2020 for a membership review to be completed to recruit new Board members to fill these positions.
- 3.2 That initial review was supported by Penna recruitment consultants who have provided a proposal to support the recruitment to the current Board vacancies in a transparent and robust manner in line with the Terms of Reference and current good practice.
- 3.3 As part of the LEP's commitment to equality, the review of membership will focus on the need to ensure that the LEP reflects the breadth of economic sectors and is reflective of the wider GM population.
- 3.4 The Board have provided feedback on some of the key with industry sectors whose skills and experience could strengthen the LEP including clean energy; culture; hospitality retail; social enterprise; and innovation.
- 3.5 The consultants will advise on the best approach to attract new potential candidates. This will include a 4 week online recruitment campaign outlining the LEP Board role and person specification on the GMCA and LEP websites along with leading media sites such as the Guardian and Sunday Times.
- 3.6 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 over 35,000 registered members bringing global reach across all sectors and industries).

- 3.7 The consultants will also explore attracting a talent through a range of further advertising options with a focus on diversity and inclusion alongside promotion of the roles through professional BAME networks.
- 3.8 For instance, Penna have recently developed our 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.
- 3.9 Penna also houses 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.
- 3.10 The consultants will operate 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 includes reducing any perceived barriers, testing the role profile and supporting marketing collateral for appropriate language and any unconscious bias.
- 3.11 The consultants will assess any new candidates against the person specification (see annexe) to identify a shortlist prior to interview based on these criteria along with their broader capacity and experience.
- 3.12 Interviews of existing board members and new shortlisted candidates will be carried out by the LEP Co-Chairs and a public sector LEP member supported by the consultants.
- 3.13 Successful candidates will then be appointed to the board subject to formal confirmation from GMCA.
- 3.14 It will also be useful for the membership review to provide a pool of suitable candidates who can fill any further vacancies that may arise over the coming months, without the need for a further recruitment process.
- 3.15 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.

RECOMMENDATIONS

- 5.1 The Board is asked to provide any feedback on this report and approve the appointment of Penna to support the recruitment to the current vacancies in line with the LEP's diversity and representation principles.

Annexe
Greater Manchester Local Enterprise Partnership
LEP Board Member Person Specification

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