

Surrey Business Leaders' Forum, Monday 11 December – Meeting

<p>Richard Grainger, Chair – Welcome and Introductions</p>	
<p>RG welcomed everyone and thanked Helen from McLaren for hosting the meeting. Place focus for this quarter's Growth Board meeting – including infrastructure, spatial planning, development, housing, etc.</p>	
<p>Helen Foord – McLaren Introduction</p>	
<p>Helen provided a summary introduction to McLaren Cars and McLaren Automotive. 2023 is McLaren's 60th year but have only been making cars since 2010. McLaren are also the second oldest F1 team. The firm's HQ and production centre is based in Woking. Around 2,500 people in the business, considered small volume manufacturer.</p> <p>Recent recruitment challenges – nature of where the business is located and attracting people into the area. All vehicles hand-built on site. Also have a purpose-built carbon fibre factory in Sheffield.</p> <p>Helen provided an overview of core product range and highlighted McLaren's global customer base – growing in America.</p>	
<p>Richard Grainger / Dawn Redpath – Previous Actions and Project Updates</p>	
<p>Review of previous actions:</p> <ul style="list-style-type: none"> - Share learnings regarding working with FEs to design an apprenticeship plan – Sue Taylor or Anna Morrison to come to the group and discuss further. <p>Project updates:</p> <ul style="list-style-type: none"> - CoSTAR, £76m bid involving a national lab (at Pinewood Studios) and 3 local network labs. Led by StoryFutures. Satellite studio to be built at RHUL campus (predict it will create c200 jobs). Paper submitted to Cabinet in October, and looking to commence in the new year. Focusing Surrey funding and investment to areas where there is opportunity for growth. - CCF-GAIN, £2.2m funding bid to support commercialisation of the Games Industry. Understanding the industry challenges and how universities can support those. Centred on Guildford and looking to expand further afield. - Festival of Skills: successful event bringing together local businesses, training providers, and young people. Recorded over 1,300 attendees, and 80 stands on the day (about 80% of those being private sector). 	<p>Discussion Points and Actions:</p> <p>Feedback regarding Festival of Skills – spoke to over 700 people at event. Outcomes include several work experience requests, contacted by 7 schools looking to do Careers Fairs, invited by schools to speak. Many young people didn't have future career plans. 2 parents and 1 teacher contacted post event looking for career change. Would be helpful to have a QR code to link to business pages.</p> <p>Festival of Skills event was rewarding and would be willing to attend again. Quite a few questions received about internships and apprenticeships. 6/7 emails received the next morning.</p>
<p>Dawn Redpath / Patricia Huertas – Aligning economic interests with spatial planning / infrastructure</p>	
<p>Businesses' barriers to growth identified at a workshop a couple of years ago: housing, infrastructure, access to commercial space. Aware of the complexity of the system – multitude of partners that often weren't working together.</p>	<p>Discussion Points and Actions:</p> <p>Integrated thinking (specifically owned assets) necessary to further infrastructure and spatial growth. Housing for workers is needed, functioning high-streets, re-zoning, green field space to develop, etc. Forward thinking view of space and planning needed to drive change.</p>

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<p>Surrey Place Ambition was developed with D&Bs (3 years ago) – although placemaking conversation and driving forward change is challenging considering split of responsibilities (D&Bs have planning responsibility, SCC have highways, both have commercial site/land access and perspective).</p> <p>Surrey Infrastructure Plan developed – identifies highways and placemaking projects in the pipeline for the next few years. Recent Surrey Infrastructure Steering Group workshop identified priorities looking beyond that existing plan.</p> <p>1:1 conversations have been held over the past couple of months with D&Bs which helped to develop the joint priorities (as per slide 24 in pre-reading pack).</p>	<p>Network and joining up of schemes, importance of interconnectivity.</p> <p>Appetite for councils to maintain assets considering recent financial challenges? Role of businesses to help with how we reimagine high-streets.</p> <ul style="list-style-type: none"> - Need to understand how we can work together to help local partners to achieve their aims. Need to consider the LA, what the assets are and the potential to develop those. Potential to work beyond boundaries. <p>Lack of joined up thinking around strategic spatial planning and politics involved makes it challenging to link work effectively. Business rates biggest barrier to entry for high-streets.</p> <p>Business rates are key, start-up businesses can't afford them. Know of a local unit which is £47k a year for rent and £17k for business rates. Need to overlay infrastructure onto cluster mapping so we can connect people to jobs.</p> <p>Re-zoning properties/assets may mean LAs can recover costs that weren't anticipated for refurbishment etc. Changing use of properties could bring back funds – need to think outside the box.</p> <p>What is the unique aspect that Surrey wants to achieve? E.g. quality of the high-street, net zero buildings, work space, job creation. Need to connect people to jobs better.</p> <p>Digital infrastructure problem in rural Surrey. Causes challenges when it is more common to work from home.</p>
<p>Dawn Redpath – Challenge 2: Housing Affordability (housing, accommodation and homes strategy for Surrey)</p>	
<p>Strategy developed – inward looking focus on what we can control (affordable social housing, housing for Care Leavers, key workers etc.). Benefits of Surrey – connectivity, highly skilled population BUT higher value housing, congested road networks, lack of entry-level jobs.</p> <p>Is the focus on social / affordable housing going to reduce pressure for businesses?</p> <p>Key recommendations from the strategy:</p> <ul style="list-style-type: none"> - Strategic support from Homes England – Surrey looking to get a Level 2 County Deal which will give us a better relationship with Homes England. <p>Call to Government:</p> <ul style="list-style-type: none"> - Previously Homes Funding was only given to net increase in homes, funding being 	<p>Discussion Points and Actions:</p> <p>Most employees come in from London (i.e. reverse commute), train connectivity causes issues and having to pay more competitively.</p> <p>Focus on aspirational housing, creating a house that someone wants to live in (including what's in the local area). Need first entry point housing for young individuals in a thriving environment. Need to survey the younger generation to understand what they want.</p> <p>Challenges for those that can't afford to leave home but won't be eligible for social housing.</p>

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<p>developed to support other types of sites and development.</p>	<p>Most people moving into the county will rent initially, rent is likely to increase, short-term it's going to be even more difficult to bring people into the county.</p> <p>60% of Gatwick employees come from the RH postcode.</p> <p>Might lose the pull of people coming to the county for work, the pound is being put back into other counties.</p>
<p>David Stedman – Challenge 6: Branding and Promoting Surrey (Our Surrey Story Update)</p>	
<p>Branding for Surrey as a county. Raised at previous workshop – need to promote Surrey as a place. Focus on green, soft connectivity, and innovation in Surrey.</p> <p>Steering group set up recently, working with partners to discuss the branding.</p> <p>What would the role of this forum be in supporting that work and how to go about it?</p> <p>Messaging and framework to understand how we should we promote Surrey, who do we want this branding to reach, how it will benefit Surrey?</p> <p>Overview of areas of work discussed, and what we want to achieve.</p>	<p>Discussion Points and Actions:</p> <p>Maximise sharing insight about Surrey from those that live and work in the area.</p> <p>Recent Gatwick branding includes scale of opportunity and where boundaries aren't relevant. Video to highlight future plans, economic stats, and other local areas in terms of connectivity and sustainability. Understanding the Gatwick region, what it is known for and why others should be interested. Importance of visitor economy (link to Sussex and other partners). Working together with partners to promote the wider region. Gatwick Diamond doesn't have boundaries and can adapt. Offer to share Gatwick related work and data.</p> <p>Inclusivity and environment are growing in importance. Surrey doesn't generally feel inclusive or tolerant, needs to be more diverse. Getting people into the county is the hardest part.</p> <p>Often people comment on the pricing of housing in Surrey. People haven't heard of Surrey Day – need to promote the county more and raise awareness of the Surrey Day.</p> <p>ACTION:</p> <ul style="list-style-type: none"> - All to consider their involvement in place branding.
<p>Daniel Murray – Commercial Prospectus</p>	
<p>Pivoting Invest in Surrey to supply side approach – promoting our investment opportunities. Cutting edge business focus. Draft document being shared with OSGB on Wednesday (13th Dec.) and aim to be finalised in January.</p> <p>Flexible document to be updated depending on opportunities. Worked with D&Bs and Local Agents to identify investment opportunities. Need to land investment opportunities by working with partners, promote testimonials, and have businesses as ambassadors that are already in the area.</p> <p>Map of investment opportunities – most are privately owned. Intention to go back out to</p>	<p>Discussion Points and Actions:</p> <p>Role that businesses can have in encouraging others to Surrey. Would be interesting to have more publicly owned assets promoted in the prospectus. Consider public-private initiatives.</p> <p>Would be helpful to include digital links to existing businesses / videos of testimonials.</p> <p>Focused on tracking future jobs and new talent rather than building the core and the growth of existing companies.</p> <p>Importance of frequently updating opportunities.</p>

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<p>partners to include additional assets (specifically publicly owned).</p>	<p>Important to not dismiss opportunities of investment and green areas (e.g. in parks). Ensuring the attractiveness of high-streets and nearby areas.</p>
<p>Dawn Redpath – OSGB Governance 2024/25 onwards (implications of LEP integration)</p>	
<p>Context setting around integration of LEPs. Opportunity to act on a Surrey footprint. Have begun delivering out Surrey Careers Hub (from 1st September 2023). Further Government guidance expected in January 2024. OSGB will be the mechanism by which we receive our business voice. Review of OSGB to consider transparency and efficacy. Opportunity to enhance the representation on the SBLF and ensure the business voice on Growth Board. Delivery of the Growth Hub as additional responsibility (for high-growth businesses). Growth Hub will be a single point of contact for businesses in Surrey or coming to Surrey. Branding workshop being held in the new year.</p>	<p>Discussion Points and Actions:</p> <p>ACTION</p> <ul style="list-style-type: none"> - SCC: early January 2024, share paper with SBLF explaining context re what has happened with LEPs, what's happening now, and what that means for BLF. - Before March SBLF date, meet to discuss further and implications. Bring back to March SBLF to discuss as a group.
<p>Richard Grainger, Chair – AOB</p>	
<p>Next forum meeting date: Tuesday 5th March, 09:00-10:30. Location TBC. J-PL – keen to host later in the year. MM – offer to host at Atkins Global in March.</p>	

Ends

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Name	Organisation	Membership	Attendance	Comments
Richard Grainger	Dunelmia (Liberation Group)	Chair	Accepted	
Alison Addy	Gatwick Airport	Member	Declined	Richard Lennard to deputise.
Ben Jenkins	Asahi Beer	Member	Declined	Frederick Michell to deputise.
Chris Hurren	RSM UK	Member	Accepted	
Helen Foord	McLaren Automotive Ltd	Member	Accepted	
Jack Nicholson	Berkeley Group Plc	Member	Declined	Rob Packham to deputise.
Jean- Philippe Launberg	Gordon Murray Design	Member	Accepted	
Katia Malcaus	Gordon Murray Design	Member	Accepted	
Mike McNicholas	Atkins Global	Member	Accepted	
Dawn Redpath	SCC	Observer	Accepted	
Daniel Murray	SCC	Observer	Accepted	
Bethany Reeder	SCC	Observer	Accepted	
Patricia Huertas	SCC	Guest	Accepted	
David Stedman	SCC	Speaker	Accepted	

Appendix A: Attendees

Apologies

Alison Addy: Gatwick Airport

Amy O'Callaghan: Amazon

Andrew Smith: Pinewood Studios

Ben Clifford: Fidelity International

Ben Jenkins: Asahi Beer

Chris Lee: Jellyfish

Chris Targowski: Amazon

Claire Mohacek: Amazon

Dominic Wake: Sandoz

Jack Nicholson: Berkely Group Plc

Jon Elliott: Haleon

Mark Leftwich: Philips

Matt Furniss: Surrey County Council

Michael Coughlin: Surrey County Council

Oleh Melnyk: Allianz UK

Paul Mason: Pfizer

Tim Wates: Wates Group

Vic Chetty: Heathrow Airport

Yvonne Spencer: APHA