

HIGHLANDS AND ISLANDS ENTERPRISE

MINUTES OF THE LEADERSHIP TEAM MEETING, MONDAY 5 AUGUST 2013
CHIEF EXECUTIVE'S OFFICE

PRESENT	Carroll Buxton (Chair)	Director Regional Development
	Forbes Duthie	Director of Finance and Corporate Services
	Donna Chisholm	Head of Business and Sector Development
	Rachael McCormack	Director of Strengthening Communities
	Helen Herd	Human Resources
	Chris Roberts	Head of Communications
	Chris Taylor	Head of Tourism, item 5

- 1 Minutes of meeting held on Monday 29 July 2013 (17/13)** **HIEA 2012/00802**
The minutes were approved.

- 2 Matters arising**
There were no matters arising.

- 3 Smart Exporter Highlands and Islands 2**
The Head of Business and Sector Development presented a paper seeking approval to invest £413,400, including £165,376 from ERDF, in Smart Exporter Highlands and Islands 2. Building on the success of the first Smart Exporter programme, this initiative aims to help 100 businesses across the region to grow internationally. The focus will be on early stage exporters, and both account managed and non-account managed businesses will be eligible for assistance. The service will be closely aligned with Scottish Development International. Chambers of Commerce, which played a partnership role in the first Smart Exporter, will have no direct involvement, but will be represented on an advisory panel. Targets for increased turnover and jobs supported will be informed by a detailed evaluation of the first Smart Exporter, which is currently being concluded.

The paper was approved.

- 4 Accelerating Innovation in SMEs**
The Head of Business and Sector Development put forward a proposal for a pilot programme to extend access to the range of innovation services provided through HIE beyond the present core of knowledge exchange with universities, to enable more SMEs to benefit. Targeting both account managed and non-account managed businesses and social enterprises, the £350,000 programme (including £140,000 ERDF) will be integrated with HIE's specialist advice service, currently delivered by PA Consulting. Leadership Team sought clarification on a number of issues, including PA's role in this project, the recommendation to pursue a separate marketing contract, and creating a suitable name for the service. It was agreed that the Head of Business and Sector Development had addressed and clarified all of these matters, but should also update the Chief Executive, who was not present at the meeting.

The paper was approved.

- 5 Tourism Intelligence Scotland Phase Two**
Leadership Team considered a proposal for funding of £241,000 to deliver a range of HIE activity to stimulate product and service innovation in tourism businesses. Tourism Intelligence Scotland is HIE's flagship tourism project, benefiting thousands of businesses in

the region and contributing to Team Scotland targets, along with Scottish Enterprise and VisitScotland. The new phase, which runs until June 2016, will build on successes achieved over the three years since TIS formally launched. The new programme will incorporate a stronger element of in-house delivery which will help build knowledge within HIE, and will be designed to engage more deeply with customers. Digital reach will be maintained through the continuation of a series of popular tourism webinars. Leadership Team requested that outputs arising from the initiative should be aggregated to demonstrate cumulative impact. Effort should also be focused on ensuring the project is marketed effectively, using the HIE brand style, accessing the experience of STEM colleagues in designing and delivering an ambassador programme, and pursuing opportunities arising from high profile events in 2014, including the Commonwealth Games, the Ryder Cup, and Scotland Welcomes the World. There was one correction to the paper: to note that delegated authority rested with the Leadership Team, and not the Director of Business and Sector Development.

The paper was approved.

6 Any other business

a) CAM: Outer Hebrides Phase 2 – project amendment

Leadership Team homologated a project amendment, which had been agreed by the Chief Executive and the Director of Strengthening Communities, to extend community account management in Innse Gall until the end of December 2013.

Chris Roberts
5 August 2013
HIEA 2012/00802