

BREXIT RESPONSE STEERING GROUP

30.07.2018 Meeting Note

Attendees

[REDACTED] (SE) Chair
[REDACTED] (SE)
[REDACTED] (SE)
[REDACTED] (SDS)
[REDACTED] (SG)
[REDACTED] (SE)
[REDACTED] (SE)
[REDACTED] (SG)
[REDACTED] (SG)
[REDACTED] (SE)
[REDACTED] (SDI)
[REDACTED] (SE)
[REDACTED] (HIE)
[REDACTED] (HIE)
[REDACTED] (BG)

Apologies

[REDACTED] (HIE)
[REDACTED] (SE)
[REDACTED] (SFC)
[REDACTED] (SDS)
[REDACTED] (SIB)

1. Welcome

[REDACTED] welcomed the group, listed apologies and summarised the agenda.

2. Review of previous meeting note 25th June 2018

Meeting note approved. A couple of actions have been carried forward (see table below)

3. Feedback from Ireland meeting

[REDACTED] gave an overview of the recent visit to Ireland to hear how the three main agencies in Ireland (Enterprise Ireland, Invest NI and InterTradeIreland) are responding to Brexit.

Enterprise Ireland have developed an online tool (Brexit scorecard) which 2,300 businesses have accessed. In addition to the scorecard, EI also deliver a 'Be Prepared' grant as well as a series of events focusing on Brexit related topics requiring specialist advice (supply chain sourcing, customs/logistics, managing currency fluctuations). They also have a £300million loan scheme available, funded by the Irish Government and administered by the banks.

Invest Northern Ireland are due to launch a fund offering up to £50k for Brexit related activity. This needs to be match funded (50%) by the applicant, supporting projects worth up to £100k. They also offer various insights/factsheets and aim to deliver a programme of Brexit focused workshops.

InterTradeIreland focus on the volume end (smaller companies up to 15 employees). They offer £2k vouchers to support consultancy costs with Brexit related activity, shortly to be raised to £5k. They also deliver a range of Brexit related events.

[REDACTED] highlighted that 1 in 4 Account Managed companies currently think Brexit is either not relevant to their business or is not something they have plans to prepare for at this point in time. This was concerning across the group and strengthens the need to develop a sense of urgency in communications. The key areas for action include: using intelligence; delivering events/workshops and focusing on messaging and comms. We also need to upskill our staff and raise their knowledge of how we can help businesses.

BREXIT RESPONSE STEERING GROUP

30.07.2018 Meeting Note

ACTION: A note capturing the key points and learning from the visit to be produced (Bryan Fraser/Ewan Mearns)

4. Get Set for Brexit campaign

A session was held with the SE Digital Team to discuss the best approach for the campaign. The key discussion points included:

- The Brexit campaign will sit on the current agency websites (rather than a separate microsite). It will be built in-house.
- Support will be available to all businesses, regardless of size or sector
- The campaign will provide a signposting route to support available from partners. Partners will be encouraged to push customers to SE.com in the first instance to complete the initial diagnostic. Content on SE.com and partner websites will be developed over the coming weeks and months.
- A draft list of questions for the diagnostic tool are currently being developed and will be tested with SE's customer panel by end of August
- The campaign must demonstrate 'value' to customers. It will highlight what they *could* do to prepare for Brexit
- The full range of business support (Phase 2) will go live in October

Concern was raised over how the knowledge of agency staff will be developed in parallel with the external campaign. A cross-organisational support programme should be considered (CPD programme, Advisor Training, workshops/events etc). This is being explored by the Staff Awareness and Capabilities workstream.

██████████ suggested that the SE Economics Team can help analyse the diagnostic data if required.

ACTION: share draft diagnostic question set with group (Bryan Fraser)

ACTION: check if the SE/HIE/SDI brief for workshops will allow other partners to participate (Norma)

ACTION: Share draft diagnostic question set with BG and ensure BG advisors are included/considered in all Brexit related awareness activity (Bryan/Ewan/Annemarie)

5. Trade & Investment discussion

██████████ introduced the T&I paper and Norma highlighted the key points on behalf of ██████████. The paper focused on Trade and was intended to be a thought piece to encourage discussion in advance of the next T&I themed meeting.

The paper highlighted that:

- the ACE model (used by partners to support the customer journey) will continue
- products remain relevant to customers
- prioritisation, awareness raising and capacity building is a key focus of activity
- the Enterprise & Skills Review and the Brexit Steering Group are of key importance

ACTION: SCDI remain a key partner and should be included in the paper (Norma)

ACTION: Change SLEAD to SLAED in paper (Norma)

BREXIT RESPONSE STEERING GROUP

30.07.2018 Meeting Note

6. Prep for next meeting

The next meeting takes place on Monday 27th August from 11am-3pm at Scottish Enterprise Glasgow office. The meeting will focus on the Trade & Investment Theme and ideas were sought for speakers, format etc.

Suggestions for speakers/guests included:

- Institute of Export and International Trade
- Fraser of Allander (Brexit expert advisor)
- Edinburgh Chamber of Commerce
- Representative from the Energy Sector
- Scotland is Now
- Scotland Europa
- Scottish Cities Alliance

The group agreed that previous format for face to face workshops worked well. External guests/speakers add value to the session and should be included.

██████ and ██████ will meet with Ivan McKee (Minister for Trade, Investment and Innovation) to discuss the BRSR and his potential attendance at our August meeting. *[Update: Mr. McKee has now accepted the invitation to attend the meeting on 27th August and has agreed to share his insights from individual company meetings where he has discussed Brexit].*

ACTION: Any further suggestions on speakers/guests to be sent to Ewan/Annemarie/Martin (ALL)

ACTION: Clarify if T&I theme includes inward investment or if focus is purely on Trade (Ewan)

7. Update on SG Sector Impacts study

██████ gave an update on progress with the Sector Impacts Study. Risk & Policy Analysts Ltd have been appointed to carry out the study. The study includes a review of Brexit preparedness of leading Scottish firms and the Scottish Government itself. A draft assessment of the business readiness is due 24th August with a final report of the full study due in September.

8. Action plan review

Co-ordinators provided an update on progress and key highlights. Actions are noted in the table below.

9. Update: events and reports

Inverness Chamber of Commerce are organising a Brexit Roundtable on Monday 24th September in Inverness. ██████, Director of Trade Facilitation, BCC is the main speaker. ██████ (HIE) will also be speaking at the event

10. Next meeting

Monday 27th August at 11am-3pm, Scottish Enterprise office, 50 Waterloo Street, Glasgow

BREXIT RESPONSE STEERING GROUP

30.07.2018 Meeting Note

Summary of actions

Topic / Action	Responsible
Carried forward from previous meeting note <ul style="list-style-type: none"> Keep the group informed of Ministers' expectations on a formal launch Skills - circulate SDS Directors paper (Sarah to check if document can be circulated to the wider group) 	<div></div> <div></div>
Ireland visit <ul style="list-style-type: none"> A note capturing the key points and learning from the visit to be produced 	<div></div>
Get Set for Brexit Campaign <ul style="list-style-type: none"> Diagnostic tool questions to be shared with the group Check if SE/HIE/SDI brief for workshops can allow partners to participate Ensure BG advisors are included/considered in Brexit related awareness activity 	<div></div> <div></div>
Trade & Investment discussion <ul style="list-style-type: none"> Paper to be amended (SCDI to be included as a key partner). Change SLEAD to SLAED. 	<div></div>
Preparation for next meeting <ul style="list-style-type: none"> Suggestions on speakers/guests to be sent to <div></div> Clarify if T&I theme includes inward investment or is it purely focused on Trade 	<div></div> <div></div>
Action Plan – Sector implications <ul style="list-style-type: none"> The product mapping exercise contains confidential information. Ewan to identify if any of the non-specific information can be shared 	<div></div>
Action Plan – Business resilience <ul style="list-style-type: none"> Ensure BG are included in all future correspondence 	<div></div>
Action Plan – Comms <ul style="list-style-type: none"> A new core script (to be produced in September) to be shared with the Steering Group when available 	<div></div>