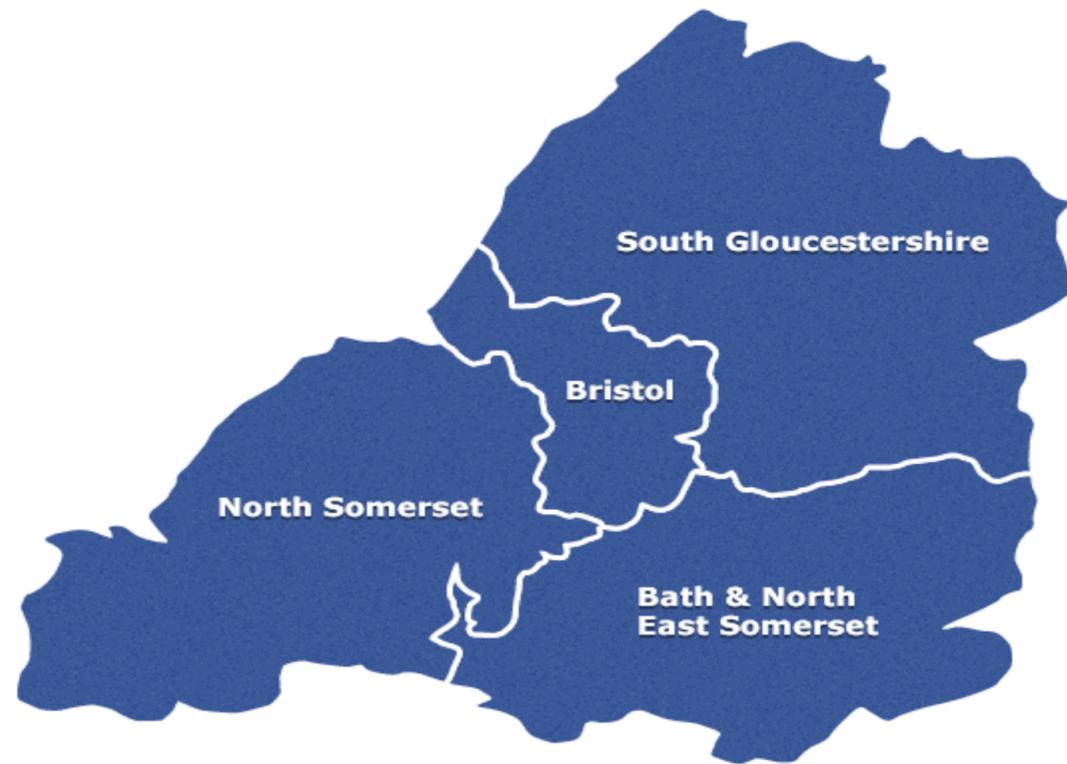


WEST OF ENGLAND LOCAL ENTERPRISE PARTNERSHIP

BUSINESS BOARD MEMBERS
RECRUITMENT PACK - 2021

THE WEST OF ENGLAND REGION

A region where ideas flourish and where businesses grow. It is also a place that a diverse population of people call home.



- Amongst the highest productivity in the UK outside of London
- £38.8 billion GDP
- Our region hosts the biggest aerospace cluster in the UK
- A world-renowned creative sector
- A diverse and collaborative business community
- Four prestigious universities

A WELL-CONNECTED REGION

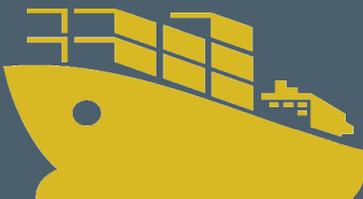
Home to the UK's first designated
Cycling City



Major road links
M4, M5, M32,
M48 & M49



Flights to over 125 destinations across the
world



UK's only deep water port with direct motorway &
rail connections to all points of the compass

24.4m train journeys
per year
(2018/19)



66.6m bus trips
per year
(2019/20)

DELIVERING AND DRIVING GROWTH

The West of England's economy is built on strong foundations with innovative and creative businesses and a highly-skilled population.

- One of 38 LEPs across England
- One of 10 Mayoral Combined Authorities
- The West of England LEP provides input into the allocation of around £60m local growth funds annually
- Shapes a compelling and ambitious Regional Strategy
- Champions the economic success of the region (locally, regionally, nationally)
- Shapes skills policy
- Promotes the regions' interests with Government
- Advises West of England Combined Authority / Joint Committee

“Together with the business board we can put the West of England on the map as a place of progress and achieve a better future for our region's residents and businesses.”

Dan Norris,
West of England Metro Mayor



THE OPPORTUNITY

The West of England has set an ambitious programme to create a better, greener future for all our residents. To help reach this commitment we are seeking inspirational and influential individuals who have the credibility to champion the West of England.

Successful candidates will inspire confidence in the local business community and will ideally have expertise in key areas, such as:

- Developing green infrastructure
- Sustainable transport
- Financial Services
- Creative and Cultural sectors
- Trade Union

“Being a member of the Business Board gives me the opportunity to use my business skills and experience to help shape the future of our region but also to learn from other experienced leaders in our region.



Collectively we are a group of people striving for real and positive change to improve the lives of people who live and work in the West of England.” Joanne Rumley, Foot Anstey

WORKING IN PARTNERSHIP

Our Business Board plays a key role in ensuring the business voice is represented in regional and national decision making to enable economic growth and drive the West of England's economic recovery from the Covid-19 pandemic.

- The LEP Board currently meets 4 times a year to consider, debate and shape key decisions and papers for the West of England Combined Authority and the West of England Joint Committee.
- The LEP Business members meet informally once a month
- The business membership term is up to three years from the date of appointment.



“Our region has huge potential, in large part due to the diversity of cultures and enterprises. Through my time on the LEP Board I have seen the critical role Board members play in articulating that diversity and helping the Combined Authority to lobby government and to target support where it is most needed and effective.” Dick Penny, Independent Consultant - Creative Sector [LEP Board Member 2018-2021]

HOW TO APPLY

We are looking for individuals who can bring the following skills and experience:

- Sector expertise
- Demonstrable experience of leadership
- Credibility to champion the region
- Ability to convene and represent collective views

This is a voluntary position and we are keen to maintain a diverse business board that is representative of our community and welcome applications from all sections of the community.

Please email expressions of interest along with a short biography or CV to lepchair@westofengland-ca.gov.uk by **Friday 17 December** briefly outlining why you are interested in this opportunity and what area(s) of expertise you feel you could bring.