

Communications and Engagement Update

Purpose of Paper:

- To update the Board on recent Communications and Engagement activities.
- To provide a forward look of future potential activity.

1 Communications Update

1.1 Following the confirmation of Board Members, we issued a press release on Monday 28th March, which has been covered in various local and trade publications.

1.2 The “Responding to general queries” protocol is now in place and a branded letter template has been agreed. Over the past four months we have managed queries from over 100 different sources.

1.3 Website – We are in the process of updating the LEP website: www.yourlocalenterprisepartnership.co.uk. The new website will be easier to navigate, contain more information about the LEP (and in particular it’s Board), and be easier and quicker to update. The website will be built using an OpenSource Content Management System (CMS) that is free to install, meaning that the only costs will be a £4 hosting fee.

1.4 Coverage relating to the appointment of Neville Reyner as the Chair of the LEP Board has been obtained in some local and trade press. A media morning or afternoon is planned soon to secure further coverage, with a high level of interest from the local media.

1.5 LinkedIn – the “Your Local Enterprise Partnership” group now have almost 200 members, with more active discussions taking place than ever before. We will continue to seed the group with discussions and get involved in those created by other group members. If you are not already a member of the group I would recommend you join. If you would like to know more about LinkedIn Groups please do let Laura Halstead know.

1.6 Twitter – the “YourLEP” feed currently has 150 followers, with plans to increase this number once the new website is up and running.

2 Stakeholder Mapping

2.1 Last year, we requested headline information about businesses within each Local Authority area to create an overview of the Enterprise Partnership’s business community. We have since received and collated information from some parts of the Enterprise Partnership area.

2.2 At present, general business engagement activities, aside from specific Enterprise Partnership events, are carried out by each individual Local Authority (as well as by the GCP and Opportunity Peterborough).

2.3 The current Stakeholder Mapping list has been shared with all members of the former Implementation Team who are feeding any amendments back to Laura Halstead, who will then update the document and share it again with partners as a current working version.

2.4 It is then proposed that the team undertake a more focussed mapping of networks, in particular business networks and business representative organisations, across the Enterprise Partnership area. These organisations are most likely to ask for information directly from the Enterprise Partnership.

2.5 In addition to the stakeholder mapping work, we have been developing the original bid database, including asking new contacts if they are happy to opt in to receive future communications from the Enterprise Partnership (to ensure we conform to the Data Protection Act). We are now receiving a number of requests from various interested parties who would like to be kept up-to-speed with the latest news.

3 Next steps

3.1 There is a great desire for future **events** to be held to provide further businesses with the opportunity to engage with the Enterprise Partnership. There will be budget implications to holding further events, and there are limits to how many people we can effectively engage with at a single event. Therefore, we recommend that we plan to hold a series of connected events in the future – either based on a thematic, geographic or sector basis. This might be done through business breakfast briefings and/ or a larger update event.

3.2 **Breakfast briefings** – Utilising existing business breakfast meetings, we would go out to one meeting per Local Authority area to update local businesses on the work of the Enterprise Partnership, and promote online engagement opportunities. These events would provide an opportunity for new businesses to get involved and to ask questions about the Enterprise Partnership.

3.3 **Update event** – We propose another large scale event to test proposals relating to functions of the Enterprise Partnership and the proposed structure and priorities for of the Enterprise Partnership to gain specific business feedback on our next steps. This event will link to the formal launch of the Enterprise Partnership, and will follow on from the work carried out at the Summit, and highlight what we have done with the information we received in November.

3.4 **Board meeting PR** - A publicity campaign will be created to promote the Board using both traditional and online media.

3.5 **E-newsletter** – In the near future I would recommend looking into creating a regular e-newsletter to keep key partners and stakeholders up-to-date with the latest information. By utilising a system such as MailChimp this could be done for free for up to 2,000 recipients, making it an extremely cost effective way of communicating regularly with stakeholders.