

Enterprise M3 Board
29 March 2018
Annual Report – Item 12

Enterprise M3 Board is asked to:

Note the development of the 2017/18 Annual Report and the AGM on 8 June 2018.

- 1.1 The development of 2017/18 Annual Report has commenced for publication and distribution at the AGM on 8 June 2018.
- 1.2 It is proposed that the structure of the report will differ to the previous Annual Reports, by moving away from thematic headings to emphasise packages of investment and delivery. The 2017/18 Annual Report will focus and highlight the impact metrics of Enterprise M3's investments. The key themes of digital and low carbon economy will flow throughout the report.
- 1.3 The visuals will be created by Bob Design & Marketing Ltd who have produced previous year's Annual Report. The style and feel of the visuals will reflect the Enterprise M3 brand and our ambition to keep the infographics fresh.
- 1.4 Ideas have already been suggested by the team and PMG and include developing case studies to highlight how we have supported businesses, highlighting partnership working, and the use of QR codes to link to videos e.g. EZ³, Innovation South launch, time-lapse of projects (Whitehill & Bordon relief road, Farnborough Exhibition Centre etc), and Board members' activities with the LEP.
- 1.5 We will be procuring a photographer to produce high quality photographs of our projects and we will also include new photographs of all Board members. We will be in touch with Board members to arrange appointments.
- 1.6 Linda Cheung is leading the development of the Annual Report on behalf of the Board working with Sarah Carter and team.
- 1.7 Board members views are sought on the future shape and key successes to be included within the document. Linda and Sarah will lead a feedback session at the board meeting.
- 1.8 Key timeline for the development of the Annual Report is as follows:
 - Draft version to be presented to PMG 10 May
 - Draft version to be sent to Board for feedback 14-21 May
 - Executive Director sign off 23 May
 - Delegated Board sign off 24 May
 - Printed documents 4 June
- 1.9 Board members should have received a save the date for the AGM, which will be held on Friday 8 June 2018 9:00 – 14:00 at The Village Hotel, Farnborough. Further details and agenda will be provided closer to the time.

Sarah Carter
Strategic Communications
21 March 2018